

HITACHI boomi

Hitachi Digital Services

Bridging the Future: A journey to Modern Integrations Platforms

June 2025



Speakers today



Leon Gelderblom

Director of IT Apps and
Platforms, DS Smith



Ann Maya

CTO, EMEA,
Boomi



Paulo Valerio

Head of Delivery,
EMEA, Hitachi Digital Services

Agenda

- 1 — Opening remarks: The Power of Modern Integration
- 2 — Accelerating integration at DS Smith through iPaaS
- 3 — Panel discussion: Expert insights on Modern Integration Platform
- 4 — Closing remarks: Advancing your Integration Modernisation journey

The Power of Modern Integration



Paulo Valerio

Head of Delivery,
EMEA, Hitachi Digital
Services



Ann Maya

CTO, EMEA,
Boomi

“Integration not just involves new technologies; it’s about driving organisational cultural change.”

50%

of enterprises still rely on legacy systems that are hard to integrate with modern platforms - Forester

\$140B

due to poor integration and data silos - IDC

70%

of Digital Transformations fail because of poor integrations - McKinsey

40%

Of data breaches due to poorly integrated systems - IBM

Business agility
Customer experience & Retention
Global scalability
Empowering teams

Efficiency & automation
Talent & skill
Interoperability & Standardisation
Security

Enables innovation
Developer & Citizen experience
Flexibility, Scalability & Observability
Ecosystem integration

Boomi's perspective



Ann Maya

CTO, EMEA,
Boomi

Key business objectives

Accelerate innovation

Manage agentic AI as a unified and governed enterprise-wide solution

Simplify and save

Consolidate disparate platforms and tools

Minimise risk

Ensure tools and platforms align with trusted 3rd party compliance and audit certifications

85%

of enterprises are expected to implement AI Agents by the end of 2025 - Warmly

95%

of organisations are planning to consolidate vendors in the next 12 months - CIO.com

