

# EMA Vendor to Watch: SnapLogic

## Corporate Information

Heading into its eighth year of operation, SnapLogic no longer qualifies as the new kid on the enterprise integration block, but has remained true to its original value proposition and premise of differentiation: Make integration fast and easy. That premise has begun to pay off with privately held and VC-backed SnapLogic recently reporting [record revenues for its 3rd quarter](#) of 2013 on top of a “[breakout year](#)” in 2012.



Early investor and CEO since 2009, Guarav Dhillon, who with his pedigree as co-founder and ex-CEO of the world's largest integration software vendor, Informatica, could be thought of as the father of modern integration, makes the slightly updated value proposition of SnapLogic quite clear: “We’re 100% focused on delivering faster application, process and data integration in a single cloud platform.” The term “faster” in that context refers to the full lifecycle, development to deployment to runtime to change management.

The pedigree of the leadership team of the San Mateo, CA based SnapLogic was also updated during 2013 to focus on “fast” cloud integration through the [addition of Darren Cunningham](#) as VP of Marketing. Mr. Cunningham had been VP of Marketing for Informatica Cloud, a competitive coup for SnapLogic. In addition, [Spencer Punter joined SnapLogic](#) in May 2013 as CFO to “... help scale SnapLogic to the next level.” Mr. Punter’s track record as an investor and entrepreneur translates into a “worldwide strategy and business planning” role at SnapLogic in addition to the more classic finance and accounting duties.

To round out the pedigree, SnapLogic has received a total of \$34.8m in funding to date, with the latest a Series C round in the autumn of 2012, and [Andreesen Horowitz](#) has been the only VC that participated in all three funding rounds. It is notable that the prolific Andreesen Horowitz, with 72 companies in their portfolio at last check based on their website, with multiple investments in the social, cloud, and analytics spaces, has thus far bet on only one integration vendor – SnapLogic.

Pedigree, history, and recent results aside, whether SnapLogic will continue to grow healthily, and perhaps eventually go public or be snapped up by a larger vendor, depends on the growth and satisfaction of SnapLogic’s customer base. That is, does SnapLogic deliver on the fast and easy value proposition?

## Value Proposition

### Managing the Integration Explosion

Even before the explosion in the number of cloud, mobile, and social/collaborative apps, enterprise-grade integration was difficult enough. Requiring mainly point-to-point and sometimes multi-point application integration, the mapping tools were rudimentary, integration development environments lacked sophisticated GUIs, and the amount of automation across the lifecycle was nominal, with the exception of the server-side such as Enterprise Service Buses (ESBs). Integration development and management was a mainly manual undertaking, but that was okay given the number of integration points.

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It is no longer okay. Even small and medium size organizations often deal with dozens of “as-a-service” apps, and both the number of point-to-point and more importantly the multi-point integration use cases have skyrocketed. No matter the business driving force behind application development, from a SaaS vendor adding payment features, to connecting into new supply chain partners through a PaaS, to performing application modernization where legacy app data surfaces in a social context, CIOs and business managers in organizations of all sizes are looking for integration speed without sacrificing dependability.

Unfortunately the need for integration speed doesn't end when the project completes. Because of the inter-application dependencies, and the uptake of API management in many enterprises, integration speed to deal with change management becomes tantamount post-implementation.

Customers that need integration speed, throughout the lifecycle, are SnapLogic's sweet spot.

## 100% Integration Platform-as-a-Service but Not Just for the Cloud

SnapLogic's newest offering, SnapLogic Integration Cloud, an Integration Platform-as-a-Service (iPaaS), in its most basic form is 100% cloud in terms of development front-end and runtime sites, but it deals with far more than just SaaS-to-SaaS application integration. It supports everything from the most fundamental batch data integration situations to complex event-driven, multi-point, cloud and/or on-premise real time data and/or process integration. There are, however, a few other cloud-based integration products that can legitimately make similar claims. What sets SnapLogic apart is:

- An easy-to-use graphical, HTML5-based (i.e. mobile friendly) front end that clearly represents integration objects and makes it simple to join them together via drag-and-drop, and also to choose the integration methods and deployment model. SnapLogic's design objective for the front-end was to make it business analyst, not just developer, friendly, and SnapLogic succeeded in meeting this objective. There is no coding in the majority of cases.

