

SnapLogic OEM/Embedded Program

The Agentic Integration Platform Built to Be Your Product's Connection Layer

Every connector your engineering team builds by hand becomes a standing liability once it's deployed: API versions update, authorization models change, or the person who built it moves on. What looks like a shrinking backlog is actually a second product roadmap, quietly competing for engineering time against the one your customers are paying for. As AI agents start needing the same access to customer data that your integrations already provide, that second roadmap is about to double. Embedding an enterprise-proven integration platform means your product team ships connectivity as a feature and maintains it as a managed service.

SnapLogic gives independent software vendors, managed service providers, and technology teams a ready-made integration layer for their products, customer-facing workflows, and operational processes. As a cloud-native iPaaS, it links applications, databases, APIs, and autonomous AI agents through one connected fabric, managed through the Designer, Manager, and monitoring Dashboard, and extended to AI agents through Model Context Protocol (MCP) and SnapLogic's agentic connectivity layer. More than 1,000 pre-built connectors called Snaps make the platform accessible to citizen integrators and power users alike.

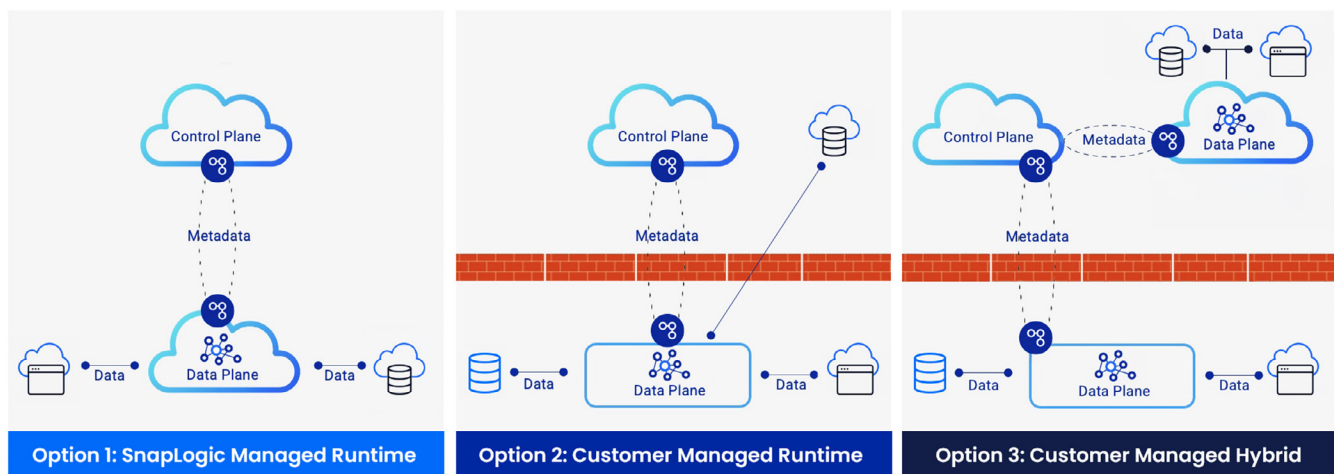
*SnapLogic OEM/Embedded partners onboard end customers in **hours instead of months**, and run integration operations with **80% less ongoing maintenance effort**. They can free their teams to invest in the product experience their customers actually came for.*

Cloud-native, Modern Architecture: Hybrid, Elastic and Secure

The SnapLogic platform includes built-in AI and agentic integration tools to help you integrate, automate, and orchestrate at the speed your customers expect. It is a cloud-native integration platform as a service (iPaaS), with a hybrid deployment model, that persists data integrations and pipelines as API endpoints. OEM partners build data pipelines for their end customers and activate those pipelines from a custom application or an interactive web interface through API calls.

Custom applications can be built directly against the platform in AI-native development environments using SnapCode, SnapLogic's integration agent for coding tools, so engineering teams can extend OEM pipelines without leaving their existing workflow.

SnapLogic's user interface can be hidden or exposed, and custom interfaces can carry your brand for customer or end-customer use, so the platform underneath your product stays invisible while its capabilities remain fully available.



