

The Power of Connection

Boomi World 2024



Fintech + Boomi = Transformation

**How Kitepipe is using the full Boomi
platform to support digital transformation
in Mid-tier Banking**

| Larry Cone & Jeff Penner : Kitepipe
Ann Maya : Boomi



Connect

Agenda

01

Summary and Intros

02

Challenges:

The Fintech Vertical:
Drivers and
Challenges;
Customer Profiles

Challenges in
Architecture

03

Solutions:

Solution Architecture

Kitepipe
Implementation
Approach

Learnings

04

Discussion:



Larry Cone
Kitepipe CEO



Ann Maya
EMEA CTO
Boomi



Jeff Penner
Kitepipe Sr. Consultant

Panel For Today's Session: Intros

Fintech + Boomi = Transformation

How Boomi and Kitepipe use the full platform to support Fintech digital transformation

Abstract

No industry is under more pressure to modernize than Mid-Tier banking and finance

- Profiles: Financial Firms;
- Drivers and Challenges
- Solution Architecture
- Integration Approach
- Implementation Learning

Three Profiles:

01

Financial Services

- Mid-tier Investment firm

02

Regional Bank

- Commercial+consumer bank, growing thru acquisition, up to 200 locations, and > 20bn plus in assets

03

Metro Bank

- Serving mid rank MSA's, less than 50 locations, up to 10bn in assets, includes credit unions

Modernization vs. Obsolescence

Drivers for Transformation

Siloed Systems

- A platform for each product
- Isolated – none or difficult APIs

Customer Expectations

- Everything on my Phone
- Not Going to the Branch

Rigid Architecture

- Hard to replace and re-connect
- Hard to manage customer 360 view
- Regulatory/PII challenges

The Competition and Consolidation

- Fierce brand marketing, new on-line only entrants, large IT and business application spend



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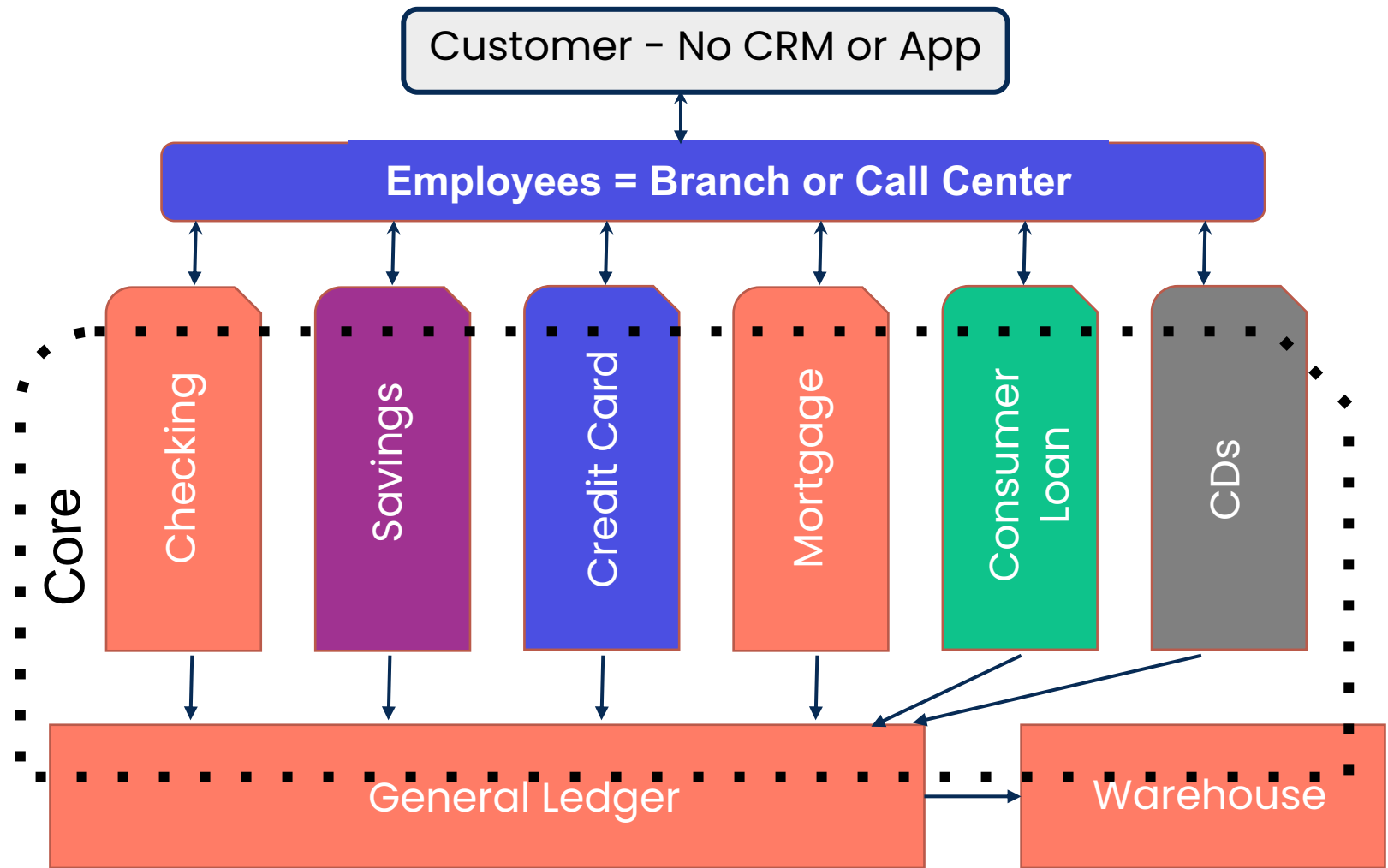
We are not looking to be acquired; we are planning to grow from our strengths: knowledge of the community, our customers, and personalized high-value services. Timely, consolidated data is a key part of the recipe.

