



Digital Transformation of the year 2025

Case Study – API gateway & Middleware Platform Implementation

Project Name: Boomi API Gateway & Middleware Platform Implementation

The **API Gateway & Middleware Platform Implementation** represents a groundbreaking advancement in our organization's digital transformation journey. As pioneers in deploying the **Boomi API Gateway & Middleware Platform** within the Real Estate industry in the UAE, we have successfully created a seamless integration framework across diverse systems. This project has delivered substantial operational, financial, and customer experience benefits, embodying innovation, efficiency, and social impact.

Key systems integrated include **Salesforce, Oracle, AEOS Access Control (Nedap), OCR (Amazon Textract), Ejari tenancy contract registration, Mobile Apps, Etisalat SMS Gateway, Aramex Courier Service, and CBD Bank Payment Gateway** to name a few. Our platform has enhanced real-time data flow across these systems, driving productivity gains, cost savings, and improved customer engagement.

This initiative stands out for its **innovation in connecting varied technologies, transformational business impact, and focus on customer-centric and sustainable practices**, making it highly deserving of recognition.

The below summary highlights some of the major impact areas

Business Impact:

Our API Gateway and Middleware platform has significantly improved productivity, speed to market, and financial efficiency. Automated workflows and real-time data synchronization across systems like Salesforce and Oracle have led to faster service delivery, operational agility, and reduced manual efforts.

Innovation:

The platform unifies diverse technologies into a cohesive ecosystem. By integrating systems across CRM, ERP, telecommunications, access control, and payment gateways, we've created an intelligent infrastructure that enhances decision-making, improves data flow, and accelerates service development.

Social Impact:

Beyond operational gains, the platform improves customer experiences through faster response times and personalized services. Our employees benefit from improved collaboration tools, contributing to a more productive and satisfying work environment.

Business Challenges Addressed:

- **Data Silos:** Legacy systems created operational inefficiencies. The API Gateway unified these systems, enabling real-time data sharing between Salesforce, Oracle, and other platforms.
- **Manual Processes:** The platform eliminated manual data uploads and errors, automating processes and reducing human intervention.



- **Operational Bottlenecks:** Streamlined workflows reduced delays in service delivery and improved customer satisfaction by minimizing inefficiencies.
 - **Data Accuracy:** Automated integrations ensured consistency and accuracy across platforms, improving decision-making capabilities.
 - **Scalability:** Boomi's modular architecture supports our growth, making it adaptable to future demands without performance loss.
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Impact:

Financial Impact:

- **Cost Savings:** Streamlining our IT infrastructure through Boomi reduced licensing, maintenance, and operational costs.
- **Revenue Generation:** Faster time-to-market for services directly contributed to increased revenue streams.

Organizational Impact:

- **Operational Efficiency:** Automated workflows across multiple platforms enhanced data accessibility and enabled our teams to focus on strategic initiatives.
- **Employee Productivity:** By eliminating manual tasks and enhancing collaboration, it has boosted team productivity.

Social Impact:

- **Customer Satisfaction:** The platform delivers a more responsive and personalized customer experience, driving loyalty and engagement.
- **Employee Satisfaction:** Improved workflows have contributed to higher employee engagement and a positive workplace culture.

Environmental Impact:

- **Sustainability:** By reducing infrastructure resources and moving away from paper-based processes, Boomi has supported our environmental sustainability efforts, cutting CO2 emissions and electricity usage.

Human Impact:

- **Skills Development:** Our IT team gained expertise in advanced integration technologies, enhancing their professional growth and strengthening organizational capabilities.
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Innovation:

- **Unified Integration Platform:** Boomi transformed disparate systems into a single, seamless platform, improving data synchronization and operational visibility.

