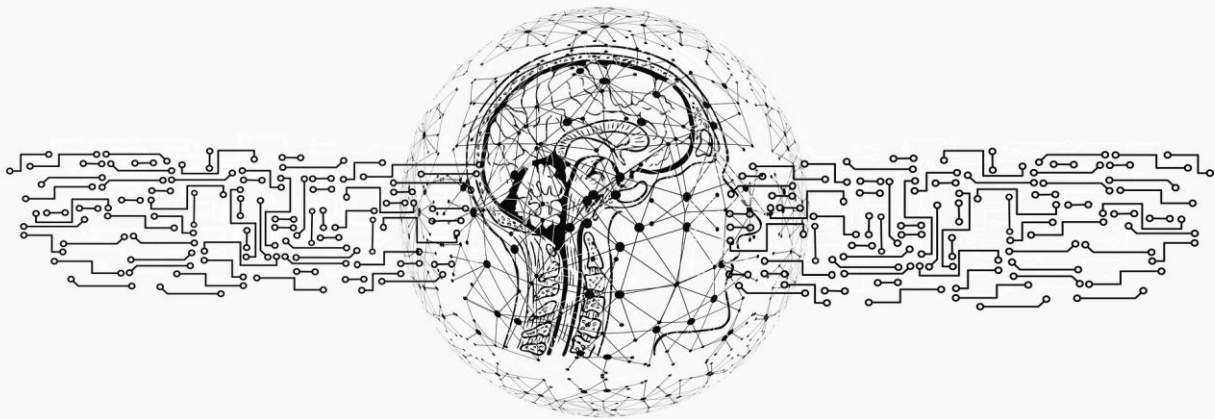


# Boomi's Journey: From Steadfast Leader to Innovator Extraordinaire

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As an independent industry analyst, tracking the fast-moving, dynamic integration platform as a service (iPaaS) landscape, I’m always intrigued by the unveiling of Gartner’s latest Magic Quadrant reports. Almost all companies have some movement, but the adjustment is usually slight. This year Boomi’s leap upward and to the right caught my eye and raised the question: How did Boomi achieve this remarkable feat?

In a February 22, 2024 press release, Boomi CEO, Steve Lucas, attributed the move to Boomi’s “unrelenting product excellence, innovation, and execution as a team.” said Steve Lucas, CEO of Boomi. The release goes on to demonstrate a year of accomplishments including event streaming and queuing services, metadata-driven AI and automation, generative AI to streamline development, AI patents, ISO certifications, and government-grade security and compliance. Execution is demonstrated by global expansion and new leadership; plus a growing user community and partner network.

In his blog post, Chief Product and Technology Officer of Boomi, Ed Macosky, boiled it down to a series of advancements in the product and a shift in company culture. New product advancements like Boomi Labs and Boomi Spaces, which enable organization-wide collaboration, making Boomi more accessible to “citizen developers,” and fostering reuse of existing assets.

Macosky describes the shift to a culture of innovation, “Over the past year, Boomi has shifted into overdrive by releasing a wealth of new products in addition to our Boomi Spaces offering. Everything we’ve built has one thing in mind – customer success. Boomi delivers what businesses need through our technology and the consistent support to help them get the most value from it.”

Most importantly, Gartner describes the way Boomi was able to adapt quickly and execute with precision. In the Gartner iPaaS Magic Quadrant of 2023, Boomi showed strengths in market responsiveness, sales execution, and vertical strategies. It faced cautions regarding its lack of a truly unified platform, too much reliance on partners, and uncompetitive speed of innovation. Furthermore, questions arose around its business model due to changes in executive leadership following its acquisition by private equity firms.

Fast forward to the Gartner iPaaS Magic Quadrant of 2024, and Boomi not only retained its position as a Leader but has ascended to the upper right of the leader quadrant, marking a significant shift in its trajectory. Gartner clearly noticed the new speed of innovation attained by Boomi in 2023, especially calling out AI augmentation in the platform, a service level agreement of 99.99%, resiliency, and security. Along with speed of innovation, Gartner mentions Boomi's speed of responding to customer and marketing demands with a new collaboration offering, real-time capabilities, and accelerators. Finally, Boomi customer centricity peaked in 2023 with high marks in Gartner Peer Insights and 30,000 certified Boomi professionals.

