

Integrating the Modern Technology Enterprise

How software and tech companies are using Agentic Integration to unify systems, accelerate product delivery, and power AI at scale.

The data traps blocking AI and operational excellence in tech

Fragmented systems, compounding complexity

As technology companies scale through mergers and acquisitions, multi-product expansion, or global growth, integration debt compounds across the business. APIs proliferate without governance, data pipelines break silently, and engineering teams spend more time maintaining custom integration logic than building products.

The scale of the problem grows with the business. Every new acquisition adds another set of systems. Every new product line introduces an additional set of data sources. Over time, technical debt becomes structural, and the business incurs additional costs just to keep fragmented systems running.

Why AI fails without integration

AI projects depend on data that is clean, current, and connected across the business. In a fragmented environment, that data must be assembled manually before any model can use it. Engineering cycles that could advance building get redirected toward plumbing. Projects that looked straightforward in the scoping phase get delayed at the data preparation phase. And the longer a company waits to address the integration layer, the more that delay compounds into slower AI delivery across every team that needs it.

SnapLogic's Agentic Integration Platform addresses this by connecting the full technology stack and orchestrating intelligent workflows across systems with enough intelligence to handle exceptions, route decisions, and trigger automated actions without human intervention.

Where disconnected systems create friction

Integration debt shows up differently depending on one's role in the organization. Across a typical technology company at scale, it might look something like this:

- **Product manager** needs a 360-degree customer health score, but the data is split across Salesforce, Gainsight, Snowflake, and product telemetry, with no automated way to unify it
- **Finance team** is closing the books manually, reconciling subscription revenue across three billing platforms that don't sync with the ERP
- **DevOps engineer** maintains 14 custom integrations between the CI/CD pipeline, ticketing system, and deployment tools, each one a point of failure
- **Customer success team** receives churn alerts days after the warning signals first appeared in product usage data

Did you know? According to Gartner, **63% of organizations** either do not have or are unsure whether they have the right data management practices for AI.

The solution: a unified integration fabric for technology companies

SnapLogic's Agentic Integration Platform provides technology companies with a single, governed layer through which all data moves.

It connects SaaS platforms, cloud infrastructure, internal APIs, and data warehouses in real time. Unlike point-to-point integrations or legacy middleware, SnapLogic's low-code, AI-assisted platform lets both technical and non-technical teams build and maintain integrations at scale, without accumulating the technical debt that slows teams down.

✓ Unified product-to-revenue integration layer

Connect product telemetry, CRM, billing, and support data into a single operational view. Sales, customer success, finance, and engineering teams can work from consistent, real-time data without custom pipeline maintenance.

✓ Real-time customer intelligence and retention signals

Surface product usage signals, support interactions, and billing events into customer health dashboards and CRM systems in real time. Identify churn risk, expansion opportunity, and engagement patterns before they become business decisions.

✓ AI-powered developer and operational workflows

Automate onboarding flows, provisioning pipelines, release notifications, and incident response with SnapLogic's agentic capabilities. AI agents handle exception logic, routing, and orchestration across the technology stack so your teams can focus on higher-value work.

SnapLogic platform capabilities

- ✓ Low-code, AI-assisted pipeline builder with 1,000+ pre-built connectors called Snaps for SaaS, cloud, and data platforms
- ✓ Agentic Integration layer for autonomous workflow orchestration and exception handling
- ✓ Real-time and batch processing with sub-second latency options
- ✓ Enterprise-grade governance, lineage, and access controls
- ✓ GenAI pipeline builder (SnapGPT) for natural-language integration authoring

SnapLogic by the numbers

One global software company automated 4,200+ integration pipelines across 14 business units, **reducing integration development time by 60%**.

Measurable business impact in software and technology

The technology industry's integration challenges show up as slow product releases, inaccurate revenue recognition, delayed churn detection, and AI initiatives constrained by fragmented data and disconnected systems. SnapLogic addresses each with purpose-built integration patterns and agentic orchestration capabilities that deliver measurable outcomes.

