

Driving Smarter Decisions Through Data With SnapLogic and Snowflake

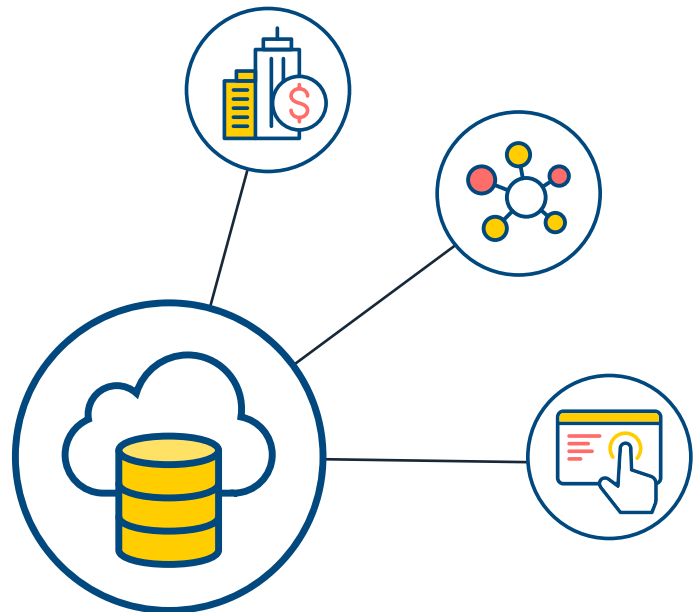
Combining enterprise-grade integration with world-class cloud data warehousing to deliver a modern architecture for analytics at scale

Data-driven organizations require a modern architecture to achieve the successes that propel their business into the future. SnapLogic remains at the forefront of this modern architecture by delivering a cloud-native, AI-driven, and scalable integration platform that simplifies the integration of on-premises and cloud-based data sources, and applications without coding. Combined with Snowflake, SnapLogic's Intelligent Integration Platform (IIP) gives you flexibility to leverage the power of the world's leading cloud data warehouse to quickly and easily transform your data, and take control of your analytics objectives. Going a step further, a true differentiator with SnapLogic is the ability to extract analytics about your analytics. This additional lens focuses on extracting summarized data from Snowflake to any application or analytics endpoint, to gain greater insights into things, including load efficiency, compute consumption, data volume trends, and many others. These new and unique insights bring new meaning to modern analytics and enable you to maximize the efficiencies of a cloud-based approach.

Cloud Data Warehouse Integration

The SnapLogic Intelligent Integration Platform (IIP) provides Snaps to easily connect multiple data sources (including Teradata, Oracle, MySQL) and applications (including Salesforce, Workday, NetSuite) to Snowflake without any coding.

- **Enable self-service integration:** SnapLogic Designer provides an easy-to-use, HTML5-based, drag-and-drop user interface for self-service integration.
- **Decrease integration cost:** Integrations created via SnapLogic require no coding, saving customers time and money versus coding point-to-point integrations.



Enhance Your Snowflake Experience With SnapLogic

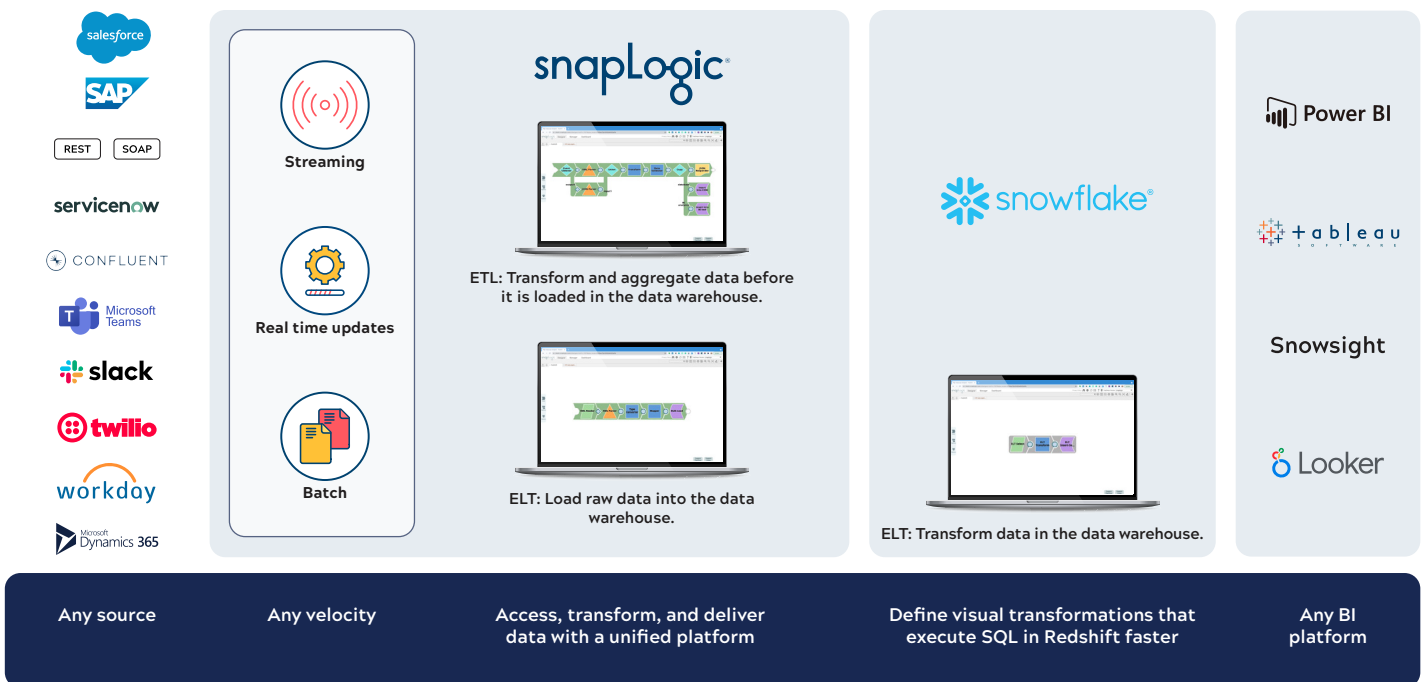
- Leverage one, cloud-native and unified platform for data loading into and reverse-ETL out of Snowflake.
- Connect hundreds of data sources and applications to Snowflake without coding.
- Transform data quickly using pre-built connections designed specifically for interfacing with Snowflake.
- Dramatically improve performance with SnapLogic Snap Packs specifically designed for native Snowflake execution and ELT optimization that allow you to visually create complex SQL statements in Snowflake.
- Take advantage of comprehensive support for Snowflake including Execute, Multi-Execute, SCD2 functionality and all CRUD (create, read, update, and delete) functions.

