snapLogic®

How Route Connected Multiple Applications to Harness the Power of Their Customer Data

Route quickly integrates data for better business decisions using the SnapLogic Intelligent Integration Platform

ROUTE

Integrations
deliver immediate insights

Insights
into customer experience and needs

Flexibility
in working with a wide range of data formats

HEADQUARTERS
Lehi, Utah

INDUSTRY
Software

EMPLOYEES
200

CHALLENGES
- Disconnected data that limited data analytics
- Long backlog of integration projects that were time-consuming to build and maintain
- Inability to fully leverage customer data for better business insights

RESULTS
- Integrated Salesforce, Snowflake, and their production systems
- Connected data to inform strategic decisions
- More holistic view of the customer

BENEFITS
- Integrators could easily and quickly connect data without hand coding
- Real-time integrations deliver immediate insights without affecting the production system
- Deep insights into customer experience and needs

INTEGRATIONS
Salesforce, Zendesk, Jira, Snowflake, Databases

The Route Backstory

Route is a software company whose app empowers brands to be intentional about their post-purchase experience with visual order tracking, package protection, effortless claim-filing, and the world's first universal order history. They empower brands to deliver a better customer experience and consumers to feel more confident in their online ordering.

The Challenge

Route had multiple sources of data in applications such as Salesforce, Zendesk, Jira, and in a production database, and was not able to connect these sources of data to create a holistic customer view. Route leadership wanted to know how merchants were doing on their platform and how they could better serve them. Without the ability to connect vital data, it was nearly impossible to gather these insights to drive strategic business decisions. Traditional integration would require countless hours manually coding integrations, updating, and maintaining them.

The Solution

Route searched for an affordable iPaaS integration solution that would be flexible and could easily integrate with their other services. After evaluating two other ETL solutions, they chose the SnapLogic Intelligent Integration Platform for its ease of use, flexibility in working with a wide range of data formats (real-time, streaming, batch) and its vast library of pre-configured connectors called Snaps for both application connectivity and data transformation.

"SnapLogic is extremely flexible. You can perform ELT, or ETL, or plenty of other sorts of jobs. You can load data in, perform countless transformations on the data, join the data with other sources, filter it out, load it into many different tables based on your own criteria. You can basically do whatever you want with SnapLogic and it makes it very easy," said Jacob Rasmussen, Data Engineer.

With SnapLogic, Route had their first few ETL pipelines up and running the first day. They set up their integration environment in their own domain in the AWS cloud. They were able to start loading data from multiple sources on day one and were fully operational within a week with SnapLogic's Salesforce Snap Pack and Snowflake Snap Pack. "These Snaps made it extremely easy to load all the data that we needed from Salesforce into our data warehouse," said Rasmussen.

> "
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> ... SnapLogic has enabled insights at Route that we never would have been able to achieve without such a powerful integration platform."
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> **JACOB RASMUSSEN**
> Data Engineer

Business Outcomes

Using SnapLogic, Route was able to quickly synthesize customer data and glean key insights into how they could improve their customer experience.

"Our entire analytics platform and initiatives would not exist without our SnapLogic integration. Before SnapLogic, certain analytics were either simply impossible, or would take much longer due to manual exports and merging data," said Rasmussen. "We also no longer query our production database directly, but are now able to easily extract all of the data we need out of that database so we can query it without affecting production load. SnapLogic has enabled insights at Route that we never would have been able to achieve without such a powerful integration platform."

Route has also been able to heavily leverage SnapLogic's REST APIs for many use cases and have plans to use SnapLogic's Machine Learning Snaps, as well as DynamoDB Snaps for the near future.

"SnapLogic is extremely powerful and I am always amazed at how fast it can process millions of rows of data. It makes it extremely easy to connect to sources like Salesforce, Snowflake, Jira, Zendesk, etc. It saves a lot of time," said Rasmussen.

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**.

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