Banking Executive

Transformation Leader in Mid-Tier Bank

Old Model – Siloed Systems

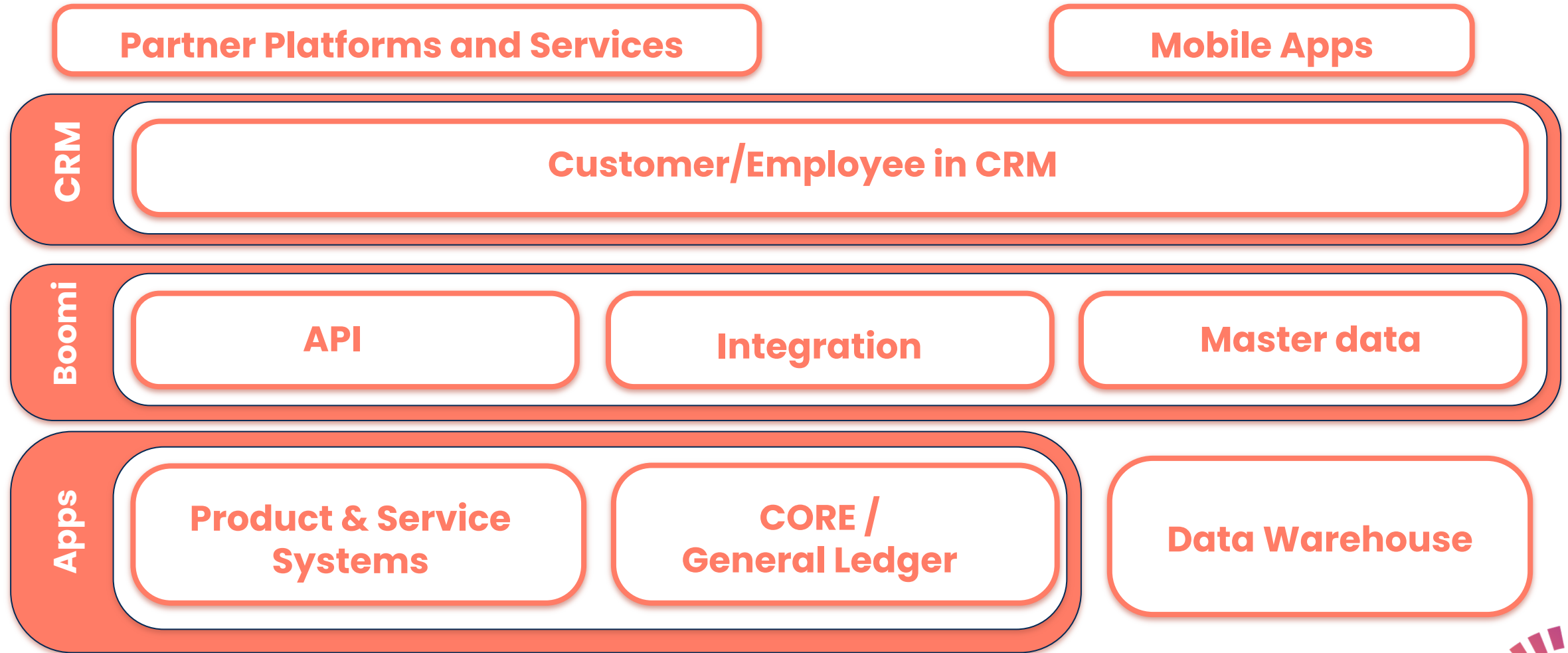
Integration Layer - Employees!
Siloed Systems <ul style="list-style-type: none">- Checking- Savings- Credit Card- Mortgage- Consumer Loan- CDs
Core Systems <ul style="list-style-type: none">- G/L- Warehouse



