

How Epsilon Embedded SnapLogic to Supercharge Customer Data Onboarding



1,500 users

Democratized data integration across the organization

4 Weeks

Fast adoption of SnapLogic's OEM solution

From Weeks to Days

Can deliver production-ready integrations for clients in days

HEADQUARTERS

Irving, TX

INDUSTRY

Marketing Consulting Services

DEPARTMENT

IT

USE CASE

OEM solution for data integration used in marketing analytics

CHALLENGE

Existing data integration solution had limited re-use and needed better usability and time-to-market

SOLUTION

Lower total cost of ownership, Improved productivity: repeatable & reusable integrations

BUSINESS RESULTS

- 250 clients are powered by Epsilon PeopleCloud's Data Platforms with SnapLogic's OEM solution
- Went from weeks to days for production-ready integrations
- 4 weeks to adopt initial use case with SnapLogic

INTEGRATIONS

Amazon S3, SFTP, Kafka, Redshift, Snowflake and Oracle

Epsilon Backstory

Epsilon is a global advertising and marketing technology company with over 9,300 employees in over 60 offices around the world. Epsilon connects advertisers with consumers to drive performance while respecting and protecting consumer privacy and client data. The company's goal for its clients is to enhance, activate, and measure marketing campaigns with confidence through the power of first-party data.

To achieve this goal, Epsilon has a comprehensive product suite, Epsilon PeopleCloud, which uses SnapLogic's OEM integration solution.

Epsilon PeopleCloud's Data Platforms offer comprehensive solutions for marketers to leverage data and drive personalized customer experiences.

These platforms enable data collection, management, activation, and measurement, empowering brands to make informed decisions and deliver targeted campaigns across channels. All the while keeping data secure and private.

The Challenge

For Epsilon to provide a data platform solution for their customers, they needed an all-in-one solution that could streamline business processes, governance and security as an OEM solution.

An OEM solution [iPaaS software] is a type of software that is produced by a company [iPaaS] to be sold to another company [Epsilon] for use on its own products or services [Epsilon PeopleCloud's Data Platforms].

In order for their customers to utilize Epsilon PeopleCloud's Data Platforms, the backend services need to be able to support accurate, and actionable data ingestion, loading and transformation (ETL/ELT) via integration connectors.

Furthermore, Epsilon wanted to democratize data integration to enable their delivery organization to create connectors for their clients. They could not do this with their existing legacy & custom technology toolset.

With millions of data points needing to move from one place to another and constantly shifting customer needs on this data platform, it was becoming too costly and unsustainable to update, maintain and change the Epsilon PeopleCloud's Data Platforms functionality with their existing data integration tools.

It was time to look for a new iPaaS solution to save on complexity, costs and democratize data integration.

The Solution

This led them to explore new OEM solutions. Epsilon discovered SnapLogic, which not only offered connectors or "pipelines" but also served as a comprehensive iPaaS platform. This change was motivated by the need for a simpler interface for their development & delivery teams, and they wanted to democratize integrations across their organization. SnapLogic's ease of use expanded the number of eligible users within the organization, allowing more resources to use this powerful tool.

Epsilon found SnapLogic as the right OEM solution to power their Epsilon PeopleCloud's Data Platforms. SnapLogic enables ~1500 users across the Epsilon organization and the number of users continues to grow. Epsilon continues to broaden the use of SnapLogic as part of their comprehensive approach to data integration.

They integrate various data, such as customer and transaction information, through SnapLogic's self-serve tool. Currently, there are 250 clients onboarded on Epsilon PeopleCloud's Data Platforms.

Business Results

By implementing SnapLogic, Epsilon achieved the following outcomes:

1. Improved developer productivity

SnapLogic's intuitive drag-and-drop interface and extensive library of pre-built connectors empowered Epsilon's developers. They could now effortlessly integrate various data sources, eliminating the need for intricate coding. This newfound simplicity drastically improved developer productivity, allowing them to focus on refining strategies rather than wrestling with complex integration issues. It also enabled the democratization of data integration.

