snapLogic®

Complete Integration Projects 10x Faster

A Guide to Getting Started with Integration Platform as a Service (iPaaS)

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# Move to the cloud, they said. It will be easy, they said. Here's why it's not.

Organizations, of all sizes and across all industries, are digitally transforming to be mobile and agile as they aim to deliver the truly connected customer experience needed to differentiate today. Moving to the cloud is imperative for modern customer experiences, yet most organizations soon realize that moving legacy on-premises systems to the cloud takes time and in some cases, isn't possible right now.

Add to that the massive amounts of structured, semi-structured, and increasingly unstructured data they must process and make sense of. Say nothing of safeguarding proprietary and sensitive data about employees and customers and staying within the bounds of regulatory mandates.

In short, the data landscape of the modern enterprise is dynamic, fragmented, and complex. And as a result, valuable data is often siloed in hundreds of applications and data sources across the enterprise, preventing the organization from achieving their data-driven ambitions.

How to connect this data is a huge pain point. Modern applications can deliver great customer experiences, but without the ability to integrate apps and data across the customer journey, organizations cannot gain the 360 degree view of the customer needed to keep pace with their evolving expectations.

And, it's not like global organizations can hit pause and complete their digitalization behind closed doors. Customers expect a modern interactive experience with brands while the organization scrambles behind the scenes to keep pace with the technical changes required.
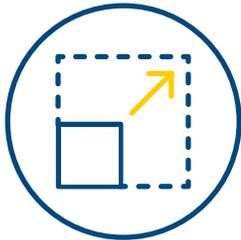
Recognize these top 3 pain points?

The struggle is real and here are the top 3 pain points we see organizations grappling with:

1. Connecting legacy tech to the cloud

Legacy tech needs to connect to the cloud, but using on-prem middleware to support this creates a lot of conflicts. SaaS applications get updated frequently and often automatically, but on-prem solutions do not and require manual updates. Without iPaaS, it's extremely difficult to connect apps and data within a hybrid environment.

2. Scaling integration processes

Organizations soon find out that lightweight iSaaS (Integration Software as a Service) solutions have limits and can't support the needs of the global enterprise. There is complex orchestration, on-prem processing for sensitive data, and little to no extensibility to work around problems. Scaling integrations is a critical issue that directly impacts customer experience and every delay that slows integration puts the business at risk - compared to your competitors who are integrating faster.

3. Acquiring value from the data

Once iSaaS solutions are deemed inadequate, enterprises turn to iPaaS. But not every iPaaS is built alike and many iPaaS vendors have challenges with data warehouse support, big data processing, and data capture and data preparation for machine learning.

Organizations know that the challenges of connecting data and applications is a problem that must be solved. It isn't a question of deciding to integrate data and apps, but how fast and effectively you can do so, at scale.

The true cost of not-fast-enough integrations

Let's look at some numbers*:

6 months

the average time it takes an organization to complete an integration project

Nearly 50%

number of organizations who believe disconnected data is negatively impacting their ability to develop new products and meet the needs of customers

$3.1M

the amount the average organization loses in productivity each year due to employees manually searching, moving, and cleaning data

$140B

lost revenue each year by organizations in the US and UK from not having connected and trusted data readily available to uncover business opportunities and boost revenue

Organizations need to connect many disparate entities - cloud platforms, SaaS apps, on-premises apps, social, IoT, big data, databases, data warehouses, analytic tools, subsidiaries, vendors, partners, and so much more. The architecture is complex. The IT delivery gap to support business transformation is growing. There are huge and growing demands on IT today but their capacity has remained static.

But what are many organizations trying to do? Old-fashioned hand-coded integrations performed by a team of integration specialists (who are hard to find these days, by the way) and who even at their best capacity cannot keep pace with the volume and complexity of integrations that need to be built and maintained.

Without the ability to integrate faster and at scale, organizations can't respond quickly enough to business requirements and lack access to the data and intelligence that create competitive advantage. Ultimately, the customer experience suffers and when that happens, businesses risk becoming irrelevant because customers don't wait for them to catch up. They go where the best experience is offered - where they feel seen, understood, and valued with minimum effort on their part.

So, what is the solution?

An iPaaS built for the enterprise

Again, not every iPaaS is the same. Your iPaaS must be able to address multiple challenges across different constituents, deployment models, endpoints, and data modes. An enterprise iPaaS must also address all major use cases: application integration, data integration, API management, B2B integration, and data engineering.