Customer 360 and retention intelligence

Technology companies that unify product usage, support, billing, and CRM data into a single customer view see consistent improvements in net revenue retention. SnapLogic connects data from platforms like Salesforce, Gainsight, Zendesk, and internal telemetry systems, keeping customer health scores current in real time so customer success teams have early visibility into churn risk, usage decline, and expansion signals.

Developer productivity and CI/CD pipeline integration

Engineering teams at scaling software companies spend significant time maintaining internal tooling integrations. They are connecting Jira to ServiceNow, wiring deployment events to Slack, and syncing GitHub Actions to monitoring dashboards. SnapLogic replaces bespoke glue code with governed, reusable pipelines, freeing engineering capacity for product development. Agentic capabilities allow SnapLogic to monitor pipeline health, handle exceptions autonomously, and trigger escalation workflows when SLAs are at risk.

Enterprise customer onboarding and provisioning

For B2B software companies, time from contract signature to go-live is a critical driver of customer satisfaction. SnapLogic automates the full provisioning sequence across identity providers, CRM, HR systems, and product backends, with full audit trails and error handling built in.

Revenue operations and subscription billing automation

SnapLogic automates the flow of subscription data between billing platforms (Zuora, Stripe, Chargebee), ERP systems (SAP, NetSuite, Oracle), and financial reporting tools, eliminating manual reconciliation and reducing close cycle time. Finance teams gain a real-time view of ARR, churn, and expansion revenue without relying on nightly batch jobs.

SnapLogic by the numbers

A SaaS platform provider cut time to onboard new enterprise customers from **6 weeks to under 5 days** using SnapLogic's automated provisioning workflows.

Technology leaders transforming operations

Financial institutions across banking, insurance, investment management, and financial software are already achieving significant business value by deploying SnapLogic to modernize their integration infrastructure. These named examples, drawn from published case studies and verified customer records, illustrate the breadth and depth of SnapLogic's impact across the financial services value chain.

Global enterprise software company

Managing more than 20 acquired product lines, each with its own data model and customer record system, this company used SnapLogic to build a governed integration fabric connecting all product backends to a single CRM and billing platform. This resulted in a unified customer view and a reduction in monthly billing reconciliation effort **by 80%**.

High-growth SaaS platform

Competing against product-led growth rivals, this developer tools company needed to move faster on enterprise onboarding. By automating provisioning across 11 internal systems covering contract signature, identity, tenant setup, and welcome orchestration, they cut average onboarding time from **6 weeks to 4 days** and improved new customer NPS by **22 points**.

How Spirent saw a 90% reduction in integration platform maintenance costs, and more

"SnapLogic streamlines integration into a centralized, user-friendly platform that can securely connect all our systems—whether legacy tools or cloud-based applications—unlike its competitors. It's already saving us money and time in multiple demonstrative ways. The ability to more easily build our own LLM apps with low code using AgentCreator was the icing on the cake." **Matt Bostrom, VP of Enterprise Technology**

Partner spotlight


accenture

SnapLogic + Accenture

Accenture and SnapLogic have formed a strategic partnership to accelerate AI adoption and modernization for technology and software companies, combining Accenture's deep industry expertise with SnapLogic's Agentic Integration Platform.

Together, they provide a proven delivery model that connects SaaS applications, cloud infrastructure, data pipelines, and engineering systems into an AI-ready, governed data foundation, reducing implementation risk and accelerating time-to-value for technology companies scaling through growth, M&A, or multi-cloud complexity.

The playbook: how to get started

After seeing the strategic value of unified data and integration, technology and software companies need a clear, phased approach to adoption. This four-step playbook outlines the fastest and most impactful sequence for using SnapLogic to move beyond integration debt, automate critical data pipelines, and create the connected foundation for real-time product experiences and AI-driven workflows.

Step 1:

Audit your integration debt

Map all point-to-point integrations between core engineering systems, CRM, billing, and data platforms. Identify the highest-risk manual data flows.

Step 2:

Identify the pattern for successful AI

Target high-volume processes that involve intensive data lookups, and where contextual reasoning can drive decision-making.

