Nominee: SnapLogic

Nomination title: SnapLogic's Enterprise Integration Cloud

SVC Award Entry - SnapLogic

PaaS category under the SVC Awards is open to any product/solution that delivers or contributes to effective Platform-as-a-Service implementations for users of private and/or public cloud environments. (1,000 words max)

Deadline for entries is Friday 8 September

http://www.svcawards.com/

Entry criteria: Please answer these questions in the general description of your nominations in these categories:

• **What are your product's / solution's key distinguishing features and/or USP?**

SnapLogic's Enterprise Integration Cloud enables enterprises to connect to any source, at any speed, anywhere - whether on premises, in the cloud or in hybrid environments. The easy-to-use platform empowers self-service integrators, eliminates information silos, and provides a smooth onramp to big data. Founded by data industry veteran Gaurav Dhillon and backed by leading investors including Andreessen Horowitz and Ignition Partners, SnapLogic is helping companies to connect faster.

SnapLogic makes it fast and easy for users to connect applications and data across the enterprise so they can improve business processes, accelerate decision-making and drive better business outcomes. It accelerates data and process flow across applications, databases, data warehouses, big data streams and IoT deployments – whether on-premises or in the cloud.

Unlike traditional integration software that requires painstaking, hand-crafted coding by teams of developers, SnapLogic's platform is purpose-built for the cloud, meaning there's no legacy components. The simple but powerful platform enables both IT and business users to create quality, scalable data pipelines that get the right data to the right people at the right time.

Unlike point-to-point integration tools, SnapLogic allows easy orchestration across multiple endpoints in a single workflow. This is enabled as the company provides users with over 400 pre-built application and data integration correctors called Snaps.

SnapLogic is the first software vendor to apply machine learning to enterprise integration. The innovative new technology, named Iris, is revolutionising data integration technology as it uses AI to automate highly repetitive development tasks. This eliminates integration backlogs that stifle most technology initiatives. The "self-driving" software shortens the learning curve for business users to manage data flows, while freeing up technology teams for higher-value design and deployment needs.

SnapLogic is a Leader in Gartner's Magic Quadrant for Enterprise Integration Platform as a Service. It is ranked as a Market Leader in the "Ovum Decision Matrix: Selecting an Integration PaaS (iPaaS) Solution, 2015-2016" report. Named in top Global 250 Private Companies of 2015 by AlwaysOn, is listed as a DBTA 100 Company – The Companies That Matter Most in Data in 2017, and as one of the Channel Company's 2017 CRN® Big Data 100.

• What tangible impact has your product/solution had on the market and your customers?

SnapLogic solves all kinds of data-in-flight problems in the enterprise. SnapLogic solves problems with technologies that weren't widely available in the last century like predictive analytics, machine learning, or wiring up large industrial enterprises with IoT sensors, to give you new profit pools and help do a better job of building products.

Customers are astonished by SnapLogic. What the solution is able to show them in minutes, it took their developers or consultants weeks or months to work on, and still haven't delivered. They can't deliver quickly due to the limitations of the underlying technology.

It is amazing to see how people use SnapLogic's product. They go from one user to hundreds of users as they get access to data in a secure, organised and appropriately access-controlled manner.

"We've been able to decrease the time it takes to implement a well-defined integration by 83%." – Mark Patton, VP of Enterprise Architecture at GameStop.

"We've been able to eliminate some of the rigidity and time-consuming tasks related to traditional integration patterns." – Jim Teal, Senior cloud solution architect, iRobot.

"Data needs to be delivered to a user in the right place at the right time in the right volume." – Alan Leung, Box Senior Enterprise Systems Program Manager.

SnapLogic in 2016:

1.   Achieved double bookings revenue for third year in a row

2.   Acquired 300 new customers, bringing total to over 700 customers

3.   Raised $40 million for innovation and global expansion

4.   Expanded in UK and Australia and indirect channel program in APAC and LATAM

5.   Employs over 225 employees globally and recently moved Headquarters to a bigger space

6.   Named a Bay Area Top Workplace for second consecutive year, voted on by employees

•   **What are the major differentiators between your product/solution and those of your primary competitors?**

SnapLogic is revolutionising data integration. It is the only solution available on the cloud and meets users' demands for immediate real time data access. SnapLogic's iPaaS solution is pioneering as it connects cloud applications and data far faster and easier than any competitor.

SnapLogic is led by Gaurav Dhillon, the former Founder/CEO of Informatica. He is in a unique position to compare SnapLogic with Informatica - the company he founded 25 years' ago.

Gaurav Dhillon states: "SnapLogic's new cloud based solution is flexible and not restricted by past assumptions. Our main competitors such as Informatica are legacy providers that cannot cope with the cloud, NoSQL databases, and best of breed application strategies. Informatica and others are unable to keep up with their outdated platforms. They are like a mainframe."

SnapLogic caters for customers that are storing greater amounts of data due to the decreasing prices of computer power and storage and the availability of cloud computing. SaaS value props, SaaS applications, iPhone apps and Android apps need SnapLogic to be the glue that brings it all together.

•   **Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.**

Pharmaceutical giant AstraZeneca made a radical shift in 2014 – putting 'cloud first' wherever possible. It needed to deliver a globally-available integration platform that could be used by distributed teams with minimal corporate support or intervention.

AstraZeneca began its global rollout of cloud-based integration technology from SnapLogic in 2015. An initial focus on implementing integration requirements relating to use of Adobe's Campaign Management platform delivered impressive proof of the platform's value. Over 300 integrations were developed in just one year.

AstraZeneca's integration architecture and portfolio enables it to integrate systems, technologies and applications across cloud platforms and its on premises investments at impressive scale – with a very lean central team of technical support resources. In the first 6 months of using SnapLogic there were 50 individuals using the technology; now there are well over 100.

947 words (not including questions)

Why nominee should win

- SnapLogic iPaaS connects cloud applications and data far better than any competitor, to improve customers' processes, decision-making and business outcomes.

- Unlike traditional integration software that requires painstaking coding by teams of developers, cloud based SnapLogic has no legacy components.

- SnapLogic is revolutionising data integration as its unique AI automates repetitive development tasks and eliminates backlogs.

- SnapLogic solves problems with technologies like predictive analytics, machine learning, or wiring up industrial enterprises with IoT sensors, to improve innovation and profit.

- Customers are astonished by SnapLogic – what it delivers in minutes, it takes their consultants weeks or months to work on, without delivering.