So what should you look for? Before you begin to look at vendors, there are a few steps to take:

1. **Define your use cases:**
   - ☐ Cloud migration
   - ☐ Process automation
   - ☐ Cloud analytics
   - ☐ Digital transformation
   - ☐ Agile IT

2. **Determine your user personas and their skill sets:**
   - ☐ **Integration specialists:** trained integration experts
   - ☐ **Ad-hoc integrators:** technical but not fully-dedicated integration experts
   - ☐ **Citizen integrators:** non-technical business users with little to no previous integration experience

3. **Identify your buying criteria:**
   - ☐ Ease of use
   - ☐ Productivity and user experience
   - ☐ Fit for purpose
   - ☐ Time to market
   - ☐ Pricing and TCO
   - ☐ Support and service coupled with a strong partner ecosystem
   - ☐ Functional requirements
   - ☐ Support for emerging use cases
   - ☐ Platform versatility that satisfies future needs

iPaaS Vendor Checklist

Next, use this checklist to ask questions and compare vendors. Ask questions about:

Endpoints supported:

☐ SaaS applications

☐ On-premises applications

☐ APIs

☐ Mobile

☐ IoT

☐ Databases

☐ Data marts/data lakes/data warehouses

☐ Analytic tools

☐ Partners, suppliers, and customers

Performance and scalability

☐ Reliable, high performant integrations

☐ System uptime

☐ Fast, high-volume data throughput

☐ Scale as your projects grow

Deployment models supported

☐ On-premises

☐ Cloud

☐ Hybrid

Pricing and TCO

☐ Clear, transparent, flexible pricing options

☐ Upfront cost vs total cost over time

Data models

☐ Real-time

☐ Streaming

☐ Event-based

☐ Batch

User personas supported

☐ Integration specialists

☐ Ad-hoc integrators

☐ Citizen integrators

Programs to ensure ongoing success

☐ Support

☐ Service

☐ Training and certification

☐ Community

☐ Partners

☐ Customer success

Vendors should provide clear and transparent responses, be able to demonstrate with customer case stories and references (check those!), and interact with you and your team in a way that feels collaborative rather than transactive.
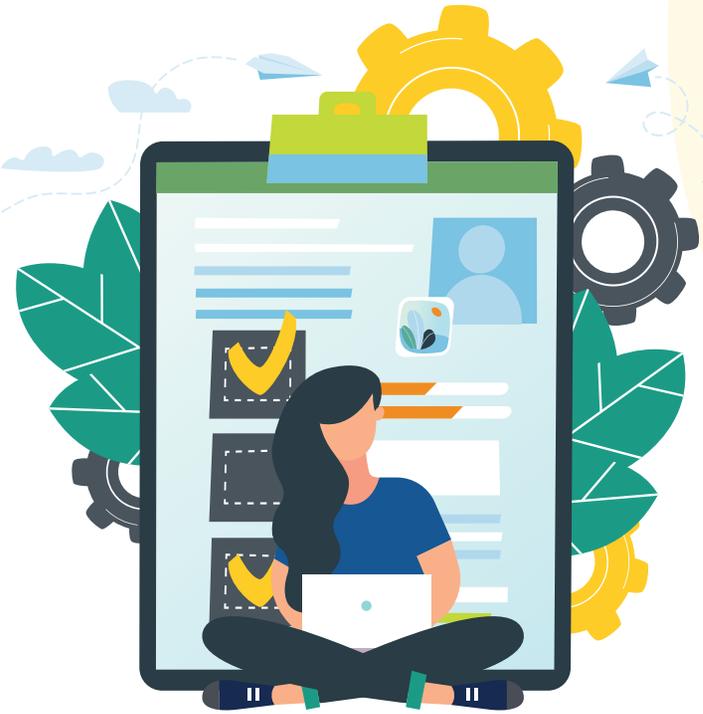
The SnapLogic Intelligent Integration Platform

SnapLogic continues to define what it means to be an intelligent integration platform and consistently delivers unmatched innovation to ensure customer success. Only SnapLogic provides:

- **A single, unified platform for all integration projects:** application integration, data integration, API management, B2B integration, data engineering

- **A simple, intuitive, self-service interface** together with a powerful, scalable, enterprise-grade platform

- **Powerful, breakthrough AI capabilities** to accelerate productivity, integrations, and time to value

The SnapLogic Intelligent Integration Platform is proven to be:

#1 in Productivity

Up to 10x faster time to complete integration projects

- Self-service user interface, all browser-based - no software to install or maintain

- Drag and drop app and data endpoints. No code!