Agent explosion = New sprawl

360 Applications

1000 Data stores

600 APIs

500+ AI agents

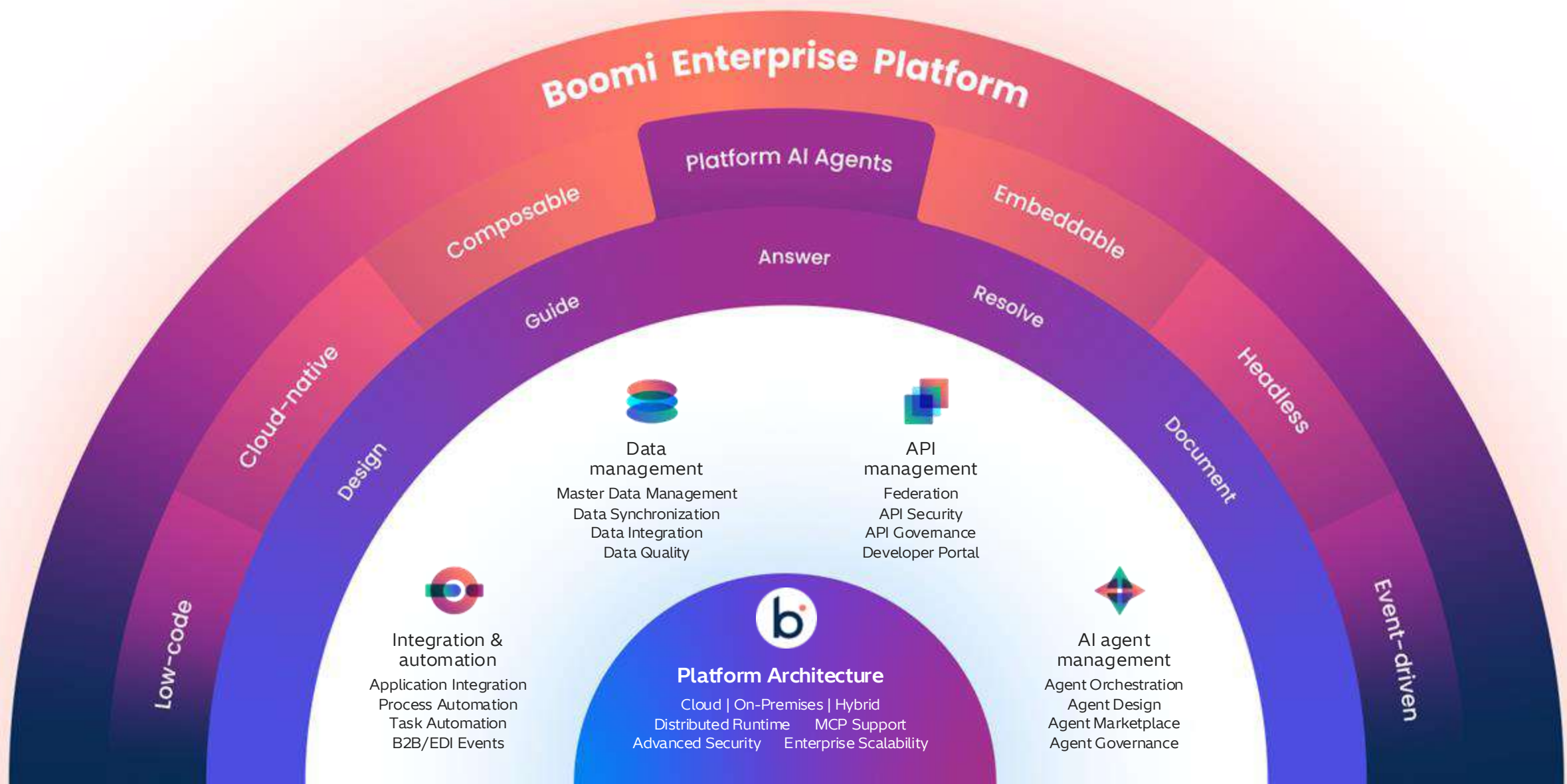


Fragmented Tools Block Integration

“IDC research consistently shows that the **biggest inhibitor** to integration and other automation tools is **incompatibility** with application integration, API management, B2B, ETL, messaging, and process automation, thus driving a **trend toward consolidation.**”

IDC Research – Authors Shari Lava, Andrew Gens; Dec 2024

The one platform for AI-driven automation





AI agent management

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Boomi Enterprise Platform

Composable

Platform AI Agents

Embeddable

Data Management

API Management

Headless

AI Agent Management

Event-driven

Cloud-native

Low-code

Integration & Automation



Agent design

Tools
Guardrails
Knowledge Integration
Foundation Models



Agent marketplace

Agents
Models
Connectors
Agent Recipes



Agent orchestration

Training Sandbox
Agent Collab Protocols
Lifecycle Management
Hallucination Detection



Agent governance
Monitoring
Security Policies
Data Permission
Data Access Control



Platform Architecture

Cloud | On-Premises | Hybrid
Distributed Runtime MCP Support
Advanced Security Enterprise Scalability



