

# Gaining Insights From Kaplan Test Prep's Data Lake

How the SnapLogic Intelligent Integration Platform enables big data initiatives to accelerate business innovation



## Created

an enterprise-standard technology connecting systems across the business

## Enriched

data reporting to fuel innovation in products and services

## Integrated

data seamlessly with minimal effort and time

### HEADQUARTERS

New York, NY

### INDUSTRY

Education

### EMPLOYEES

3,000

### CHALLENGES

- Experienced technology strain from disconnected systems and applications with large datasets
- Operated with limited understanding of students' responses and usage across products and services

### RESULTS

- Created an enterprise-standard technology connecting systems across the business
- Enriched data reporting to fuel innovation in products and services

### BENEFITS

- Ingested data from 50+ applications into data lake
- Reduced time to create data reports from 4 weeks to 3 days

### INTEGRATIONS

Amazon DynamoDB, Amazon EMR, Amazon Kinesis, Amazon Redshift, Google Analytics, Google BigQuery, MongoDB, Salesforce.com, SQL Server, Zuora

## Kaplan Test Prep Backstory

Established in 1938, Kaplan Test Prep provides 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.

## The Challenge

For almost a century, Kaplan Test Prep has helped millions of students and professionals master skills necessary for their career advancement. Through continuous innovation, Kaplan provides students with quality test preparation products and services for more than 100 standardized tests.

By staying in the forefront of digital technology, Kaplan has paved a path that uncovers opportunities and improves the quality of products and services that help students and professionals prepare for tests. With these objectives in mind, Kaplan turned to big data to identify areas to innovate and transform its business. However, gathering data was easier said than done.

Kaplan provides its employees with the autonomy and freedom to be creative and use any technology that while solving their needs, resulted in a technology strain. Over time, Kaplan accumulated hundreds of disparate applications that stored data in different formats, preventing IT and business from having a single version of truth or a flexible architecture.

"In the last decade, the company accumulated a large amount of data across all of our domains and we needed to figure out how to bring it all together and harmonize it," said Tapan Parekh, Director of Engineering and Architecture at Kaplan.

Early on, Kaplan forged integrations using a data virtualization technology along with a couple of off-the-shelf products, all of which required an exorbitant amount of time to derive the insights needed.

## The Solution

Kaplan looked for an integration platform as a service (iPaaS) that could help them obtain data on student performance, customer issues, product usage, and corporate financials. They also sought a partner that would complement both their digital transformation journey and their big data strategy. That's when they found SnapLogic.

"SnapLogic is a flexible, easy to use, visually appealing tool. And best of all, it complies with our company's security standards and policies," said Parekh. "Over the years, SnapLogic has helped us integrate data seamlessly from our current legacy systems with minimal effort and time, which helped us increase productivity, and propelled us to do more self-service."

As cloud-based company, Kaplan implements Amazon Web Services as their preferred partner to lead their big data initiative. With SnapLogic, Kaplan has created their own data lake within Amazon Redshift, and ingested data from Amazon Kinesis, S3 buckets, Amazon DynamoDB, and AWS Lambda. In addition to ingesting data into their data lake, Kaplan also placed SnapLogic behind the scenes to create a big data platform using Amazon EMR.

Kaplan has integrated more than 50 applications in less than a year, and plans to integrate 40 more applications in the next year. Instead of taking four weeks to provide reporting and meet data requests, Parekh's team can turn around these requests around, with insights, in fewer than three days. Now, data scientists are empowered to distill the meaning behind the trends in data, and business departments can confidently pinpoint areas to improve.



With insights derived through SnapLogic, we are empowered to prepare the next generation of learners and help define their careers."

**TAPAN PAREKH**

Director of Engineering and Architecture,  
Kaplan Test Prep

## Business Outcomes

SnapLogic has helped Kaplan to integrate data not just for selling more products to its customers but to provide a central source of truth to propel students to the next step in their school and career paths. From product development to finance, Kaplan uses the power of big data within their data lake to identify and predict areas that are most impactful in a student's learning journey, and eliminate inefficient financial activities to improve the bottom line.

"We are now able to gather real-time student feedback, undertake analysis, and tap into data profiling, which empowers our end users, and prepares us for building a product platform that helps millions of students across various channels, devices, and locations," said Parekh. "Essentially, [SnapLogic] helped transition our IT organization from a service provider to that of a partner in decision making."

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).