Case Study: Snowflake

Use Case: Automate Data Ingestion From Multiple Sources

A well-known sports entertainment and event management company wanted to analyze fan behavior, segment its fan base, and enhance the fan experience through optimized communications, promotions, and social engagement. SnapLogic enabled the customer to achieve the following:

- **Automate data ingestion and normalization:** Using SnapLogic, the customer could connect to dozens of data sources, service vendors, CRM applications, and databases, while automating data ingestion and normalization of data from all sources into Snowflake. They then used this data for behavioral profiling and inclusion in marketing programs.
- **Faster data analytics:** Using SnapLogic, the customer connected Snowflake to different analytics tools with just a few drag-and-drop operations. This enabled them to create more intimate communication with fans and save their engineers from manual efforts.



WHY SNAPLOGIC



Modern

The SnapLogic Intelligent Integration Platform (IIP) separates the integration control plane from the data execution plane, delivering a low-latency, streaming-based architecture that supports all your modern integration requirements: real-time, event-based, and batch.



Cloud-Born

SnapLogic was purpose-built for the cloud before the cloud was cool. SnapLogic promotes elastic operation and enables you to mobilize data when and where it is needed most: publicly or privately, in the cloud or behind a firewall, on-premises or in hybrid data centers and infrastructure anywhere in the world.



Intelligent

SnapLogic Iris, the pioneering technology for AI-powered integration assistance, is now driven by over a decade of data pipeline and data usage analysis and delivers expert guidance to improve the ease-of-use and speed of building both data and application integrations. Our browser-based cloud service is powerful enough for developers, yet easy enough for non-developer citizen integrators.



Scalable

The SnapLogic Intelligent Integration Platform (IIP) is capable of operating at a massive scale to meet your performance demands. From CPU-based, computational scaling that delivers peak performance to user scaling that enables as many individuals, of all personas, across the organization to access the platform, SnapLogic eliminates performance bottlenecks, drives process efficiencies and promotes end-user adoption.

Built for the Enterprise

Reliability: SLAs with 99.95% reliability commitment and platform upgrades with zero planned downtime

Integrity: 99.995% historical uptime achievement for the environment within SnapLogic's control

Productivity: 600+ pre-built "Snaps" with available customization for unlimited connectivity and data transformation

Usability: One platform for all users and all integrations - application and data - in-cloud, on-premises or hybrid

Security: SOC2, HIPAA, GDPR

Common Cloud Data Warehouse Use Cases

Integration

- Application integration, data integration, API development and management
- Low-code / No-code development
- Traditional ETL or ELT Pushdown optimization
- Batch, streaming or real-time data delivery

Workflow Orchestration

- End-to-end data flows for business process automation
- Streaming and real-time data delivery
- Integration environment monitoring, control, and reporting

Get your [free trial](#) now

SnapLogic provides the #1 intelligent integration platform. The company's AI-powered workflows and self-service integration capabilities make it fast and easy for organizations to manage all their application integration, data integration, and data engineering projects on a single, scalable platform. Hundreds of Global 2000 customers – including Adobe, AstraZeneca, Box, Emirates, GameStop, and Wendy's – rely on SnapLogic to automate business processes, accelerate analytics, and drive digital transformation. Learn more at snaplogic.com.