- Self documenting, too

#1 in Enterprise

1.3 trillion objects integrated per month for our customers

- Massive scale

- Robust security

- On-Prem | Data Center | VPC and AWS | Azure | GCP deployment mix-n-match option

1 in Connections

Over 500 Snaps and thousands of REST/SOAP APIs provided

- Others have connectors, we have Snaps for far superior abstraction

- Get data to and from diverse apps including Oracle, SAP, Workday, ServiceNow, Salesforce, and more

- Free Snap SDK included if you want to add your own custom Snaps to manage sprawl

#1 in Modern Analytics

Cloud Data Warehouse and AI/ML support built in

- The only iPaaS that does data right - ETL functionality included in one unified platform, all on a single code base

- Powerful AI/ML features with easy data retrieval and top-yielding algorithms

- Deploy with a Cloud Data Warehouse or Data Mart like AWS Redshift and Snowflake using popular BI tools like PowerBI, Tableau, Qlik, Looker, and others

Magellan HEALTH SM

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How organizations are benefiting from SnapLogic

Magellan Health

The mission at leading healthcare provider Magellan Health was clear: deliver innovative products and services that resulted in business outcomes that were 10x greater than competitors by using breakthrough organizational techniques and modern exponential technologies.

With entrenched competitors 10, 20, even 30 times larger than Magellan, and a diverse and growing customer base that expected exceptional services without cost increases, Magellan's IT team set out to transform the company's IT operations and pave the path to the connected enterprise.

With SnapLogic, Magellan Health put integration at the center of their transformation and tackled five strategic, ambitious initiatives: Legacy Migration, B2B Integration, SaaS Connectivity, Automation, and Big Data.

Results:

- Integrated more than 20 SaaS applications including Workday, ServiceNow, Okta, and more

- Put more than 100 pipelines into production in record time

- Kept IT resources and budgets flat while the company more than doubled revenues

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KAPLAN

Kaplan Test Prep

Kaplan Test Prep's goal is to provide programs and services for students to help them succeed in high-stakes admissions and licenseship exams including the SAT, GMAT, USMLE, BAR review, and more. With the millions of students and professionals being helped, using big data to identify areas to innovate and transform their business was easier said than done.

Kaplan sought an iPaaS that could help them obtain data on student performance, customer issues, product usage, and corporate financials.

By utilizing SnapLogic, Kaplan Test Prep has been able to derive insights that have empowered them to uncover opportunities and improve the quality of their products and services.

Results:

- Reduced time to create data reports from 4 weeks to 3 days

- Ingested 50+ applications rapidly into their AWS Redshift data warehouse

- Enriched data reporting to fuel innovation in products and services

- Deployed an enterprise-standard technology connecting systems across the business

Box

Due to Box's vast array of disconnected business applications across the enterprise, employees were often working with siloed, incomplete data, which prevented them from making informed and accurate decisions. They had to manually upload and download data from one application into another, absorbing substantial time and effort and stealing focus away from high-value projects. Box realized they needed to find a platform that vastly reduced manual processes, and that supported the fluid flow of data across the company's disparate cloud-based and on-premises applications.

With SnapLogic, Box was able to gain real-time insights and increase visibility into customer data.

Results:

- More than 40 applications connected

- Increase from 25K to 13.5M documents processed per hour

AstraZeneca

AstraZeneca

As pharmaceutical giant AstraZeneca embarked on new cloud-first initiatives, IT needed to bring numerous apps and data sources together with a globally-available, self-service integration platform that could be used by distributed teams with minimal corporate support or intervention. The company needed a comprehensive platform to execute over 300 integrations in just one year.

With SnapLogic, AstraZeneca was able to integrate applications, systems, and technologies across cloud platforms and its own on-premises investments with impressive scale.

Results:

- 100+ integrations completed within six months
- 300+ integrations completed within one year
- 4X faster development and integration of Salesforce

Take the Next Step - Start Your SnapLogic Trial Today

Siloed apps and data holding you back? Slow, broken integrations weighing you down? Now is the time to upgrade to a modern, intelligent, self-service integration platform that will help you automate business processes, accelerate analytics, and drive transformation.

Getting started with SnapLogic is easy. **Sign up today** for a 30-day free trial to start exploring how you can complete integration projects up to 10x faster.

* Source: The High Cost of Disconnected Data, by SnapLogic and Vanson Bourne

SnapLogic provides the #1 intelligent integration platform. The company's AI-powered workflows and self-service integration capabilities make it fast and easy for organizations to manage all their application integration, data integration, and data engineering projects on a single, scalable platform. Hundreds of Global 2000 customers – including Adobe, AstraZeneca, Box, Emirates, GameStop, and Wendy's – rely on SnapLogic to automate business processes, accelerate analytics, and drive digital transformation. Learn more at **snaplogic.com**.

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