snapLogic®

Enterprise Automation

Thrive in this disruptive world

Speed up and scale up

As dramatically as the machines of the industrial revolution changed the factory floor, automation has the potential to dramatically transform today's enterprises. Organizations can deliver personalized products and services only with data-driven insights that digital transformation enables. Digital Transformation at scale requires a transition from manual and human-based processes and activities to automated and robotic ones. When adopted holistically, the intelligent automation of the enterprise brings unprecedented ability to speed up and scale up a business.

Implement a modern enterprise automation stack

SnapLogic Intelligent Integration Platform enables you to build automation across your enterprise.

- **Pipelines** or integrations help move data between multiple endpoints, whether applications or data stores. As a leading integration platform-as-a-service (iPaaS) platform we have been enabling IT and LOB teams in organizations to build integrations with a low-code, no-code approach.

- **Flows** provide a higher level of abstraction for LOB users to automate workflows that solve specific problems such as employee onboarding, quote-to-cash. With flows, the platform captures the user's intentions and leverages the intelligence of the Iris AI Integration assistant to build these automations rapidly.

- **Journeys** are a collection of flows that help organizations automate end-to-end customer journey, employee journey, and partner journey

- When an organization automates their customer's journey, employee's journey, and their partner's journey, they will realize their vision for the enterprise-wide automation

Deliver exceptional customer experience

Delivering exceptional customer experience should be the goal of every digital transformation initiative because customer experiences that make the customer journey help you prioritize your investments, organize teams, metrics, and funding, and guide you in your quest for operational excellence. There are six key stages of a customer journey as follows.

SnapLogic has enabled organizations, such as Adobe, Dannon, and iRobot, to build integrations that support all these stages of the customer journey. Now with customer journey flows, we want to enable CMOs, Sales Leaders, and Chief Customer Success Officers and their teams to build automation without having to wait for IT.

Let's take the Buy stage of the customer journey as an example. SnapLogic IIP enables your business teams to build all stages of this process effortlessly with following flows:

- **Quote Generation -** Approval flows associated with discounts & payment terms and automated quote generation based on region across Salesforce, MS Dynamics, MS Exchange, MS Active Directory, LDAP, etc.

- **Contract -** Generate contract documents based on quoted products, attachments, and signatories and resolve redlines across Salesforce, MS Dynamics CRM, Adobe, Docusign, MS Exchange, etc.

- **Invoice -** Automated invoice in ERP based on a closed-won opportunity across Salesforce, MS Dynamics CRM, SAP, Netsuite, Workday, Zuora, etc.

Provides a seamless customer experience across channels with workflows between order management and offer management platforms.

Elevate your employee experience

To deliver exceptional customer experiences you need to elevate your employee experience. Here are five key stages of the employee journey:

Recruitment › Onboarding › Employee Experience › Offboarding › Advocacy

SnapLogic platform has enabled organizations, such as Denny's, TBWA, and Magellan Health, to build integrations to improve recruitment, employee onboarding, and HR services. Now with employee journey flows, we want to enable Chief People Officers, Heads of HR and their teams to efficiently build automations that deliver tangible business results without IT's help.

Consider employee onboarding as an example. SnapLogic enables you to streamline onboarding and improve employee experience with following flows:

- **System Management -** Automated account provisioning & role-based authorization, automated notifications to employees, and automated approval flows across Workday, SuccessFactors, Okta, MS Active Directory, etc.

- **Facilities Management -** Automated IT requests, personalized information based on employee preferences, approval management, and automated notifications to employees and managers across Workday, SAP SuccessFactors, ServiceNow, etc.

- **Invoice -** Automated invoice in ERP based on a closed-won opportunity across Salesforce, MS Dynamics CRM, SAP, Netsuite, Workday, Zuora, etc.

Improved business agility with integrations from pre-hire to retire process for over 8,000 employees including real-time setup in identity & HCM system during enrollment and automated flows for promotion and field changes

To learn how SnapLogic can help you automate your end-to-end customer and employee journey to accelerate your digital transformation visit snaplogic.com or start a free trial at **snaplogic.com/free-trial**.