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How optilyz Accelerated Customer Onboarding and Created a New, Custom Connector Product With SnapLogic

optilyz

Product Expansion

Introduced new custom connector product leveraging SnapLogic

New Customers

Able to onboard new customers with complex data platforms

Speed

Customer onboarding reduced from months to a few days

HEADQUARTERS
Berlin, Germany

INDUSTRY
SaaS, Direct mail and marketing services

DEPARTMENT
Solutions Engineering

USE CASE
Data Migration

CHALLENGE
Connecting to diverse customer data systems

SOLUTION
Data integration platform connected customer data systems to execute cross-channel marketing

BENEFITS OR RESULTS
- Able to onboard new customers with complex data platforms
- Expanded product with new connection offering
- Time to onboard customers decreased from months to days

INTEGRATIONS
SnapLogic iPaaS, Salesforce Marketing Cloud, Emarsys, DynaCampaign

Company Backstory

optilyz is Europe's leading direct mail automation software. Founded in 2015, it enables large companies to send highly personalized and automated print advertising to their existing customers and run direct mail like a digital performance channel.

Using optilyz's innovative B2B SaaS solution, customers can seamlessly integrate direct mail into cross-channel marketing as a precisely fitting advertising medium without much effort.

The Challenge

At the core of its business, optilyz needs to be able to fetch and aggregate data from its customers to produce hyper-personalized direct mailings. Their customers have very different requirements, some want to only connect their customer data platforms or marketing cloud, while some have business intelligence systems or other platforms they also want to connect.

The company is already integrated with a variety of known marketing clouds (e.g. Salesforce Marketing Cloud, Bloomreach, etc.). But with customers using highly varied data platforms, it's essential to be able to connect any type of platform a customer may have. To address this, optilyz needed a seamless, format-agnostic solution that would empower customers to start leveraging its direct mail services.

Thorsten Hemann, VP Solution Engineering at optilyz commented, "The main focus is that we can quickly connect any customer coming along with any unknown system into our own platform. This connection also has to be bidirectional — we not only want to collect the data to print information on the various print mailings."

The Solution

optilyz selected SnapLogic for its ability to remove data integration and data formatting barriers, speeding up the time for a customer to be onboarded and to connect their systems.

During the initial review process, optilyz tested SnapLogic to connect a unique data platform for a potential new customer. This example was live within two weeks and was an ideal proof of concept to give the team the confidence to move forward. This initial data pipeline was so successful that it is still in use today within the optilyz environment. Prior to implementing SnapLogic, it took several months to connect complex customer systems to the optilyz solution.

"The complexity of pipelines you can achieve with SnapLogic, while still being easy to use, allows me to do whatever I want to do with the platform," Hemann said.

Business Results

Using SnapLogic, optilyz has been able to reduce this to a matter of days, onboarding customers with differing data platforms faster than ever before.

Handling this constant mix of data systems is something optilyz has been able to deal with easily using SnapLogic. In fact optilyz was able to create a new revenue stream with SnapLogic. The optilyz team decided to build a custom connector product using SnapLogic as the backbone. This means that if a customer has a particularly complex requirement that's not covered by optilyz's existing connections, the custom connector can be offered as an additional product.

> "
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> SnapLogic has been so successful for our business that we have some customers that wouldn't have been customers if we weren't able to connect their platforms to ours using SnapLogic"
>
> **THORSTEN HEMANN**
> VP Solution Engineering

Adoption

In the year since optilyz has been working with SnapLogic, the platform has become a normal part of optilyz's business and has been adopted for use across both customer integrations as well as wider business functions. This includes using SnapLogic to support the automation of internal processes, such as invoicing, campaign processing and task management SnapLogic is also used to connect several internal tools, such as Asana, Slack and FreshDesk to optilyz's own platform and Google apps.

The team found SnapLogic easy to get hands-on with out of the box, and some of those early connection pipelines that were built are still in use today — making it simple to deliver a high-quality integration service from optilyz's small developer team. "SnapLogic has huge potential and I like that you can create whatever you want," said Hemann.

Future activity

Looking forward, optilyz is considering how to further support customers with specific data pre-processing. This would help solve customer data issues related to more complex personalization of direct mail campaigns, such as building special voucher code handling processes.

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**.

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