

# SnapLogic AutoSync

## Take the first step toward cloud data orchestration

According to a study performed by Vanson Bourne, as many as 88% of organizations face challenges loading data into data warehouses due to legacy technology, complex data types, data silos, and data access issues tied to regulatory requirements.<sup>1</sup>

### NEW AND IMPROVED Software architecture

### BUSINESS OUTCOME ORIENTED

New user interface design

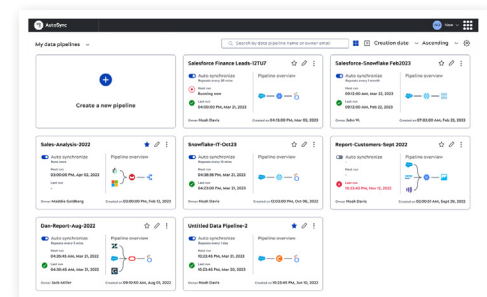
### FEATURES

- Easily start, stop, or delete integrations
- Detect column change and deletion schema drifts
- Automatically log and observe application-specific events
- Launch Salesforce to Snowflake data flows
- Monitor and manage AutoSync from the IIP Manager pane
- New instant pipelines released regularly

## The New Face of Data Integration

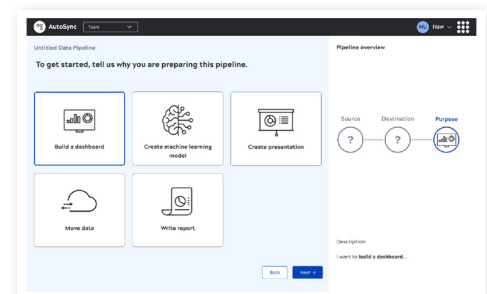
SnapLogic AutoSync is a powerful data integration, syncing, and automation service that also features pipeline optimization as a service, and is purpose-built to be fast and easy for anyone to use.

AutoSync delivers a modern alternative that spares you the pains of developing code, managing changing schemas, and tuning data pipelines, enabling more reliable data flows with significantly less effort. Take the first step to automate and orchestrate the flow of data – end-to-end – across your enterprise with SnapLogic AutoSync.



## Start Right – For Everyone

Uniquely featuring a user interface that starts right – literally from the right side of a typical data flow – you begin by specifying your business purpose first. For example: create a data product, develop a forecast, build a dashboard, or migrate data from an on-premises database.



Next, inform AutoSync where the data for the business purpose will be stored. Point and click from amongst the data warehouses (cloud and on-premises) and analytics platforms supported, including Amazon Redshift, Google BigQuery, Microsoft SQL Server, Oracle, Snowflake, and others. As a bonus, AutoSync automatically documents your flow as you progress and create it.

Finally, instruct AutoSync to pull the information you need from amongst the supported data sources. You can specify up to five data sources for one flow: extract customer opportunity data from Salesforce; pull IT escalation requests from ServiceNow; or tap into product usage data from GainsightPX.

1) SnapLogic-Vanson Bourne, The State of Data Management: Why Data Warehouse Projects Fail, 2020

## Implement Managed Self-Service

From here, AutoSync presents available configuration options and credentials from which to select (as established by a system administrator or a more technical user). When completed, AutoSync automatically creates the pipeline.

That's it! Set it and forget it!

Once a pipeline is triggered to run, AutoSync can provide status information via email. Except for additional system administration, logging into AutoSync is not required. For managed self-service environments, AutoSync integrations can be easily shared with others to perform their jobs, while central control and security is maintained.

## One Platform

AutoSync is an available option within the SnapLogic Intelligent Integration Platform (IIP), one platform that does it all for integrations. As a result, you can pair AutoSync with our SnapLogic ELT (extract, load, transform) for Data Platforms Snap Pack to perform more advanced transformations on the mobilized data that can then be pushed down to your cloud data platform for execution.

## Key Use Cases

**Sales Analytics:** Use AutoSync's slowly changing dimension capabilities to mobilize, track, and retain CRM opportunity historical data in your CDW that otherwise would be overwritten if kept in your CRM solution.

**Customer 360:** Quickly and automatically adopt a new schema in your CDW, without coding, when a new field appears from your AutoSync source application.

**Data Activation:** Create a reverse-ETL (extract, transform, load) process to push CDW-enriched data, such as customer-churn analysis, or process efficiency scoring back into the original data source, to assure familiar access to the enhanced data.

**Data Services:** Expose your pipeline as a URL to enable data services with APIs.

## Benefits

- Data engineering teams to get more done in less time and save costs
- Business analysts and data scientists to simplify and onboard new data more quickly and easily to accelerate data analytics or AI modeling projects
- IT executives to democratize integrations across their organizations with better-managed self-service

Spend less time developing, managing, and maintaining data integrations. Spend more time developing the products and delivering services that delight your customers and grow your business.

Let SnapLogic AutoSync do the work. You take the credit.

**Start a free trial today! Visit [www.snaplogic.com/free-trial](https://www.snaplogic.com/free-trial)**

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 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://snaplogic.com).