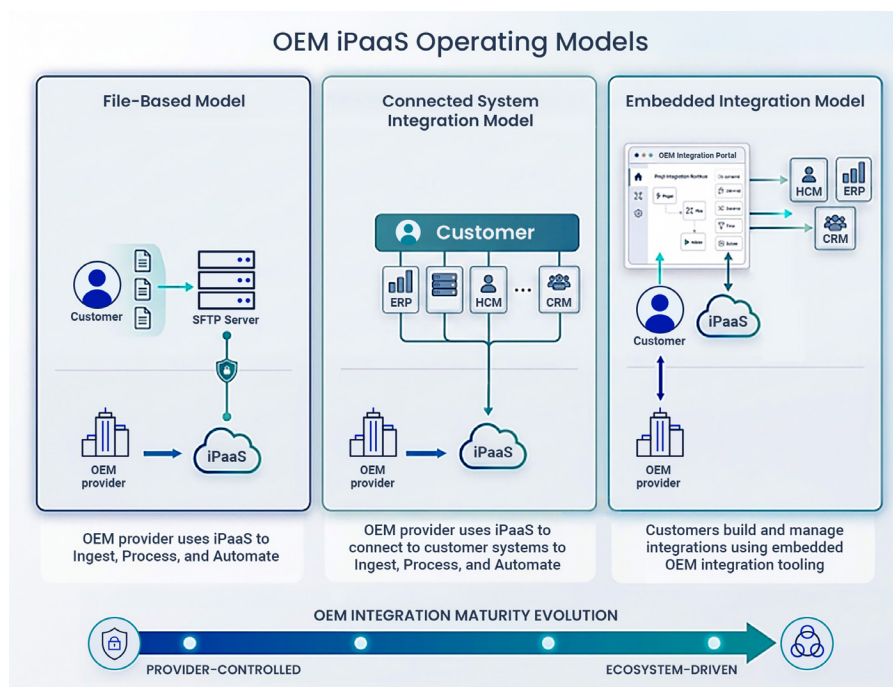
Security Standards & Auditing

- **Infrastructure security:** The SnapLogic platform operates on Amazon Web Services (AWS) cloud infrastructure.
- **Password security management:** The SnapLogic platform server supports an authentication and privilege model that allows the administrator to grant, limit, or restrict access to components and pipelines.
- **Runtime data security:** The SnapLogic platform is a stateless engine that does not store runtime or business-related data. Only customer metadata is stored in the SnapLogic platform.
- **End-customer usage tracking:** Audit tracking of all platform interactions, including data integrations/pipelines executed, and all end-user actions are logged and available via standard or custom reports.
- **SAML support:** Single sign-on (SSO) using SAML2 compliance Identity Provider (IDP)
- **Standards and certifications:** SOC 3, AICPA SOC 2 Type 2, SSAE18 Type II, ISAE 3402 Type 2, HIPAA

The Integration Platform Product Leaders Build On

The SnapLogic OEM/Embedded Program provides several options for delivering data and application integration capabilities within your own product. Leverage the SnapLogic Platform for Agentic Integration to free your engineering team from building and maintaining integration plumbing, so they can focus on the core functionality and roadmap that make your product worth buying in the first place.

1. Use the SnapLogic platform to develop, manage, and monitor integrations for your end customers with far greater productivity than hand-coding.
2. Deliver the SnapLogic platform as a cloud service inside your product, so end customers can build their own data pipelines and connect additional applications and data sources, increasing usage and stickiness.
3. Use the SnapLogic platform to pull data from your end customers' applications and third-party sources, so you can launch new, value-added data services faster.



SnapLogic gives independent software vendors (ISVs), managed services practices (MSPs), and professional services organizations (PSOs) a standardized, efficient, and reliable integration foundation, tailored to how each of them goes to market.

The unified SnapLogic platform supports OEM use cases, including:

- Agentic AI enablement
- AI agent connectivity
- Customer onboarding and automation
- Customer experience (CX) management
- Data migration factory
- Data Services
- Hybrid ERP / CRM / HCM automation
- IT automation
- Strategic procurement / P2P
- Cloud analytics
- Managed service provider (MSP) automation
- Tax and audit automation

Why Product Leaders Choose SnapLogic

Chief Product Officer: “Instead of spending 18 months building an integration platform, embed one that is already enterprise-proven and keep your product team focused on innovation.”

CTO: “Every connector you build becomes technical debt. SnapLogic gives you a modern integration layer already operating at enterprise scale, SOC 2 Type 2, SOC 3, HIPAA, and SSAE18/ISAE 3402 certified, hosted on AWS.”

VP Product: “Your roadmap probably has dozens of customer-requested integrations sitting in the backlog. SnapLogic lets you deliver hundreds without growing your engineering org.”

How SnapLogic Compares

As your embedded footprint grows, with more end customers, connectors, and message volume, costs and complexity should stay flat. SnapLogic is priced for scale, where platforms built around connections, environments, or message counts become increasingly expensive as adoption increases.

	SnapLogic	Embedded-iPaaS alternative
Pricing as you scale	Unlimited connectors, so no per-message fee	Cost multiplies with connections, environments, or message volume as your embedded base grows
AI/agentic readiness	Agentic connectivity via MCP; AI-native since 2017	AI features bolted onto older architectures
Architecture	Cloud-native, Kubernetes-deployable, Git-native DevOps	Legacy runtime models retrofitted for cloud
Connector library	1,000+ prebuilt Snaps	Narrower libraries, or unified-API abstractions with less per-system depth

SnapLogic OEM/Embedded Key Benefits

✓ Drive revenue and open new growth path

Get to market with integration-dependent offerings quickly, using our embeddable platform to respond to customer integration requests, launch new data initiatives, and start realizing revenue from those capabilities right away.

✓ Deliver an integration experience your customers love

Meet your customers’ integration needs at every phase of their journey with you, from self-service to white-glove onboarding. Comprehensive integration capability drives product adoption, satisfaction, and a stronger NPS for your organization.

✓ Operate efficiently as you scale

Embedding SnapLogic’s platform means your team spends its time on your product, not on custom integration code. Standardized, reusable pipelines and centralized management keep integration costs predictable as your customer base grows.

✓ Build with confidence, at your pace

Scale your SaaS product with an integration layer designed for agility: reusable templates, centralized management and monitoring, and a commercial model built around your go-to-market motion, so you can plan your roadmap with confidence.

Proven in Production

insightsoftware / Tidemark

insightsoftware renewed and expanded its strategic OEM partnership with SnapLogic to power embedded, agentic integration within its Tidemark FP&A solution, cutting integration time by up to 60% and delivering 2x faster ROI for finance teams connecting ERP systems, spreadsheets, and cloud analytics tools.

Epsilon

Embedded SnapLogic as the integration layer behind its PeopleCloud Data Platforms, onboarding 250 clients and cutting integration build time from weeks/months to days, with the first use case live in just 4 weeks.

Mercer

Expanded its SnapLogic embedding to scale Mercer Marketplace 365, automating data integration to increase processing capacity and improve the accuracy of the data driving customer decisions.

Trusted as the OEM integration platform for leading companies across the globe

Make Integration Your Product's Advantage

Talk to our expert OEM/Embedded team about building the connection layer behind your product.

Visit snaplogic.com/embedded or contact us at oem@snaplogic.com to start scoping your integration backbone.

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.