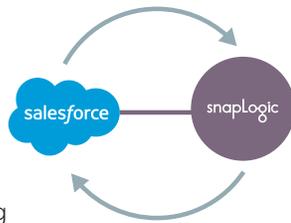


Application and Data Integration for Salesforce

Quickly gain a 360-degree view of your customer

To deliver on the 360-degree view of your customers, you must be able to connect Salesforce to all your applications, data sources, and files – whether they're cloud services or legacy systems running behind your firewall. Traditional approaches to application and data integration can't keep up with the need for speed, the frequency of changes, and the variety of new and legacy enterprise data sources. The SnapLogic Enterprise Integration Cloud is built from the ground up to be fast, multipoint and modern so that Salesforce customers always have a single view of the right information at the right time. Go beyond the data loader and point-to-point tools – connect Salesforce in a snap with SnapLogic.

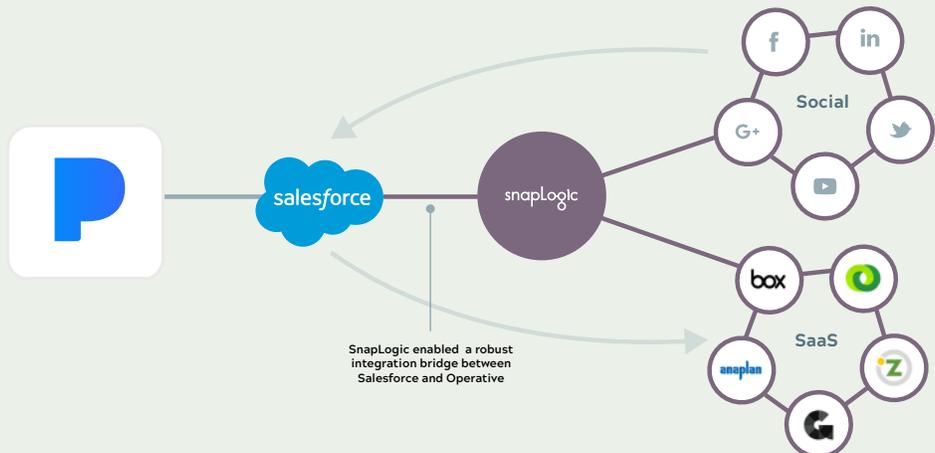


SALES CLOUD: Ensure sales has a single view of the customer by enabling instant sync with back office systems like SAP, Oracle, and Microsoft Dynamics AX.

MARKETING CLOUD: Generate, collate, and interpret real-time data from all your marketing channels and turn subjective marketing ideas into techniques that produce quantifiable results.

SERVICE CLOUD: Ensure customer satisfaction, reduce churn, increase the lifetime value of your customers, and encourage cross-sales opportunities and referrals with complete visibility across disparate sources and systems.

SnapLogic and Salesforce integration @ Pandora



Case Study:



Pandora makes connections in the cloud with SnapLogic

“ Pandora chose to create a business application landscape with applications like Salesforce, Anaplan, Zuora, Operative, Box, GoodData, and more.

- Director, Business Applications, Pandora

Pandora, a leading internet radio service, gives people music they love anytime and anywhere, through a wide variety of connected devices. Personalized stations launch instantly with the input of a single “seed,” which can be a favorite artist, song, or genre. The Music Genome Project, a deeply detailed, hand-built taxonomy, powers the personalization of Pandora.

With SnapLogic, Pandora’s developers created a robust integration bridge between Salesforce and Operative, enabling synchronization between the two systems. This integration provides higher levels of detail to both systems, including actual sales delivery, primary delivery data, third-party delivery data, processed versus unprocessed ad details, products, discounts, net and gross costs, proposed versus actual clicks, proposed

versus actual impressions, and invoice data. SnapLogic has empowered Pandora to use data to its advantage while saving time and resources. By delivering a fast, multi-point and modern cloud connection platform, Pandora saved at least 50 person hours per month, between the billing team and sales support teams. SnapLogic has helped other customers of all sizes and scale rapidly adopt cloud-based data warehousing and data management solutions from Amazon. With SnapLogic, cloud integration is a snap, and pre-built Snap Patterns allow Amazon Redshift, DynamoDB, and RDS customers to take advantage of best practices and accelerate their time to value.

Results

- ✓ **Elimination of manual recoding during SaaS application integration**
- ✓ **Simplified and enhanced access to highly detailed sales data**
- ✓ **Reduced time spent reconciling data by at least 50 person hours per month**

“ Traditional approaches to integration are no longer adequate when you have literally dozens of SaaS application, all need to talk to each other. If every change, customization or refinement becomes a project, we can’t keep up. Snaplogic changes all that - elevating us out of code level and putting the power directly into our hands.

- Director, Business Applications, Pandora

Why SnapLogic?



UNIFIED

SnapLogic delivers a streaming architecture that supports real-time, event-based, batch and low-latency enterprise application and IoT integration requirements, while also handling data warehouses and big data integration needs like high volume, variety, and velocity.



PRODUCTIVE

SnapLogic’s browser-based cloud service enables snap-and-assemble orchestrations in a drag-and-drop interface powerful enough for developers yet easy enough for “citizen integrators.” Iris, the AI-powered Integration Assistant, delivers expert guidance to improve the speed and quality of building a data pipeline.



MODERN

Unlike traditional ETL and ESB technologies, SnapLogic is purpose-built for the cloud. The elastic execution grid, or Snaplex, runs in the cloud or behind the firewall, while the Hadooplex can run across multiple nodes in a Hadoop cluster.



CONNECTED

The SnapLogic Enterprise Integration Cloud provides more than 400+ pre-built application, IoT, and data integration connectors, called Snaps. Connect SaaS apps, analytics tools, big data sources, on-premises systems, technologies like REST and SOAP, and more. Or build your own custom Snaps.