Boomi GPT

Collaborate with fellow agents to complete tasks



Boomi DesignGen

Design and edit integrations



Boomi Pathfinder

Provide patented next-step best practices



Boomi Scribe

Document integration processes faster



Boomi Answers

Provide useful answers about our platform



Boomi DataDetective

Protect sensitive information and data privacy



Boomi HubGen

Streamline data sync and quality



Resolve Agent

Troubleshoot process failures



Integration Advisor Agent

Review processes with actionable feedback



API Documentation Agent

Accelerate onboarding and adoption with clear API docs



API Design Agent

Rapidly generate and edit OpenAPI specifications

Integration & automation

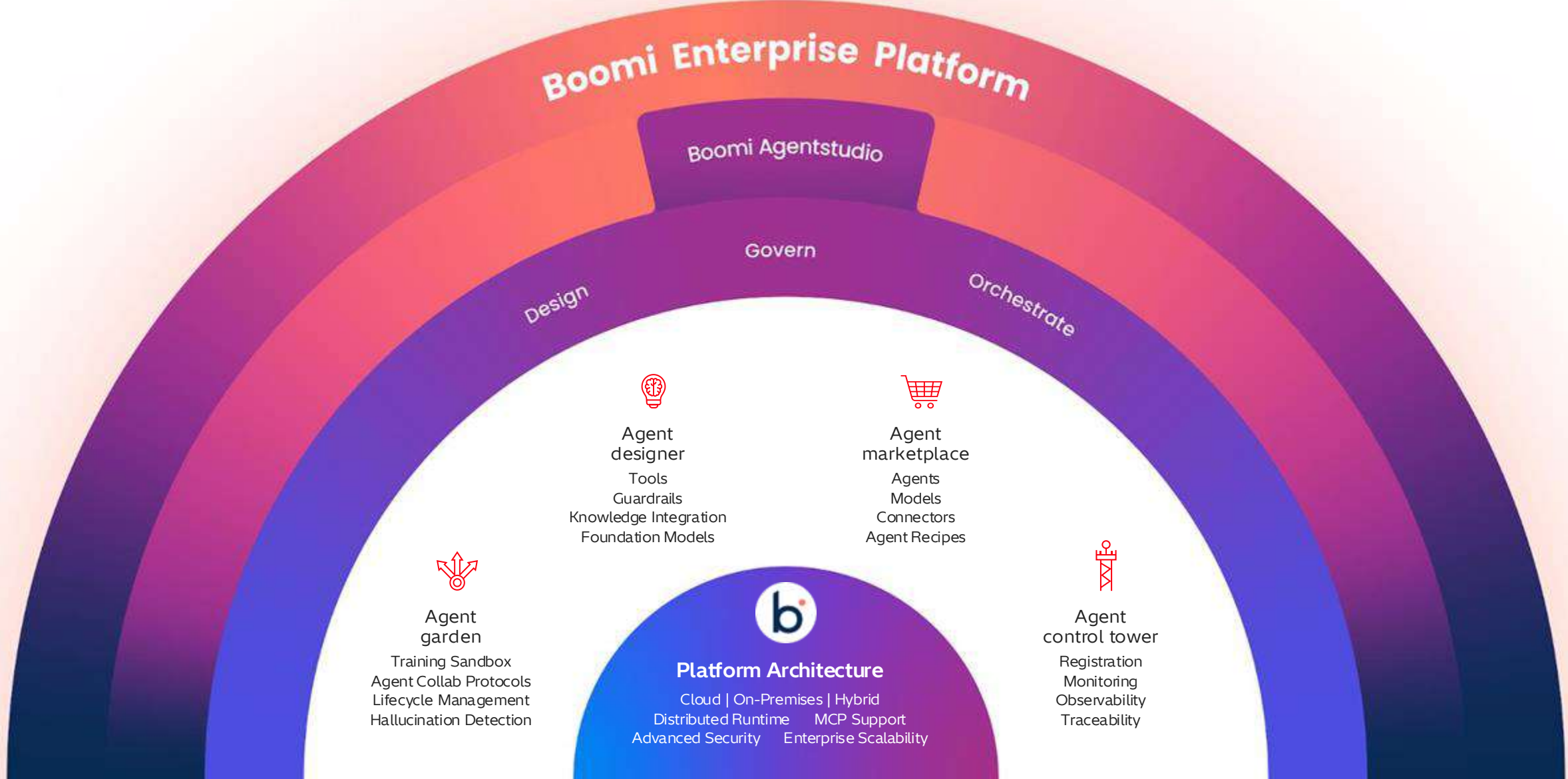
Data management

API management

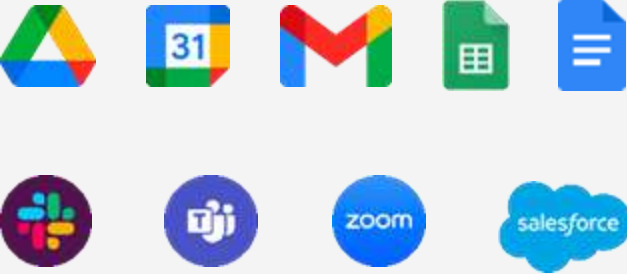
AI agent management

Boomi Agentstudio

The only full agent lifecycle management solution that empowers organizations to simply design, govern, and orchestrate all AI agents at scale



GenAI
interfaces



Enterprise SaaS



CRM



ERP



HCM

Boomi enterprise platform



Data



Integration



APIM



Boomi AI

Frontier LLMs



Intelligence

Integration & automation

Data management

API management

AI agent management

Accelerating integration at DS Smith through iPaaS



Leon Gelderblom

Director of IT Apps and
Platforms, DS Smith

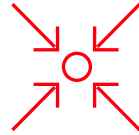
Key drivers for change

Now is the right time to initiate a major integration transformation at DS Smith so the business can be successfully supported for future change



Biztalk end of support Jan 2027

From January 2027, Biztalk will not be supported by Microsoft and will not receive any fixes, updates or security patches.



Technical limitations of existing platform

The current integration platform has technical limitations (reduced capability, less secure and flexible) and is no longer fit for DS Smith's transformation ambitions. It cannot easily meet our strategic objectives and requirements for upcoming major programmes (CX, eInvoicing, EU DR) and this could compromise the ability to deliver business benefits.



