Grazitti Interactive®
Marketing for Digital Natives

Developed Custom Solutions for Better Boomi Optimization

HIGHLIGHTS

Provided Consultation for Better Utilization

Developed Integration Workflows per Requirement

Built Solutions for Better Utility

Improved Boomi Optimization

THE CUSTOMER

The customer is a US-based leading SaaS provider of Voice over IP (VoIP) products. For more than three decades of being in business, the customer has a wide clientele across countries from around the globe. The customer enjoys prominent recognitions including being listed as a leader in the UCaaS (Unified Communications as a Service) category of Gartner's Magic Quadrant report several times.

THE CONTEXT

The customer was using Boomi as their iPaaS platform and had a handful of their business systems integrated using it. But they didn't have an in-house team of experts to manage and optimize their Boomi system. Because of that, they were facing challenges with workflow and process breakages. Also, they were struggling to make the optimum use of their Boomi system.

THE OBJECTIVE

Since the customer didn't have an in-house team of Boomi experts, they were looking for a Boomi partner to help them with developing integration processes based on their needs. They also wanted the partner to provide consultation with best practices to help them optimize the Boomi system. Looking at the Boomi expertise of Grazitti Interactive, the customer decided to partner with us.

THE SOLUTION

The customer shared their requirements with our team of Boomi admins and developers. Other than fixing the workflows and process breakages, our Boomi experts also did some integrations and developed certain custom solutions to meet their requirements.

Based on the requirements shared by their team of technical architects, some of the out-of-the-box solutions we developed are as following:

1. Setting up Email Communication for Process Runs

We set up an email communication process for process run failures. Following is what it enabled:

- Users need not log in and go through the Boomi logs to confirm if the process execution was successful or if there was any failure. In case of failed process runs, users are notified via email.
- In case of complex processes (those containing multiple sub-processes and if errors occur in more than one sub-process), a single email is sent to the user with the name of the parent process that failed and all the error messages.
- Multiple email addresses can be added as recipients of the error notification.

2. Integrating Wavecell and Salesforce

We performed the integration between Salesforce and Wavecell. The integration resulted in the following:

- Fetching qualified leads from sfdc.com along with Phone Numbers.
- Hitting Wavecell API to send SMS.
- Allowing prospects to reply 'STOP' if they wish to stop receiving the SMSes.
- Updating lead/prospect in Salesforce, means removing it from qualified leads.

3. Syncing Boomi Logs to Dashbase

We enabled syncing of Boomi logs to Dashbase, a communication platform for remote workers. In the absence of syncing, Boomi logs were removed after some time based on atom setting, say (3 days - 30 days) and troubleshooting critical processes became difficult due to logs being purged from Boomi. To overpower this, we built a solution to sync the Boomi logs to Dashbase for critical processes.

THE OUTCOME

With the assistance from our Boomi admins and developers, the customer was able to execute their solution ideas in their Boomi instance. Also, using our custom solutions and integration, the customer was able to uplift the utilization of their Boomi instance, resulting in better optimization.