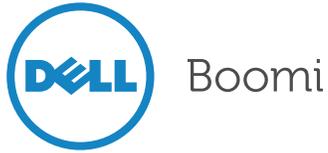
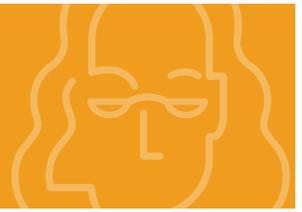


Dell Boomi



The building blocks of success.

Dell Boomi, a business unit of Dell, is the first and only integration solution built in the cloud, to fully exploit the value of the cloud. Organizations of all sizes—from small businesses to the largest global enterprises—trust Dell Boomi to quickly connect any combination of cloud and on-premise applications. Leading SaaS players and enterprise customers such as salesforce.com, NetSuite, Taleo, oneworld, AAA, and NASDAQ rely on Dell Boomi to accelerate time to market, increase sales, and eliminate the headaches associated with integration.

Originally pairing to solve to their own systems and database integration challenges for ecommerce sites, founders Brian Mozhdhehi and Rick Nucci developed Boomi while working for a software developer. They left their company in 2000 to build Boomi in a little space over a pizza shop. With investment from Ben Franklin and subsequent follow on investors, Boomi's solutions enabled greater speed to market, increased sales, and minimized system integration headaches for a strong roster of satisfied ecommerce clientele, including Half.com, SalesForce, NetSuite, Taleo, oneworld, AAA, and NASDAQ. Boomi was acquired by Dell in 2010. Its days above a pizza shop have long since passed, but Dell Boomi still operates from its Berwyn, PA headquarters.

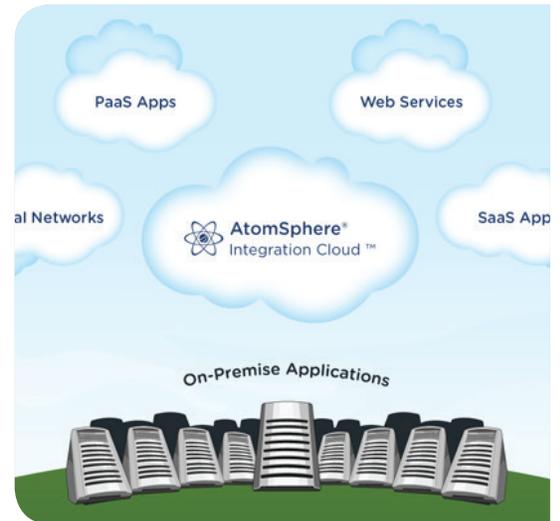
Industry: Cloud computing

Product: Advanced cloud computing system for business automation

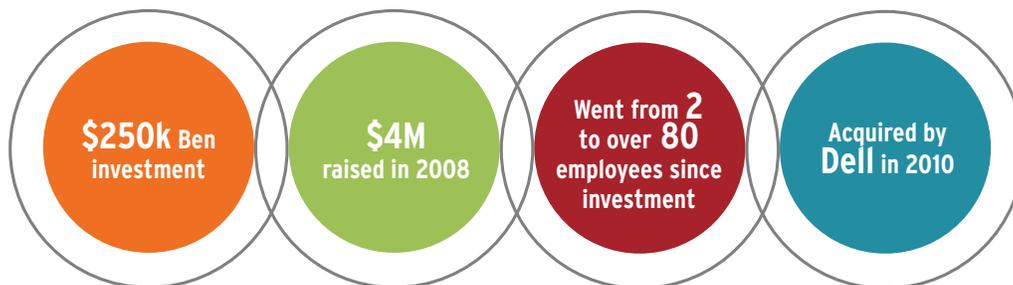
Founded: 2000

President & CEO: Bob Moul

Founders: Brian Mozhdhehi and Rick Nucci



Ben's Transformative Impact



Boomi History



Brian Mozhdehi and Rick Nucci began to discuss the need for an intermediate software product to link disparate online databases while both worked for the same software manufacturer. Nearly a decade and a half ago, this systems integration challenge was particularly vexing for e-commerce sites, which were gaining in prevalence. At the time, the task was arduous and required extensive custom coding for each link—making it costly, time consuming and a headache for small and big business alike—and a boon for systems integration consultants and programmers.

By 2000, Mozhdehi and Nucci had both departed their former company and decided to tackle the systems integration challenge together. They started working on the software at home. Soon, their new company, Boomi, Inc., moved to space above a pizza shop, in Conshohocken.

In 2002, Boomi secured an investment of \$250,000 from Ben Franklin. The company used the funds to secure critical resources, including software developers and consultants. Ben Franklin also helped Boomi grow its board of directors, by sourcing independent board candidates.

An early Boomi customer was local start-up Half.com (co-founded in 1999 by local serial entrepreneur, Ben Franklin alum, and venture capitalist, Josh Kopelman, with Sunny Balijepalli, and sold to eBay in 2000). Half.com became one of the largest sellers of used books, movies and music CDs in the world. The company used Boomi's software to connect its

computers with those of other retailers selling through its site.

With the rise of the Cloud, enterprise and SaaS (software as a service) in particular, the need for systems integration has only grown. In the middle of the decade, Bob Moul joined the company as President and CEO. Within a year, Boomi adapted its software and leveraged cloud computing to its advantage with the introduction of AtomSphere®. In 2008, the company attracted \$4 million in venture financing from FirstMark Capital.

By 2010, the company was acquired by Dell, as part of that company's diversification efforts beyond personal computers.

Dell Boomi continues to thrive within Dell, serving as the integration platform offering for Dell's Software Group. Even today, the company's mission remains the same as at the outset: to continue to help organizations solve how they connect their applications and data in order to automate key business processes. The company retains its headquarters in southeastern Pennsylvania (Berwyn), where it remains an active presence and employer.