Time and cost efficiencies

The current integration platform has higher operating costs and non-standard development processes than modern integration capabilities, which bring easier configuration and user-friendly functionality for a lower running cost.



Maintaining competitive advantage

Significant risk of us falling behind our competitors as our customers demand modern methods of transacting (APIs) with DS Smith that we cannot currently offer.

Objective

iHub is to be the engine that drives DS Smith's API capabilities, positioning you as a market leader in API and data maturity in the digital space. Not only will it replace legacy systems but also expedites data flow and information exchange across the enterprise, enabling seamless connectivity and driving innovation and operational excellence across all business processes.

Vision

Mature & robust API marketplace

Robust foundation for seamless, high-speed data exchange using open standards and secure protocols.

Business context intelligence

AI-driven data quality control that is context-aware of the typical data profiles in the DS Smith landscape (e.g. EDI, Retail, Manufacturing).

Extreme business continuity

Guarantees reliable, predictable service with superior performance metrics (MTTR, uptime, latency).

Accelerated onboarding

Self-service, highly optimised operations leveraging productivity enhancements of the platform to onboard new flows in expedited timelines.

Design principles



Resilient platform

- Best of breed platform components of the Boomi ecosystem for batch, API and event driven data flows
- Leverage cloud geographies and elastic resource provisioning for high availability, DR SLAs and cost optimisation
- Leverage a wide array of AI/Gen AI services provided by the Boomi platform for enhanced productivity, quality controls and modernisation