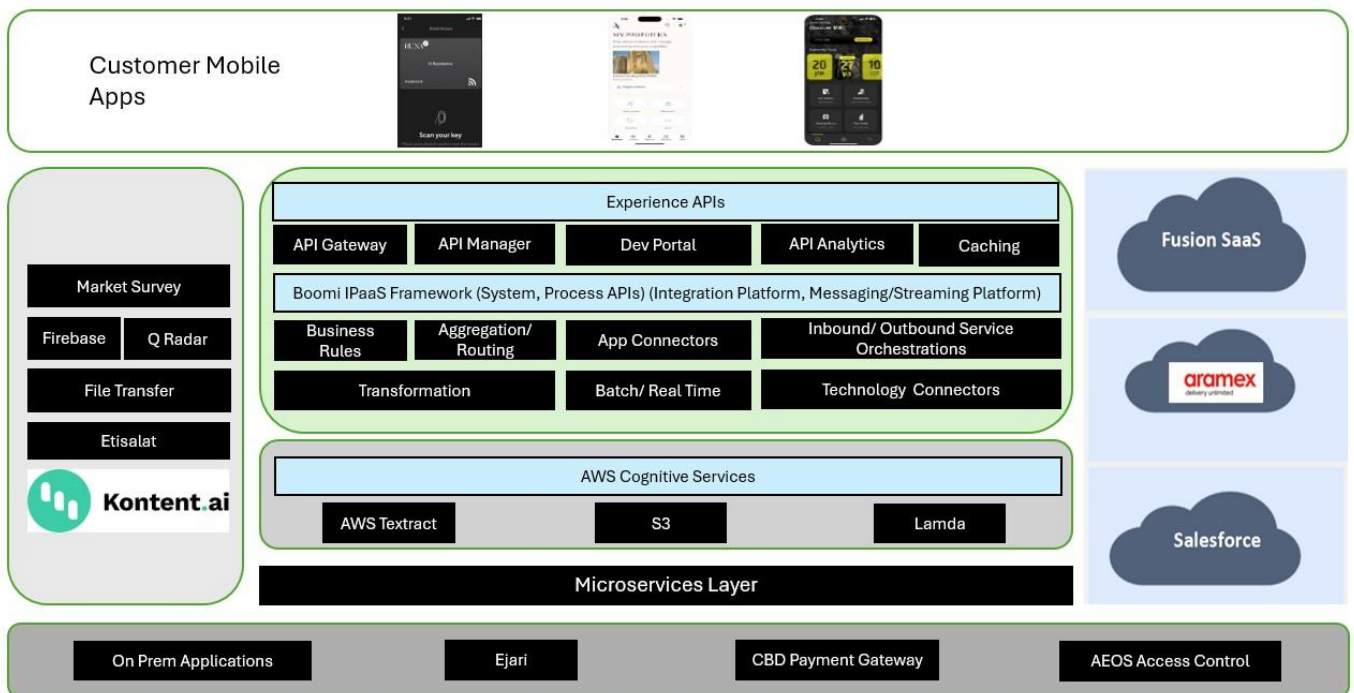


- **Agile Integration Methodologies:** The platform's low-code development environment allowed us to deploy integrations rapidly, enhancing our agility and speed to market.
- **API Governance and Security:** Boomi's API management features have strengthened data integrity and security, ensuring compliance with industry standards and reducing risks.
- **Scalability:** Boomi's cloud-native, scalable architecture enables us to meet future growth and innovation demands without increasing infrastructure complexity.

Project Timeline: 7 months

This implementation has been a major milestone, revolutionizing our data integration processes and improving the reliability, accuracy, and efficiency of our operations. Our successful go-live marks a new era in our digital transformation journey to be specific and entire real estate industry in general.

High level overview of the connected system on a unified platform





PRESS RELEASE

Boomi Announces EMEA 2024 Customer Innovation Award Winners

The winners were honoured for pioneering innovative solutions by integrating applications into transformative, business-enhancing systems using the Boomi Enterprise Platform. This year's honourees were chosen for their outstanding performance in the following criteria: demonstrating business impact through exceptional, quantifiable results; digital transformation; innovative projects; social impact; modernization; integration excellence; and automation excellence.

This year's winners include:

A.R.M. Holding - Operational Efficiency Award — A.R.M. Holding used the Boomi platform to transform the real estate industry in the United Arab Emirates by integrating various diverse systems such as CRM, ERP, and other business applications into a cohesive ecosystem, significantly enhancing data flow, operational agility, and customer experience.



Below you will find few links where the official announcements have been made in media

https://boomi.com/resources/resources-library/emea-customer-award-winners-2024?utm_campaign=oktopost_Boomi%20World%20FY25&utm_medium=organicsocial&utm_source=LinkedIn

<https://apnews.com/press-release/business-wire/london-0d5b8dc62cd34cd1ad0cd9a9e89f9fbd>

<https://www.businesswire.com/news/home/20241010590691/en/Boomi-Announces-EMEA-2024-Customer-Innovation-Award-Winners>

<https://www.techdogs.com/tech-news/business-wire/boomi-announces-emea-2024-customer-innovation-award-winners>

https://www.standard-journal.com/ap/business/article_5b3cdd06-789f-5542-963e-3faf9d661046.html

Below is the link for LinkedIn post

https://www.linkedin.com/posts/boomi-inc_congratulations-to-our-2024-emea-customer-activity-7250067724175912962-nffX?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/armholding_boomiinnovationawards-operationalefficiency-activity-7251890304520249344-4fQj?utm_source=share&utm_medium=member_desktop



