

CUSTOMER CASE STUDY

Online Form Pioneer Uses SnapLogic As a Catalyst for Service Innovation



ORGANIZATION

Paperwork Pro

INTEGRATIONS

CRM

CHALLENGE

Paperwork Pro, a leading player in the emerging online form market, needed an integration platform that would reduce the cost and amount of hand coding necessary to connect its cloud-based application with a number of different customer applications and data sources.

SOLUTION

Paperwork Pro selected SnapLogic as its Integration Platform to rapidly create integration pipelines between its cloud-based tools and customers' data sources.

RESULTS

- Reduced platform integration time from days or weeks to hours.
- Extended the functionality of Paperwork Pro service without additional coding or rework.
- Provided a flexible, modular integration solution consistent with cloud-based service models.
- Provided the foundation for creating innovative, value-added services.
- Eliminated hand-coding and potential for human error.
- Enabled the redirection of IT resources to core business activities.

“SnapLogic’s integration platform will help us move our business at cloud speed while reducing the costs and complexity of hand coding for integration.”

—Jai Chawla, Co-Founder and Head of Projects
Paperwork.Pro

Challenge

A leading player in the emerging online form market, Paperwork Pro offers an innovative online application that automatically organizes submitted data and enables efficient tracking, review and approval of documents, eliminating repetitive data entry, printing, scanning, faxing, mailing and filing. The process of converting static files to web-friendly formats involves security and hosting considerations and requires an ability to integrate with a number of different applications and platforms.

“We have to be able to capture information according to our customers’ needs—not ours,” said Jai Chawla, Co-Founder and Head of Projects, Paperwork Pro. “The data must be in a format our customers can use in order to be valuable to them. And we can’t predict where the data will come from.”

Unfortunately, accommodating the various systems and platforms—some of them quite outdated—meant hand-coding integration pipelines on a case-by-case basis. This requirement slowed down the process of setting up new clients considerably, taxing valuable resources and costing a lot of money. Rather than continuing to code integrations by hand, Chawla began looking for an integration platform that could automate much of the process.

“We needed a platform that was flexible and extensible enough to deploy value-added services and new solutions without breaking the bank each time we want to innovate,” said Chawla.

The team had two clients in mind for the new integration platform:

- Gratin School in Massachusetts was asking graduates to fill out an evaluation form so they could compile feedback from students based on their experience after college. Prior to working with Paperwork Pro, this data had to be entered manually from static forms into legacy database systems.
- Another client, Mass Challenge, wanted to automate the generation of spreadsheets compiled with data collected from 130 entrants to its global startup competition.

After evaluating other solutions, including IBM’s Cast Iron, Dell Boomi and open-source solution JitterBit, Chawla found that responsiveness was lacking. Although these were trusted names, Chawla found the vendors’ connection-based billing models clashed with Paperwork Pro’s cloud services approach. Furthermore, the vendors were unresponsive. After learning about SnapLogic’s unique store model, Chawla decided to go with SnapLogic.

Solution

SnapLogic provides an integration platform that makes it easy to connect any combination of Cloud, SaaS or On-Premise applications and data sources while achieving a radical improvement in cost and performance over traditional integration approaches. Unlike legacy SaaS and appliance-based solutions, SnapLogic reduces vendor lock-in and provides extensibility through an “all-you-can-connect” pricing model and a modular, standards-based approach that addresses the increasing number of diverse data sources used by businesses today. SnapLogic Snaps are self-contained connectors that can be instantly downloaded from the SnapLogic SnapStore. Developers, system integrators and independent software vendors can build and sell Snaps for both widely used and emerging applications.

“The SnapStore model was a key differentiator,” said Chawla. “Other integration platform vendors are very complex in terms of how they bill for usage. SnapLogic lets you connect to different BI platforms and databases easily.”

SnapLogic Server is the foundation and central hub for connecting any combination of SaaS, Cloud and On-premise applications and data sources. SnapLogic Server goes beyond traditional extract, transform, and load (ETL) capabilities by offering discoverable, callable, and reusable data services. Its REST-based engine works like a web server, so the engine reads, transforms and writes data in a web format.

SnapLogic adds a high degree of automation to the process of building and sustaining integration points, eliminating hand coding and human error. Snaps are easy to create, buy and modify because they are based on industry standards and include powerful wizards that inspect the target application. The SnapLogic Designer interface features drag-and-drop capabilities, making it easy to create integration pipelines using Snaps and other reusable components. SnapLogic offers over 100 Snaps, supporting 5,000 connection combinations, and new Snaps are added weekly. Many Snaps are free with a SnapLogic server license.

Adding Value to Existing Data

Paperwork Pro has used SnapLogic Snaps to connect their application to Black Bot, My SQL, MS Access, Google Docs, Google Checkout, and a variety of BI applications. Gratin School was able to make use of a massive amount of data from alumni as feedback to help the school improve students’ success once they graduate. Eventually, Paperwork Pro will transition the school to using a basic BI platform to the data source. And there’s a Snap for that, too.

Paperwork Pro was also able to help Mass Challenge, an annual global startup competition, eliminate paper contracts, spreadsheets and manual payment processing tasks by integrating its backend systems with Paperwork Pro’s tools using SnapLogic.

“Before, Mass Challenge was collecting paper forms, asking customers to pay online and typing all of the data in manually,” said Chawla. “Now, everything is centralized and online, and the data is moved dynamically to a spreadsheet.”

Building the Business

“SnapLogic allows us to unlock the value of our customers’ old data by facilitating the migration, so we can visualize and access the data in our cloud.” According to Chawla, Paperwork Pro will be able to offer this value-added service to other clients—schools like Gratin who can use their old data for new purposes. “We expect the service to become a new source of income for us and be very valuable to similar institutions in which useful data is still trapped on legacy systems.”

Results

SnapLogic’s Snap connectors and drag-and-drop interface helped Paperwork Pro reduce the amount of time it takes to integrate a connection from its cloud to client applications from days or weeks to a couple hours or less.

“Snaps are foundation blocks for innovation,” said Chawla. Before we decided to have an integration service embedded in our offering, we’d have to be data integrators. Each customer took months or weeks to set up. Writing code took away from our value proposition and was costly and time-consuming—just not a smart way to do business. SnapLogic is a game changer because it eliminates all of that.”

Additionally, SnapLogic extends the functionality of the Paperwork Pro service without requiring any additional work other than downloading and using the Snaps.

“Having SnapLogic in our back pocket allows us to dream with our customers about what they can do,” said Chawla.

**With SnapLogic,
integration is a “Snap.”**