### Ferraro Consulting POV

According to Ferraro Consulting, much of the credit for Boomi's upward mobility goes to the new CEO, Steve Lucas, who joined as CEO in December of 2022. Under his leadership, there seems to be an uptick in business orchestration and motivation. In 2023, the product and customer teams unlocked the key to accelerated execution, turning out a continuous flow of innovation and laying down a clear path for the delivery of an exceptional product. In 2024, it will be up to sales and marketing teams to accelerate their engines to generate growth based on the new road set before them. With a new marketing executive one year ago and a new sales leader at the start of 2024, this is their year to shine.

Boomi's surge forward in 2023 was defined by a culture of innovation. However, along with the cultural transformation, the product strategy, especially the acquisition of Unifi was instrumental in producing results. In 2019, John Santaferraro identified Unifi as a top 3 vendor for AI enablement in two categories: the use of AI and ML in metadata services, and the use of AI and ML in data integration and preparation. At the core of Unifi's AI leadership was their OneMind AI engine. Boomi completed their acquisition of Unifi in 2020, and by 2022, the product was fully integrated under the Boomi brand.

During 2022, Boomi repositioned themselves beyond API integration with a single product operating on a common set of metadata for all services including API integration, data integration, event stream management, API management, EDI management, master data services, workflow automation, and their core AI engine, Boomi AI.

The expanded offering with Unifi, a common rich set of metadata, and a central AI engine gave Boomi everything they needed to take full advantage of the 2023 generative AI boom and emerge as a leader of leaders in 2024. Their rapid acceleration in the use of generative AI was largely due to their extensive use of general AI already in their platform. Gartner listed their AI advancement as one of the key reasons for their move from the lower left to the upper right position in the magic quadrant.

Looking forward, Ferraro Consulting sees three areas of product strategy and roadmap that will continue to accelerate innovation for Boomi.

*1. Metadata as the key driver for profitable AI.*

Ferraro Consulting has identified the active use of a common set of metadata as a key driver for delivering on the AI augmentation for data management platforms. Since Boomi has prioritized the use of metadata, they are well positioned to continue to automate formerly manual data engineering tasks. Because they have a head start in automation and have identified this as a key area of investment, Ferraro Consulting expects that they will continue to maintain a leadership position.

*2. The combination of general AI with generative AI.*

Ferraro Consulting has also identified that data management companies who have a core engine for general AI will outpace their competitors in the effective implementation of generative AI within their products. Vendors who are simply bolting on generative AI to their existing software infrastructure will lag behind. Since Boomi has already invested in active metadata and AI augmentation apart from the new generative AI boom, Ferraro Consulting expects that they will continue to outpace many of their competitors in the use of AI augmentation and generative AI capabilities for data engineering.

### *3. Focus on integration and automation as core competencies.*

While Ferraro Consulting sees a trend toward unified data engineering, the delivery of all data engineering functions on a single platform, there is also much benefit for those vendors who stop trying to be all things to all people and focus on their core competencies. Boomi has doubled down on their integration and automation software strategy; and this focus is paying off with accelerated innovation around their core competencies. Ferraro Consulting anticipates continued focus and acceleration for the Boomi product development teams.

In addition to product strategy, Ferraro Consulting also expects the leadership team at Boomi to address Gartner's concerns with the same level of execution exhibited around the product in 2023. We will keep an eye out to see new strides in Boomi's go to market strategy and sales motion; as well as a shift from partner led functionality to home grown or acquired functionality brought into their platform.

In conclusion, Boomi's journey from a steady Leader in 2023 to an innovator extraordinaire in 2024 is a testament to its resilience, adaptability, and unwavering commitment to customer success. By embracing emerging technologies, refining its product portfolio, and prioritizing customer experience, Boomi has not only secured its position in the iPaaS market but has emerged as a beacon of innovation and excellence. As the technological landscape continues to evolve, Boomi's evolution serves as an inspiration for companies striving to thrive in an increasingly competitive environment.