



To manage their complex emerging technologies, Boomi® chose OptionEase

### Business Challenge

Boomi, a SaaS-based integration platform company, was looking for not just a technology vendor, but for a true partner in meeting its growing need for comprehensive FAS 123(R) regulation compliance. As Boomi added partners, customers and investors, it found that Excel-based reporting and disengaged consultants were inadequate for successfully managing an audit.

### OptionEase Solution

Boomi chose OptionEase for its SaaS-based solution and deep accounting expertise. OptionEase's on-demand customer service was invaluable to Boomi as it completed its first comprehensive audit, and the OptionEase technology has saved the company innumerable hours.

### Result

Boomi has completely eliminated Excel reporting from its Equity and Compliance Reporting practices – saving time and eliminating errors. After a successful audit, Boomi has embraced OptionEase as an essential equity compliance reporting partner.

## Boomi Selects OptionEase for Deep Accounting Knowledge and Eagerness to Serve as True Partner in Equity Compliance and Reporting

Boomi® was founded in 2000 and is venture-backed by FirstMark Capital. Since its inception, Boomi's mission has been to revolutionize integration and make it accessible and affordable to businesses of all sizes. In 2007, Boomi announced its on-demand integration technology today known as "AtomSphere®," the industry's first integration platform-as-a-service. Built using pure SaaS technology, AtomSphere handles any combination of SaaS, cloud and on-premise application integration without the burden of installing and maintaining software or appliances.

The move to cloud computing has been well received, and Boomi is steadily adding customers, partners and venture capital investors. Dubbed by Gartner as "a vendor to watch closely," Boomi has found itself with numerous new opportunities. These opportunities and the company's growth highlighted the inadequacy of Excel-based reporting

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for FAS 123(R) [now ASC Topic 718] regulation compliance.

Boomi had previously been audited by a small, local firm, but with new investment in 2008, the company had to come up to speed in corporate finance. “FAS 123(R) smacks you in the face,” said Sue Vestri, Corporate Controller of Boomi. “We realized we needed help, and we needed it fast.”

Rather than seeking a vendor merely selling an application, Boomi sought a valuable “partner” — a company that not only could offer the technology piece, but also the on-demand service and support that would help Boomi successfully complete the audit process and grow its business.

As true believers in the benefits of SaaS-based solutions, it was important to Vestri and the Boomi team that they work with likeminded partners. As a growing company, Boomi understands the value of quick and easy upgrades that do not interrupt the flow of business. Its integration with other leading SaaS providers, such as NetSuite, Salesforce and now OptionEase, confirms this.

The OptionEase demo convinced Vestri that she had found the partner Boomi needed to address its current and future needs. Vestri said OptionEase’s SaaS-based technology met all of Boomi’s requirements, but it was the “stellar customer service” that cinched the deal. “I am not a CPA – I understand it and am responsible for it – but I need the support,” said Vestri. “OptionEase made my life so much easier.

There is was a learning curve for us on the Equity Compliance and Reporting portion of the audit, but OptionEase was always available to talk us through it.”

Boomi counts the return on its investment in OptionEase in time and money saved by completely eliminating Excel spreadsheets for equity accounting and reporting. When Vestri needs to produce documentation now, OptionEase enables her to create a report in minutes. “OptionEase is a best-of-breed solution,” said Vestri. “Not only are the reports right on, but I gave my audit manager access and he was thrilled to get in there and look at things. From an audit presentation standpoint, it absolutely satisfies the needs of investors and potential investors. There hasn’t been anything I can find that I can’t give to people when they need it.”

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*Sue Vestri*  
Corporate Controller