

# Flow: Workflow Automation and App Development

Build customer journeys with low-code development

To be successful, businesses rely on the efficient interactions of their people, processes and technology—whether handling back-office operations, working with business partners, or serving customers. Boomi Flow provides a low-code development platform to create customer journeys and automate simple and sophisticated workflows to efficiently drive your business.

Boomi customers can extend their application and data integration capabilities from workflow-based business applications to online/offline mobile apps and web portals.

## Key Benefits

### Transform your processes

Improve your ability to meet the needs of your customers by removing manual complexity from your business processes, while involving people wherever they are needed.

### Accelerate workflow implementation

Rapidly build, deploy and maintain workflow applications without the need for extensive coding, accelerating business agility.

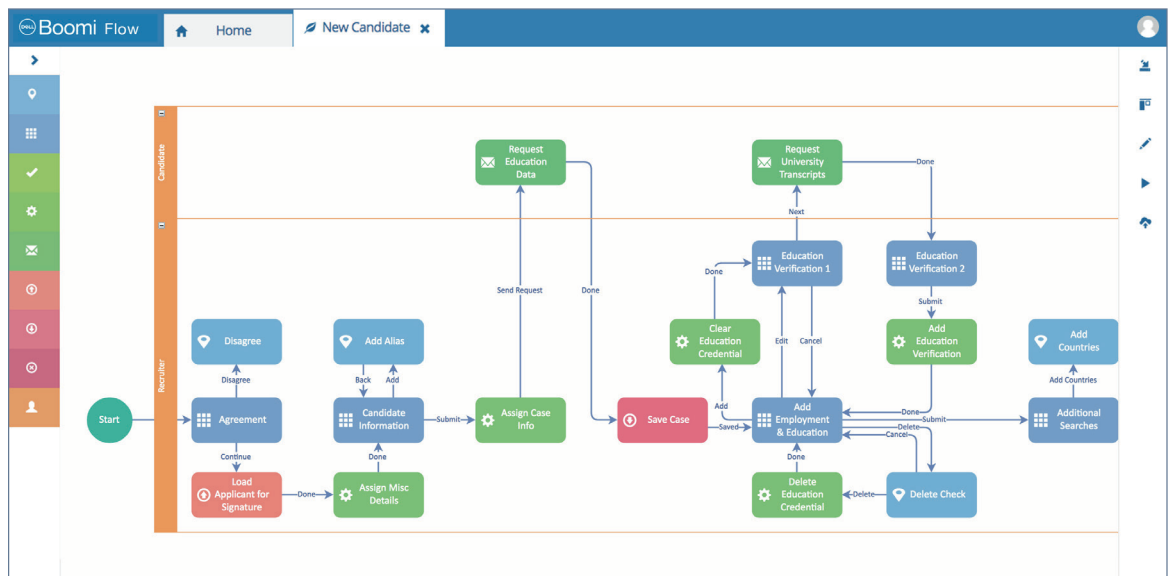
### Create engaging user experiences

Increase the adoption of processes by providing easy-to-use forms that adapt to any device.

### Improve organizational collaboration

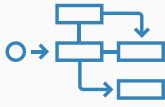
Easily bring together different parts of your organization to ensure that processes meet business needs, while allowing participants to interact with processes through enterprise collaboration tools.

Rapidly create low-code workflow applications using drag-and-drop tools and connectors to popular cloud applications.



# Key Features

Build and deploy workflow applications, from simple to sophisticated, through a modern, native-cloud platform.



## Flow Diagramming

Visually build workflows that include tasks, data access and automated actions. Add code or open platform APIs to develop advanced workflow actions and user experiences.



## Dynamic Forms

Create HTML5-based forms using conditional logic, rules and actions to do everything from hiding and displaying fields to auto-assigning data.



## Connectors

Easily integrate workflows with popular cloud applications; or, use the Boomi connector for advanced integration requirements and when processes need to integrate with on-premises systems.



## Multi-User Workflow

Create workflows that orchestrate interactions from one individual or team to another. Build simple approval processes or complex cross-organizational work streams.



## Social Collaboration

Workflow users can interact within your existing business collaboration tools. Post comments, share files, like and even follow a running workflow using Salesforce.com Chatter, Yammer & Slack.



## Responsive UI

Your forms and application user interfaces will work on any device or screen. Use our open UI API and SDK to provide a tailored experience for users without worrying about how it will render.



## Full API Access

The entire workflow automation platform is API based, giving you enormous control to create low-code applications that meets your exact needs.

The Boomi Flow architecture is based on a simple approach to radically reduce coding. You define your workflow application (page layouts, logic, business rules, permissions, etc.) using metadata, not code, and we manage all of that for you in the cloud.

In addition, our API-first HTML5 framework allows total flexibility for running workflow applications. They will work on any device, and can even be embedded in your SaaS applications, such as Salesforce.com and Box.

To learn more, visit us today at [www.boomi.com](http://www.boomi.com)