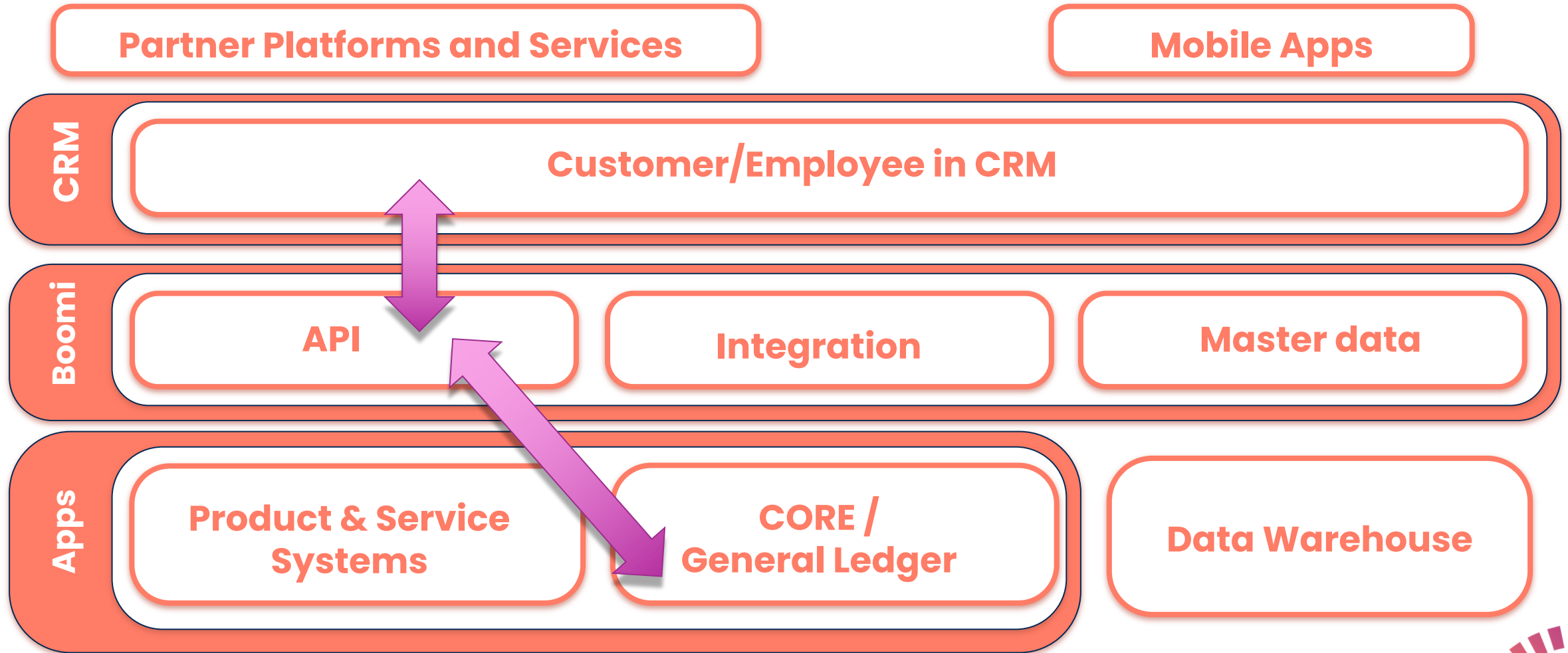
Hard to Deliver Integrated Experiences

Data-Centric Solutions