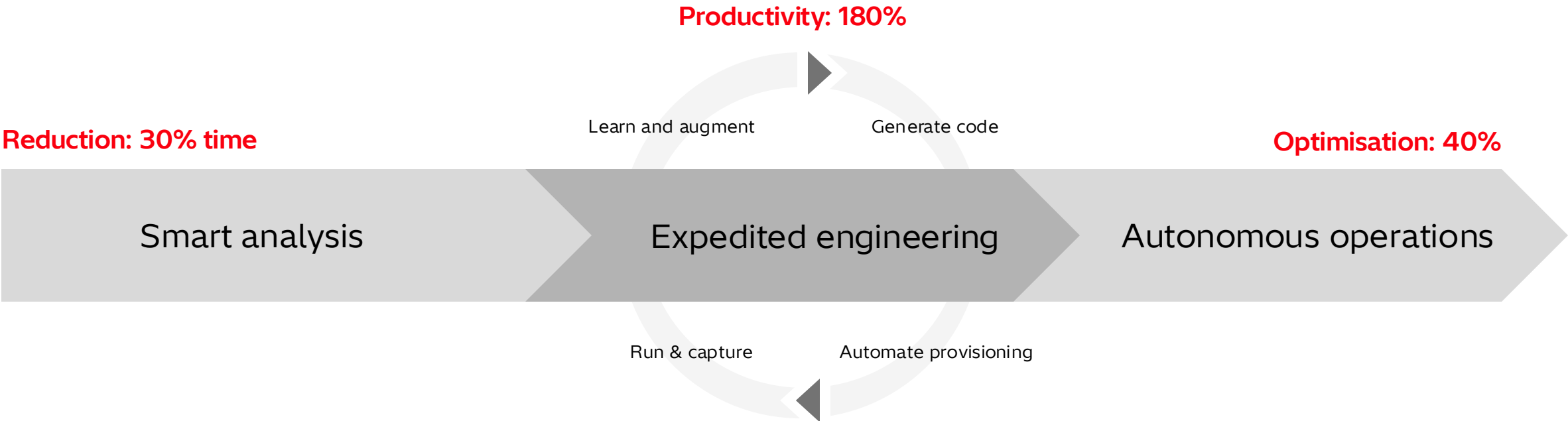
Accelerated onboarding

- Optimised Approach: Minimal or none manual / individual pipeline assessment
- Translate Config, and codebase to iHub using GenAI and intuitive approach to parse the iConnect configuration
- Extensive automated testing
- Extensibility to cater for bespoke requirements



Operational excellence

- Persona Based Clear Segregation of Concern for Platform Support / Integration Designers
- Self Service / Workflow Automation
- Consistent Data Quality Checks & Passive Governance
- Continuous Innovation and Optimisation (FinOps Review, DRE Review, Introduce AI)



Key Challenge in GenAI Adaption: Achieving Accuracy

Data Analysis

- Classify
- Categorise
- Annotate

Prompt Engineering & RAG

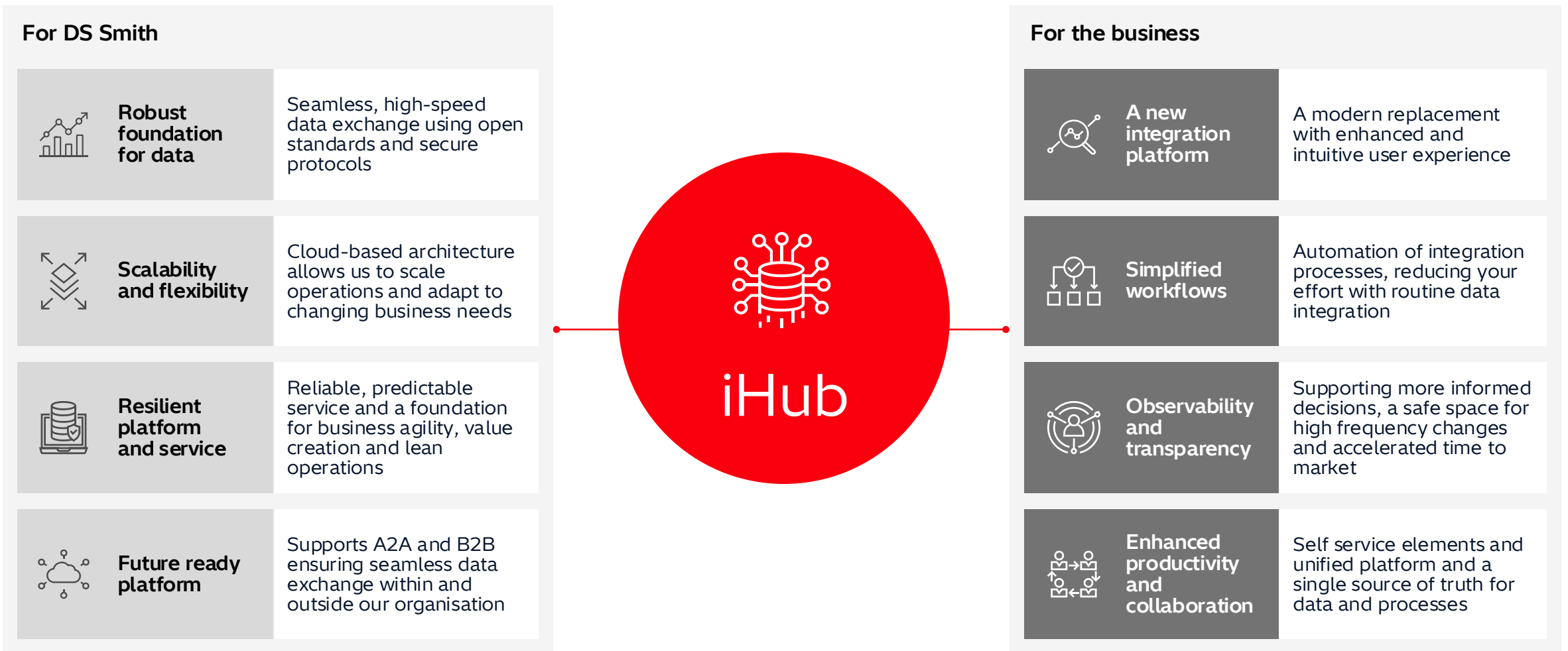
- Chain of thoughts / reasoning
- Leverage archive as source data for 'augmentation'
- Intuitive approach using custom annotation

