

Handshake Drives Growth with Boomi's Rapid Integration Environment

SaaS vendor reduces time spent on integration work by 50 percent while helping its customers benefit from self-service integration embedded directly into the Handshake platform.

Handshake's business-to-business platform is transforming omnichannel commerce and sales effectiveness for small and mid-market manufacturers and distributors.

Founded in 2010, Handshake delivers a cloud-based, mobile-first platform that helps its customers eliminate costly, laborious processes involving disparate applications or manual work with paper, email and phone calls. More than 1,500 B2B suppliers rely on Handshake to help drive efficiency, sales and growth.

To address its customers' integration demands, Handshake partners with Dell Boomi for connectivity between Handshake and enterprise resource planning (ERP) systems, financial applications, and customer relationship management (CRM) software.

The partnership helps B2B businesses get a quicker return on their investment from Handshake's innovative cloud services. Handshake combined with Boomi makes it easy for organizations to dramatically boost their B2B commerce operations without the overhead of expensive and time-consuming integration projects.

Handshake's flagship product, Handshake Rep, gives field sales reps an intuitive mobile app to review customer information and order history, showcase products at client meetings, and seamlessly place orders from a single application.

Handshake also offers innovative B2B ecommerce technology that helps suppliers increase geographic reach, retailer loyalty, and profitability. Manufacturers and distributors use the Handshake Direct Online B2B ecommerce portal to let their retail customers browse

product catalogs, view order history, and order online all via a single application.

Handshake Direct Mobile extends that model as a mobile app, with functionality that lets retailers use a website app with barcode scanning to reorder goods directly from a store or stockroom.

iPaaS to Scale B2B Commerce

Since 2015, New York City-based Handshake has partnered with Boomi to supply its SaaS application platform via Boomi's embedded cloud-native, low-code integration platform as a service (iPaaS).

The partnership has helped hundreds of Handshake's manufacturing and distribution customers easily integrate the Handshake platform with the applications they already use. By providing a flexible, reliable integration platform, Boomi is making it easy for Handshake's customers to dramatically improve how they can automate and govern their B2B commerce operations.

Partner Spotlight

- **HQ Location:** New York, NY
- **Founded:** 2010
- **Customers:** 1500+
- **Employees:** 60



“Boomi is a very important strategic partner to Handshake. They are vital in helping our customers be successful and gain full value from our platform,” said Mike Elmgreen, Handshake’s co-founder and chief marketing officer.

Handshake utilizes the cloud-native, low-code Boomi platform in two modes. In one instance, Handshake’s professional services team taps the full complement of Boomi’s platform capabilities to configure custom integrations for clients. Those can include more complex, enterprise-grade integrations between Handshake and cloud or on-premise financial and ERP applications from Oracle, SAP, Microsoft Dynamics, NetSuite, Infor, Epicor, Retailx, Salesforce, and others.

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Secondly, Handshake offers native self-service capabilities using the embedded functionality of Boomi’s Integration Packs. These provide turnkey integration to Handshake’s customers directly from within the Handshake application.

Combining both the self-service capabilities of embedded functionality and the full suite of support from Boomi’s professional services group, Handshake can easily support any kind of business or integration need.

With its drag-and-drop approach to integration, Boomi streamlines integration for developers and business teams connecting Handshake to cloud and on-premise accounting/ERP systems.

“We’ve been pleased to see the Boomi engineering and product team focused on low-code approaches to integration development,” Elmgreen said. “There’s great value in making it possible for non-technical or mildly technical users to configure an integration.”

- **Business Goals:** Enrich B2B commerce offerings to manufacturers and distributors with integration between Handshake and ERP systems.
- **Integration Challenges:** Synchronizing customer, order, product and billing data between multiple systems is often difficult with custom-coding.
- **How Boomi Helped:** Boomi gives Handshake and its customers rapid, agile cloud-native integration to streamline B2B commerce.

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Rapid, Agile Integration

In both modes, Boomi is helping Handshake customers dramatically reduce the time needed for integration work. This speeds customer on-boarding, accelerates Handshake’s pace of growth, and boosts customer satisfaction.

Boomi’s pre-built connectors to more than 200 applications, as well as standard technology connectors for any application that communicates over REST, SOAP, HTTP, ODATA, ODBC, FTP and others, make it simple for customers to configure integrations far faster than custom-coding or using traditional on-premise middleware.

That reduces costs and lets Handshake’s customers rapidly reap the rewards of integration between Handshake and complementary systems. In just days or hours, organizations can synchronize their data for customers, orders, products, pricing, inventory and invoicing, all without leaving the Handshake application.

“With Boomi, we’ve probably cut in half the time it takes to get customers connected between Handshake and ERP or accounting systems,” Elmgreen said. “That is a great win for us and frees our people and resources to help customers in other ways.”

The Boomi partnership also extends Handshake’s value to its customers. A manufacturer or distributor might start out with Handshake as a standalone system, or a business might attempt custom-coding integrations through the Handshake API. Both are costly, time consuming, and error prone.

Handshake’s partnership with Boomi provides its customers a rapid and straightforward integration option to efficiently scale their businesses.

As Bleiweiss put it, “Our customers — typically smaller to mid-sized businesses — are able to reach a new level of automation through Boomi, removing barriers to productivity and allowing them to get more work done faster.”

Strategic Business Value of iPaaS

Before teaming up with Boomi, Handshake relied on another iPaaS vendor for integration. The company severed that relationship because of a problematic developer toolkit that wasn't user-friendly, as well as poor support.

Handshake's experience with Boomi has been distinctly better. Boomi's integration platform, customer support and professional services have helped Handshake get to market faster while greatly streamlining the onboarding process for its customers.

"We've been very happy with the responsiveness, expertise, and engagement of the Boomi team as our relationship and number of deployments have grown," Elmgreen said. "The ability to power integration with Boomi's platform and elegant interface is strategically valuable to us."

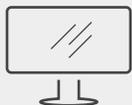
In addition to its current use of Boomi, Handshake is now looking to take advantage of additional Boomi capabilities for EDI, API management, workflow automation, and master data management (MDM). For example, as Handshake and its customer base grow, Boomi EDI can equip Handshake to help its manufacturing and distribution customers meet EDI requirements of big box retailers.

Handshake is confident that Boomi will serve it well as its business continues to evolve.

"Boomi is one of the most strategic technology partners we have," Elmgreen says.

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