

# Turning Data Into Decisions at Pure Storage

How SnapLogic helped automate integration  
processes and increase productivity



## Automated

data transfer from system  
to system

## Delivered

data at the right place and  
the right time

## Improved

productivity and performance  
across the company

### HEADQUARTERS

Mountain View, CA

### INDUSTRY

High Tech

### EMPLOYEES

2,000

### ANNUAL REVENUE

\$2.18 billion

### CHALLENGES

- No simplified way to connect data and applications together
- Tedious, hand-coding needed for app integrations
- Slow delivery of data disabled productivity

### RESULTS

- Automated data transfer from system to system
- Enriched data visualization for deeper insights and reporting
- Delivered data at the right place and the right time

### BENEFITS

- Democratized data for business users to make rapid decisions
- Improved productivity and performance across the company

### INTEGRATIONS

Anaplan, NetSuite, Okta, Salesforce.com, ServiceNow, SOAP/REST, Tableau, Workday

## Pure Storage Backstory

Founded in 2009, Pure Storage delivers data flash storage built for the cloud era. Its solutions enable businesses in healthcare, government, education, and other industries to accelerate their business results with effortless access to data.

## The Challenge

Pure Storage's goal is to enable enterprises to have unprecedented business intelligence at every level. It wanted to do the same for its own internal operations with a long-term, sustainable, and robust architecture that would connect all systems and applications, thereby supporting a data-driven culture.

Previously, employees used external applications to get business insights and stay productive. Employees wanted to work with a degree of agility and deliver results rapidly without having to wait for tedious, hand-coded integrations to happen. As a result, managing the increasing number of disparate applications over time led to decreased performance and effectiveness in making decisions across finance, sales, and marketing.

"We discovered that we needed to scale as the company was growing and part of scaling applications is about integrating them. Having a scalable architecture means that the IT organization is a much better business partner to the rest of the executive team, and to the longer term vision of the company," said the Chief Information Officer (CIO) at Pure Storage.

The CIO sought to build out a data culture within the organization by eliminating traditional methods of bringing data together through automation. To harness the power of integration automation, the CIO and his team considered some key factors before partnering with the right integration platform as a service (iPaaS) vendor.

In addition to looking at different solutions, they also examined each vendor's ability to make Pure Storage successful, while meeting their long-term vision through a close partnership and responsive customer support.

## The Solution

Pure Storage chose SnapLogic for the platform's ease of use, user experience, and performance, which were key differentiators against other vendors. The IT team also recognized that the SnapLogic's customer success team was essential to making them successful.

Pure Storage's IT team eliminated manual coding and inputs used to transfer data between legacy systems and cloud applications by connecting them with pre-built or custom built connectors, called Snaps, in a Cloudplex. They were able to automate processes and eliminate their original process of copying and pasting data files from one system to another.



SnapLogic is at the heart of our thinking when we wanted to be able to bring these applications together, and the data to be able to flow."

**CIO**  
Pure Storage

Soon after deploying SnapLogic, the IT team took on a project that would provide rich data visualization to business users by transferring data from various cloud applications, including Salesforce.com, Workday, NetSuite, and others, into Tableau. "With SnapLogic, we are able to democratize data by putting that in the hands of business users, for them to be able to make decisions and to collaborate with their employees," said the CIO.

## Business Outcomes

By automating integration processes with SnapLogic, Pure Storage found a new way of increasing productivity and mobilizing employees to make impactful decisions for the company's growth. The IT team connected some core applications across departments, which would have previously required long hours of hand-coding. As a result, the IT team is now empowered to partner with multiple departments and aid senior leadership to make faster and better decisions. "My IT organization is able to use SnapLogic as a way to have conversations with the rest of the business and ultimately help realize the company's strategic vision," said the CIO.

The IT team successfully created an automated environment to deliver data to business users at the right time and the right place, helping them establish what they originally intended – a data-focused company. "The impact from what SnapLogic delivered meant that people gained productivity because they didn't have to spend their weekends or late nights correlating data from multiple systems and be able to present it to stakeholders. Giving people their weekends back is a really powerful thing," said the CIO.

SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at [snaplogic.com](https://snaplogic.com).