Agentic Automation

- Boomi automation tooling
- Learning and rectification using Agent Flows

What are we trying to achieve with iHUB?

iHUB will be a secure, robust, low latency electronic message exchange and API marketplace for operations, innovation and radically improved transformation efficiency.





Area	From	To
Value	A necessary, utility “data plumbing” service for transactional message flows.	The key to unlock ecosystem value across our customer, partner and industry
Service	The “ iConnect ” service for offering basic file-based messaging connecting DS Smith applications and providing Electronic Data Exchange.	Integration Hub service that offers APIs through an API Marketplace, and enables event-based messages, streaming messages and flows from our sites.
People	IT Shared service offering of iConnect with some specialists in our divisions.	A centre of excellence model with self-service and reuse of data flows promoted through our org.
Data flows	5,000 data flows sending 60,000 messages per day. Little reuse available from existing messages.	Scaled growth in messaging flows supporting business growth and regulatory use cases. Focus on efficient reuse of messages .
Technology	“MS BizTalk”, end of extended warranty Jan 2027	A Modern Boomi iPaaS platform , hosted on AWS.
Partners	Build and run partners across MS, Version 1, CODIT, T-Systems	A build, run, transform and transition with Hitachi.
Commercials	Cyclical infrastructure renewal costs, partner run and delivery costs	No infrastructure renewal costs; partner delivery costs; subscription-based run costs.

Panel discussion:

Expert insights on Modern Integration Platform

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Paulo Valerio

Head of Delivery,
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What does a successful integration platform implementation look like from your perspective?

What went into your decision making of
'Buying' was more strategic than building?

How do you help clients demonstrate ROI
from their integration investments?

How do you ensure long-term sustainability and scalability of the integration solution?

How do you ensure a seamless
experience for the client?

Q&A

What early wins, or measurable benefits have you seen since starting the integration program?

What trends or technologies should organisations be preparing for now in the integration space?

What advice would you give to organisations just starting their integration modernisation journey?

