Healthcare Real Estate Investment Trust Speeds Up Data Integration With SnapLogic

15+
data sources integrated with Snowflake

20+
automated processes running in SnapLogic

Lean Team
supports multiple teams from different investment segments

INDUSTRY
Real Estate

CHALLENGE
Incomplete data insights due to limited data connectivity into its cloud data warehouse

SOLUTION
Data automation from multiple systems and apps into Snowflake for reporting

RESULTS
Provides data access for BI and analytics for data-driven real estate investments

INTEGRATIONS
Microsoft Power BI, Salesforce, Snowflake, Quickbase, REST API, custom-built applications

The Backstory

The diversified real estate investment trust (REIT) has over $20 billion of owned real estate. The company invests in healthcare real estate for life science, senior housing, and medical offices. They own more than 600 life science campuses, medical office buildings, and nursing homes.

The real estate investment company is continuously committed to providing premium real estate to the dynamic healthcare industry. In doing so, they deliver value to their shareholders, customers, and employees.

The Challenge

The real estate investment trust's corporate strategy is simple. They focus on their long-term growth and deliver value to all their stakeholders by making data-backed real estate investments. To successfully execute their strategy, their finance team needs to obtain and analyze critical data in order to make business decisions with precision. The finance team, however, had limited information that was readily available to them. That information lived in silos across many on-premises and cloud applications and data sources. The team resorted to creating visualization reports with gaps in their data to support the business decision-making process.

The Director of Financial Systems and Business Process initially implemented an ETL tool to resolve those data gaps by enabling them to move large volumes of data into their cloud data warehouse, Snowflake. Despite their attempts using the ETL tool, they soon realized that it was limited to only moving data from their SQL servers into Snowflake. "Our BI reports did not show a complete picture of our investments," said the Director of Financial Systems and Business Process. "We were only able to analyze 50 percent of our entire data coming from SQL servers, but we were still missing the other 50 percent which came from other on-premises and cloud applications."

The company would need to hire a third-party agency to create customized integrations whenever they adopted a new data source and needed to load data into Snowflake, which in turn increased their operational overhead. That's when the company went looking for a better solution.

The Solution

After considering multiple integration tools, the Director of Financial Systems and Business Process chose SnapLogic as the company' unified integration platform to help them move data from all on-premises and cloud applications, including proprietary applications. SnapLogic was selected over other integration tools for its low-code integration approach and support for hybrid environments.

As the only integrator in the company, the Director of Financial Systems and Business Process is now able to move data from multiple applications to Snowflake using SnapLogic's robust ETL (extract, transform, and load) capabilities with little-to-no code development or the need to learn how to connect APIs from each data source. The Director can build a pipeline with pre-built connectors, called Snaps, to integrate data from Salesforce, S&P Global, SQL Server, Legisway, StratoDem Analytics, and a dozen other applications built on Quickbase.

"We help our business analysts and executives get answers and make business decisions faster using SnapLogic," said the Director of Financial Systems and Business Process. "As a team of one, I am empowered to build integration workflows using Snaps and the data gets loaded into Snowflake quickly."

SnapLogic offers bi-directional data integration where the company integrates close to 15 tables from many Quickbase applications into Snowflake and moves updated data back to the original sources.

The data is then pushed to Microsoft Power BI where business analysts can analyze and turn the data into visualization reports for the executive team to view.

"Unlike other integration and ETL tools we have tried, SnapLogic helps us connect and extract data from our in-house applications thanks to the REST connector," said the Director of Financial Systems and Business Process. "SnapLogic's powerful integration and ETL capabilities give us the flexibility to connect data and applications whenever we need to."

Business Results

The real estate investment trust is now empowered to make business and investment decisions with precision. Teams from different segments, such as medical office buildings, hospitals, senior housing, and science campuses, have complete information to analyze how their current real estate property investments are performing. They can dive deep into the data to see each building's rent collection while the C-suite executives have a high-level view of the company's overall financial and investment health.

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> Since using SnapLogic, we have been able to deliver the data our stakeholders need much faster and with no additional operational or maintenance costs"
>
> **Director of Financial Systems and Business Process**

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