snapLogic®

Guild Streamlines Customer Onboarding Process With SnapLogic

Guild

Efficiency
Reduced onboarding time for engineering by 70%

Centralization
From 1000+ lines of code, 5 projects, 2 teams to 1 configuration file

Opportunity
API-based data sources expanded a multimillion-dollar partnership

HEADQUARTERS
Denver, CO

INDUSTRY
Technology/Software

DEPARTMENT
IT

USE CASE
API Integration

CHALLENGE
Streamline the process of integrating Employer Partners

SOLUTION
Replacing its legacy integration platform with SnapLogic, Guild enhanced the ability to support new integrations, reduced engineering support in maintenance, and built efficient API integrations.

BENEFITS OR RESULTS
- Eliminated 80 hours of an engineer's time to support and coordinate data contract changes
- Unlocked new business and expanded existing partnerships through direct HRIS API connections
- Brought more technical integration capabilities into the Guild product

INTEGRATIONS
SnapLogic iPaaS, SAP SuccessFactors Snap Pack, REST Snap Pack, Amazon S3, Salesforce

Guild Backstory

Founded in 2015, Guild (formerly Guild Education), driven by its mission to help job-seekers gain the skills needed to build successful careers, has flourished. Their Guild Career Opportunity Platform, catering to Fortune 1000 organizations seeking talent, has positioned them as a key player in the sector.

The Challenge

Guild had been grappling with the complex engineering effort required to integrate new employer partners. Their legacy system was time-consuming and laden with manual tasks, making customer onboarding a week-plus-long process. The goal was to streamline their data integration strategy to onboard new customers more efficiently and bolster their ability to integrate with diverse SaaS data sources.

With their legacy system, integrating a new employer partner included a series of data validation, decryption, standardization, transformation, and other manual tasks. Onboarding a new customer could take an entire week to complete. For more complex customers, it could take two to three weeks to finalize onboarding.

Guild wanted to revise their data integration strategy to be more scalable, to onboard new customers more efficiently, and expand their ability to integrate with alternative SaaS data sources.

The Solution

Guild used The SnapLogic Intelligent Integration Platform (iPaaS) to activate a series of pipelines to configure integrations and automate some of the data processes that had previously required engineering support. This allowed them to:

- Receive and consume customer data by employing SFTP, API, lambda, and S3 protocols

- Communicate and pass data to downstream systems by leveraging the power of the REST Snap Pack

- Dynamically retrieve custom field names and map field values to a canonical schema format

- Quickly identify, quarantine and report validation errors through integrations with S3, DataDog and Slack

- Solved complex business logic to serve a major customer by enabling a direct API integration with the SAP SuccessFactors Snap

Business Results

With SnapLogic's help, Guild enabled a product path through direct API integration that was technically and financially optimal for the business.

Automating the employee partner onboarding process meant fewer engineering resources and less time getting customers up and running on their platform (hours instead of weeks). These efficiencies have directly impacted the company's ability to scale during a period of rapid growth.

Christopher Knight, Engineering Manager for Guild's Employer Partner Integrations was especially impressed by the power SnapLogic gave to Guild software engineer Shannon Linn. "By leveraging expression libraries, writing functions, and implementing a configuration over code methodology, Shannon has been able to get this onboarding process down to 10-15 minutes once all requirements have been gathered!"

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> Previously, onboarding a customer took multiple engineering teams 2-3 weeks of coordinating data contract changes. With this infrastructure, we've reduced that workflow to a single team in just a few hours"
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> **CHRISTOPHER KNIGHT**
> Engineering Manager, Guild

SnapLogic delivers an AI-powered integration platform that integrates, automates and orchestrates the flow of data across the enterprise. SnapLogic brings together multiple technologies to connect complex enterprise systems and break down data silos to improve the way data flows through the organization. This unified approach delivers faster insights that boost user productivity, accelerate innovation, and drive business results. Learn more at **snaplogic.com**.

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