for Banking

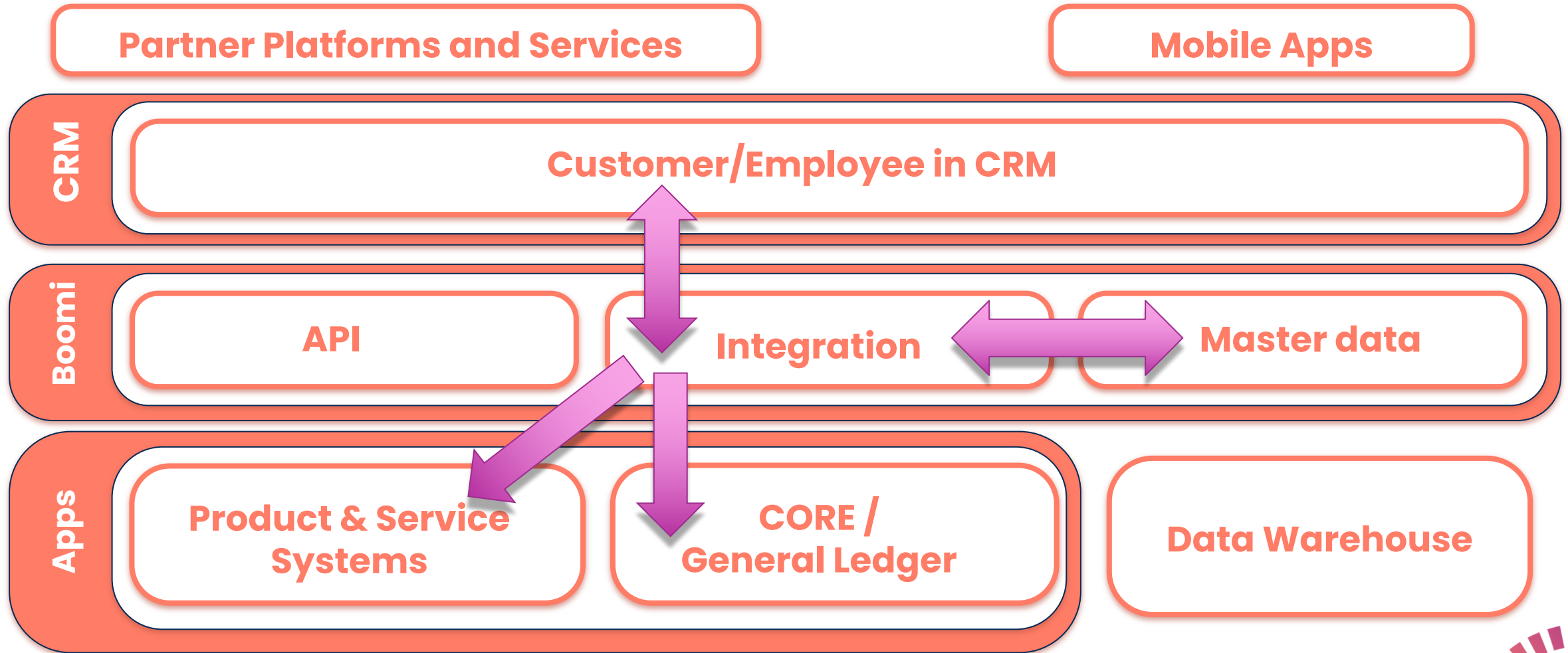
Generalized Mid-Tier Banking Architecture