In SnapLogic lingo the connectors are "Snaps" and the metaphor of snapping together integration parts, like so many LEGOs, readily works, cuts down considerably on training, and speeds along projects. SnapLogic already offers 160 pre-built Snaps, as well as a software development kit for organizations and partners to build additional Snaps, as well as an online Snap community and store. Unlike LEGOs, however, customers may snap together as many Snaps as they want to handle multi-point data or complex process integration.

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- Customers may choose between three different options: a basic cloud-only option, a hybrid option, and an enterprise hybrid option. There are several benefits to this approach: Small and medium organizations, requiring mainly point-to-point integration, may choose the less expensive cloud-only option, and be up and running nearly immediately. The truthful observation that, for the most part, small and medium organizations have been overlooked by enterprise integration vendors has been obviated by SnapLogic.
  - The hybrid and enterprise hybrid options are primarily different in terms of runtime features. The thinking is large enterprises are typically multi-nationals, and more complex in terms of organizational structure. The larger organizations need features such as geo-redundancy, sub-organization (e.g. subsidiary) level deployment, and compliance and security like full auditing and single-sign-on. The bottom line is that SnapLogic customers need not wear an integration shoe that doesn't fit or be forced to pay for the wrong-sized shoe.
  - The cloud runtime, referred to as Snaplex, whether the customer chooses 100% cloud or one of the hybrid options, is indeed "elastic" and scales exactly the way customers would hope a cloud-based deployment would scale. In addition, the loosely coupled document-centric JSON-based integration architecture allows for benefits such as better reuse, and reducing the actual number of data transformations, adding speed to and eliminating errors from the integration equation.

The risky part of making integration fast and easy is that some enterprise customers might not take SnapLogic seriously; they might think that SnapLogic is only good for basic integration and that SnapLogic is not enterprise hardened. Nothing could be further from the truth. In terms of complex integration, for example, SnapLogic supports the notion of pipelines, which are complex data and process flows consisting of nested information and sub-flows. In terms of enterprise administration, the administrative console, also built in HTML5, includes policy-based controls and security. It also includes efficiency features such as auto-provisioning and templates to make it straightforward to on-board developers and analysts.

A final proof of the enterprise-grade characteristics of SnapLogic is found in SnapLogic's own internal engineering processes. SnapLogic uses enterprise class development methods, such as double peer reviews, automated unit test generation which allows Quality Assurance engineers to focus on higher impact features, and auditable and repeatable deploy-to-production methods. SnapLogic knows that customers' businesses depend on the soundness of the mainly cloud-deployed SnapLogic software, and has therefore adopted a complete set of development best practices meant to live up to that customer trust.

## EMA Perspective

The evidence continues to build for integration buyers to include SnapLogic on short lists next to more well-known integration vendors. For customers using state-of-the-art cloud visualization, BI, and data warehousing options from Tableau Software, Birst, and Amazon Redshift, SnapLogic has active partnerships and go-to-market relationships. SnapLogic also partners with a long list of SaaS and Big Data era vendors, from Box.net to NetSuite, from Sumo Logic to Cloudera. The available Snaps span business applications from SAP to Salesforce.com to Oracle Siebel, work with many databases including Oracle, MySQL, MarkLogic, and Microsoft SQL Server, and with social apps like Facebook, Flickr, and Foursquare.

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The most important reason, however, why customers will increasingly consider SnapLogic goes back to the basic premise – making integration fast and easy. Ironically, however, that is the easiest part for SnapLogic to prove to prospects, a live demo tells that story literally in minutes. The part that customers delight in when they dig deeper is that SnapLogic combines the speed and developer-friendly approach with enterprise-grade, yet flexible, options. Enterprises have always been open to new, more efficient approaches, as long as they didn't put the enterprise at risk. It is precisely the balance of new style development with old style dependability that truly sets SnapLogic apart.

### About Vendor to Watch

EMA Vendors to Watch are companies that deliver unique customer value by solving problems that had previously gone unaddressed or provide value in innovative ways. The designation rewards vendors that dare to go off the beaten path and have defined their own market niches.

### About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or [blogs.enterprisemanagement.com](http://blogs.enterprisemanagement.com). You can also follow EMA on [Twitter](#) or [Facebook](#).

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