Step 3:

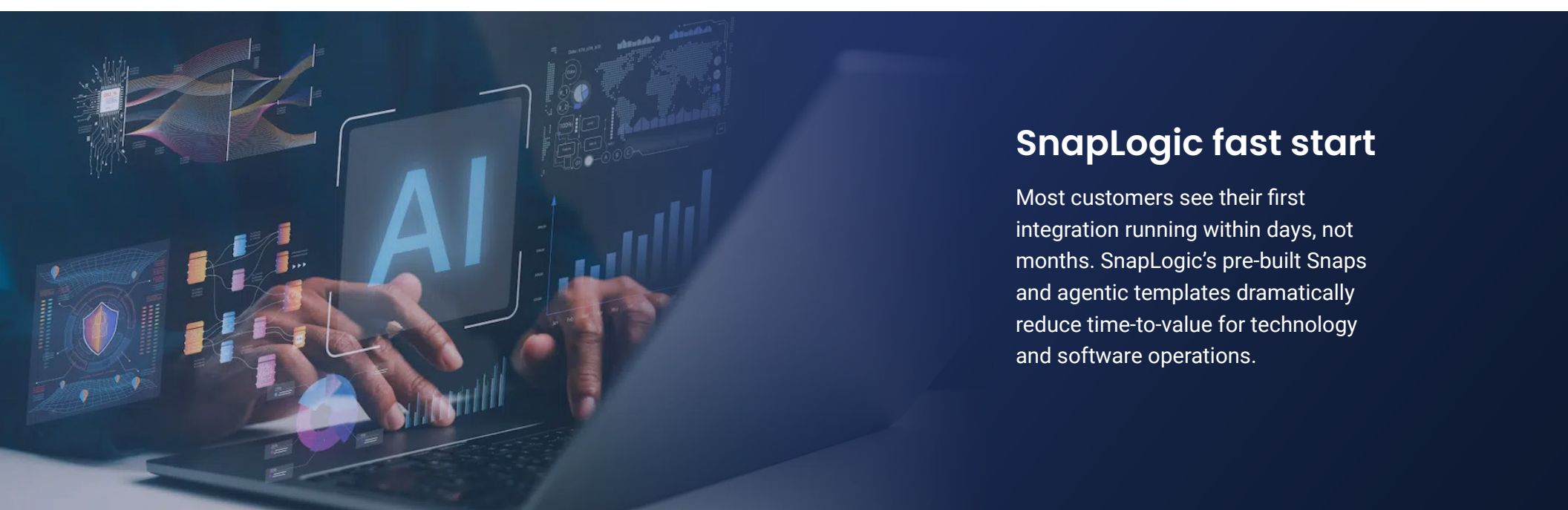
Build your internal API layer

Use SnapLogic's REST and API Snap packs to expose product and platform data through governed APIs, enabling internal teams, partners, and customer-facing applications.

Step 4:

Scale to customer experience

Once the data foundation is in place, extend to real-time personalization, usage-based insights, and next-best-action using SnapLogic's agentic workflows.



SnapLogic fast start

Most customers see their first integration running within days, not months. SnapLogic's pre-built Snaps and agentic templates dramatically reduce time-to-value for technology and software operations.

Next steps for your integration journey

The technology and software companies that will lead in the next decade are making decisive investments in integration today. As AI moves from experimentation to execution, the ability to connect systems, unify data, and automate work across the enterprise is becoming a competitive advantage.

The opportunity is to move now: reduce integration debt, modernize critical data pipelines, and create the connected foundation needed to support real-time product experiences and AI-powered workflows.

With the right platform, connectors, and approach, teams can move from planning to production quickly, often launching their first automated pipeline in days. From there, each successful integration builds momentum for broader transformation across the business.

Book a demo today to see how SnapLogic can help you accelerate your integration journey and start delivering value within days.

[**Book a demo today!**](#)

SnapLogic is the Agentic Integration Company, integrating AI, data, applications, and microservices into one powerful platform that transforms how enterprises connect, automate, and scale. Unlike legacy integration tools, SnapLogic is built for the AI era and trusted by global leaders, including AstraZeneca, Adobe, Verizon, and Sony. With its industry-leading platform, SnapLogic empowers every team across the enterprise to securely build faster, smarter, AI-connected workflows – all through natural language and intuitive low-code design. Join the Agentic Integration movement at [snaplogic.com](https://www.snaplogic.com).