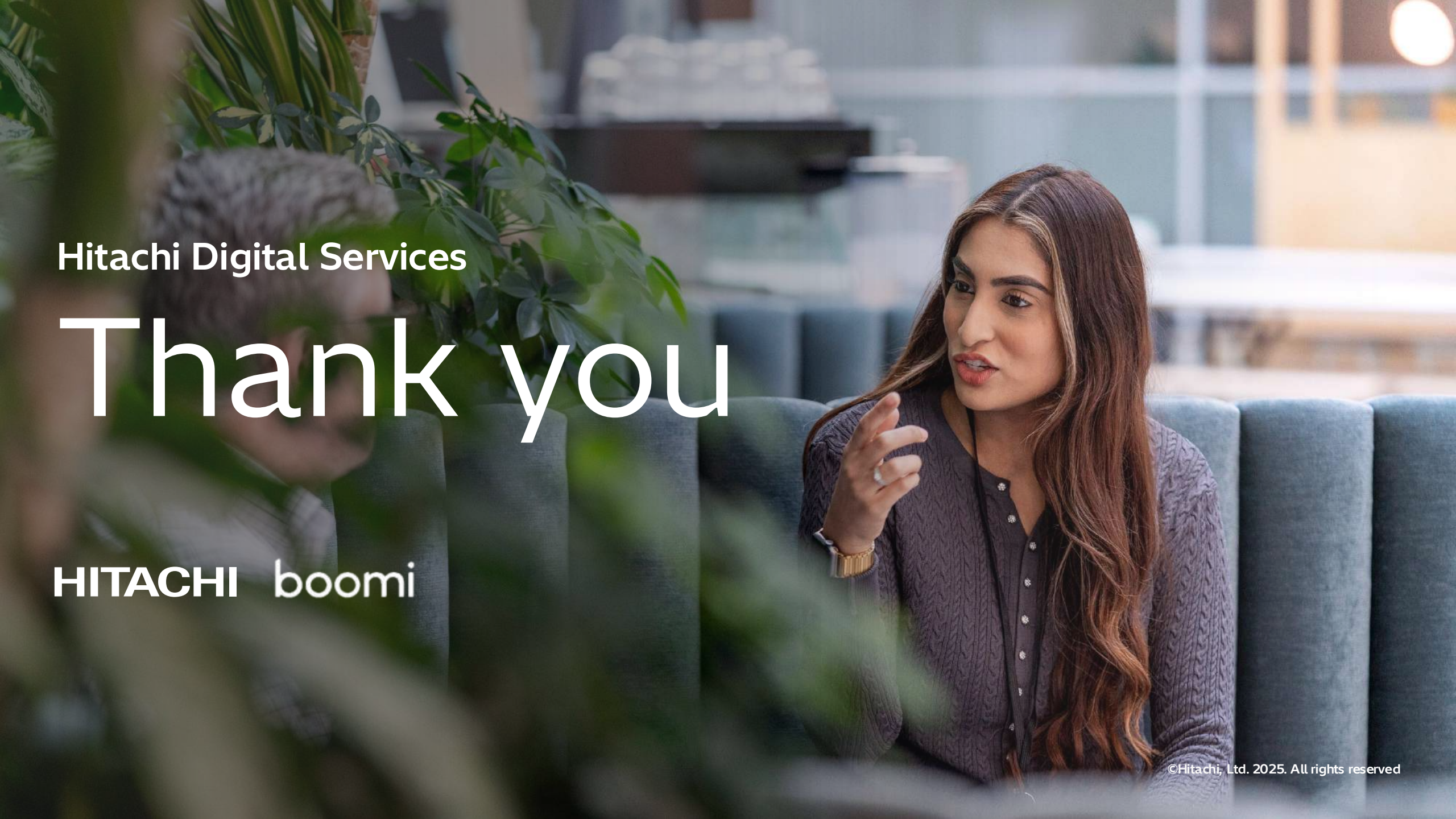
Closing remarks: Advancing your Integration Modernisation journey



Duncan Mears
VP of EMEA



Shashank Jain
Head of
Manufacturing



Hitachi Digital Services

Thank you

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