



ELASTIC INTEGRATION™ – A MODERN APPROACH TO NEXT GENERATION DATA INTEGRATION

Are you still trying to tackle next generation data integration challenges with last generation's technology? In today's hybrid IT environment the volume, velocity, variety and location of your data is constantly changing. The importance of integrating all of your data, whether it's big data, on-premise, in the cloud, mobile, or social, has never been more critical to business performance and success. Traditionally, organizations have been forced to choose between extract, transform and load (ETL) or enterprise application integration (EAI) approaches before a data integration project could even begin. It's time for a new approach. It's time for integration that is agile and complete. It's time for Elastic Integration from SnapLogic.

Agile Integrations for the Modern Enterprise

100% Web Architecture

- Built from the ground up with web-standards to deliver web-scale
- Runs on Amazon's Elastic Compute Cloud (EC2) for unlimited elasticity
- Full support for web data formats (XML, JSON, ASN.1, Atom, HTML and more) and protocols (REST, SOAP, and more)

"Containerization" of Data Connections via Snaps

- Easy to create, sell or modify using an open and standardized development environment
- Powerful wizards that introspect their target application
- Language-neutral and abstracted from the application layer
- Use open protocols (HTTP/S) and data formats (REST), and supply a URI to all resources

Empowering the Citizen Developer

Citizen developers can:

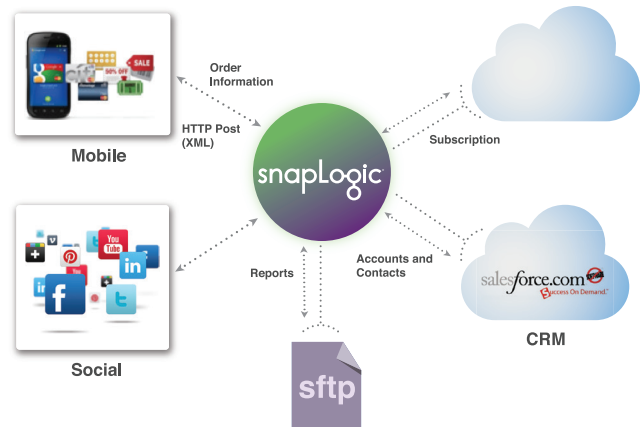
- Build, edit, and run their own integration pipelines without IT assistance
- Build integration pipelines leveraging pre-approved Snaps delivered via the private SnapStore
- Rapidly access social media data via free Snaps

USE CASE EXAMPLES

Use Case 1: Transactional Application Integration

Information on orders placed from a payment application is sent via an HTTP request to SnapLogic. SnapLogic then:

- Processes the order and pulls the appropriate Rate Plans and Products from the Subscription application
- Subscribes users to the right products
- Creates Accounts and Contacts in Salesforce and updates application
- Sends data back to the caller to acknowledge the successful processing of the orders



Use Case 2: Batch/ETL

- Adheres to specific Payment Gateway standards to process and produce the Mandate files
- Submits new Mandates to Payment Gateway
- Handles the response on accepted and rejected Mandates
- Processes the Mandates with any exceptions and updates in cloud application
- Emails notifications sent along each step of the process



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