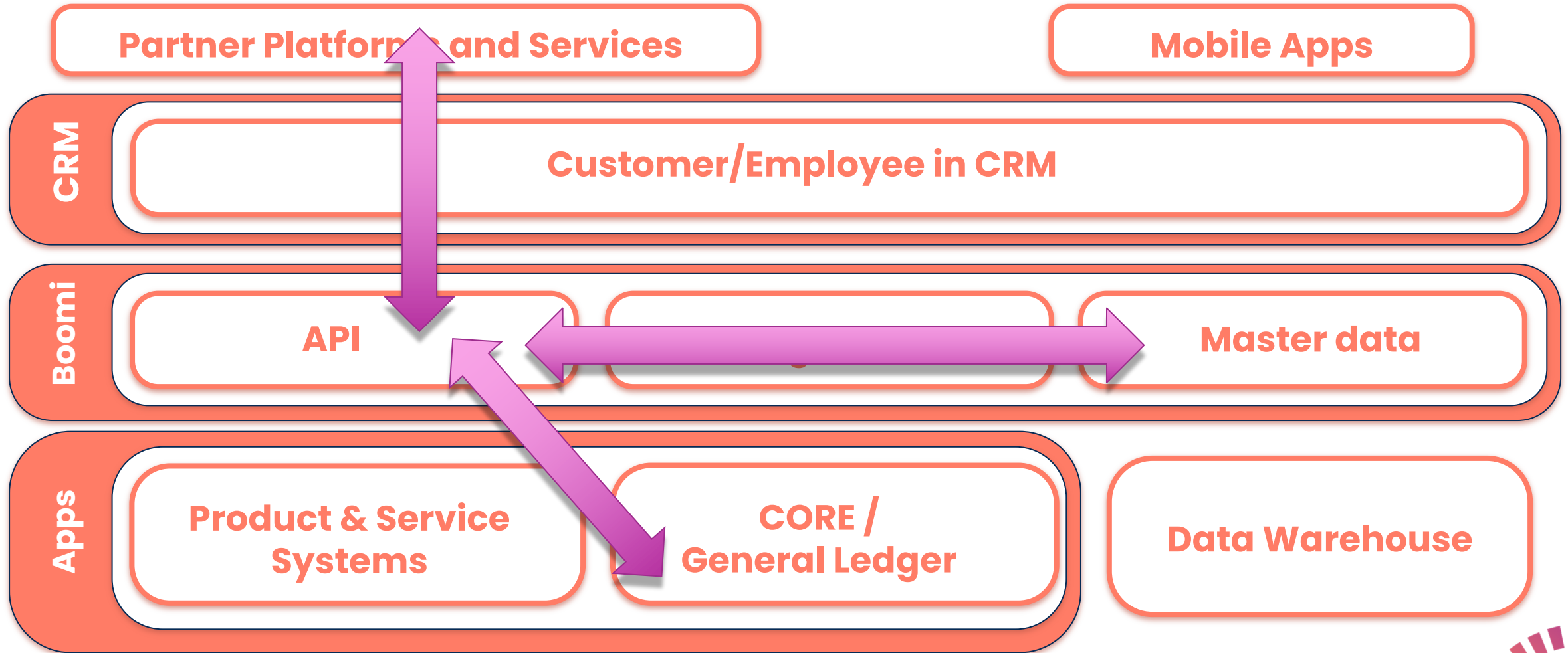
Transaction Example: Accounts Lookup



Transaction Example: Update MDH



Transaction Example: New Customer Onboarding





Boomi Build: Integration, MDH, APIs

Boomi Build – Five tracks

How Boomi and Kitepipe use the Boomi platform to support Banking transformation

Track	Description	Benefits
Transaction Integration	Nightly balance integrations to update core systems; Batch sync to data warehouse	Replaces fragmented flat file feeds; improved error handling and logging
API Layer	APIs for shared services: Create Customer; Gather accounts; Update Customer	Abstracts the function away from the backend system
Customer MDH	Manage golden record for customer attributes; standardize and synchronize customer data	Helps identify duplicates and blocks them from downstream systems
Data Quality	Initial Load, Governance and stewardship to manage customer master data	Important part of MDH project; Must be seen as an ongoing workstream
Boomi Infrastructure	Manage cloud-hosted Boomi runtime for Batch, Event Streams, MDH and APIs	

Boomi Implementation – Challenges

How Boomi and Kitepipe use the Boomi platform to support Banking transformation

Track	Challenges	Approaches
Transaction Integration	Often end up with too many point to point processes; Business logic spread across multiple systems;	Fully invest in your middleware tool; Use queues to break up complex processes
API Layer	Standards and conventions; Managing multi-step processes	Do the planning; May need to test each step if you cannot rollback
Customer MDH	Models can become complex; MDH is often misunderstood; Multi-step mastering may be needed	Build in layers as understanding grows; Both IT and business users must be included
Data Quality	Secondary data (address) can be messy; primary index (SSN) is PII.	Locate or other services to clean address; Data masking
Boomi Infrastructure	API infrastructure is complex, can have many components, some Boomi, some not	Ask Boomi to help; Use a hosting service like Kitepipe; Script the build;



**Futures:
Challenges of Today,
Prepare for the Future**

Experience

Blueprints

Recipes

Generative AI

Boomi AI

Autonomous
Management

Boomi Resolve

Boomi Suggest

Boomi GPT

Autonomous
Orchestration

Integration and Automation



Applications



EDI



Data - Sync



Events



API
Management




Workflow
Automation

Autonomous Foundation

Secure

Scalable

Self-Managing



FAQ's and Discussion

Summary – Takeaways:

**Visit [Kitepipe.com/blog](https://kitepipe.com/blog)
for more information**

A decorative graphic consisting of a circle made of small, rectangular dashes. The dashes are arranged in a circular pattern, with the top half being a lighter shade of purple and the bottom half being a darker shade of purple.

Thank you

boomi