2. Faster time to market

Epsilon can quickly create new integrations based on customers' needs. What used to take months with previous tools can now be done in days/weeks with SnapLogic. This is crucial in an OEM solution and it allows Epsilon to meet their customer expectations. Epsilon could now allocate resources more strategically, driving cost-effectiveness across the organization.

3. Repeatability and reuse

By leveraging SnapLogic's integration platform, Epsilon is able to reuse pipelines for all clients using the Epsilon PeopleCloud's Data Platforms. This repeatability drives down costs for both Epsilon and its customers. It also ensures product quality and reliability. Epsilon runs ~1 Million pipelines a day.

Adoption

Epsilon’s product teams have benefited from implementing services backed by reusable component pipelines invoked from a centralized framework to provide a wide range of use cases on-demand and configurable by their users.

For an OEM solution that is an enterprise-scale multi-tenant solution like Epsilon’s, it is recommended that careful consideration for fundamental operational controls like monitoring, fault recovery, supplemental logging, and asset tracking are available within the OEM solution.

Future use cases

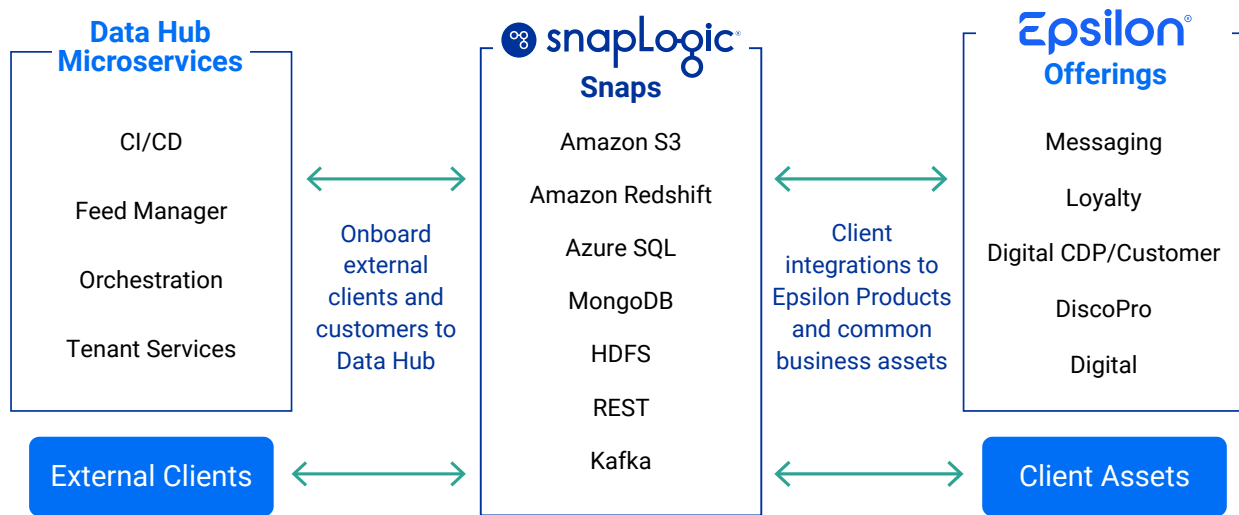
Epsilon intends to expand its library of connectors (SnapLogic pipelines) by exposing these endpoints to various Epsilon PeopleCloud components in support of both batch and real-time use cases.



I think SnapLogic’s technical documentation and customer support is among the best in the business. Socializing information provided by the new Sigma framework [SnapLogic’s best practice guideline] is exactly the type of expertise that we have found extremely important to be successful with these types of users.”

MARK BEENING
Sr. Director Technical, Epsilon

Epsilon SnapLogic Services Architecture



SnapLogic is the leader in generative integration. As a pioneer in AI-led integration, the SnapLogic Platform accelerates digital transformation across the enterprise and empowers everyone to integrate faster and easier.

Whether you are automating business processes, democratizing data, or delivering digital products and services, SnapLogic enables you to simplify your technology stack and take your enterprise further. Thousands of enterprises around the globe rely on SnapLogic to integrate, automate and orchestrate the flow of data across their business. Join the generative integration movement at [snaplogic.com](https://www.snaplogic.com).