

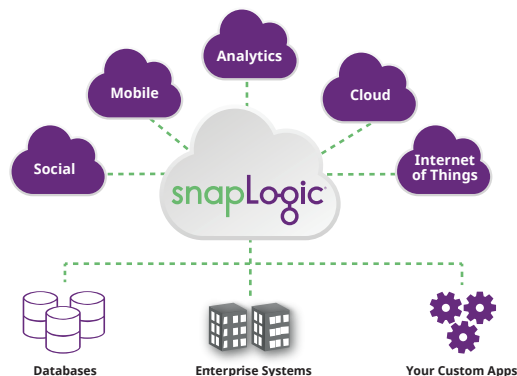


THE SNAPLOGIC INTEGRATION CLOUD

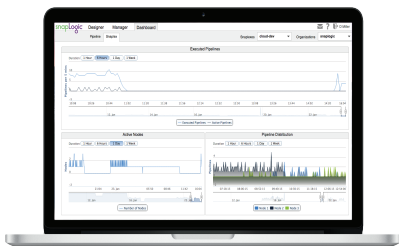
Datasheet

Powering the “Cloudification” of Enterprise IT

The SnapLogic Integration Cloud is the industry’s first elastic integration platform as a service (iPaaS). Powering the next-generation social, mobile, analytics and cloud (SMAC) IT architecture, SnapLogic delivers a fast, multi-point and modern platform and a rich library of intelligent connectors called Snaps that allow you to quickly and affordably connect cloud services such as Amazon Redshift, Salesforce, ServiceNow and Workday with each other as well as social and big data sources and on-premises enterprise applications like SAP, Oracle EBS and Microsoft Dynamics AX. Funded by leading venture investors, including Andreessen Horowitz and Ignition Partners, and a seasoned management team including the co-founder and former CEO of Informatica, Gaurav Dhillon, SnapLogic works with companies of all sizes to accelerate cloud application adoption and ensure you get maximum value from all of your cloud application and analytics investments.



Why SnapLogic?



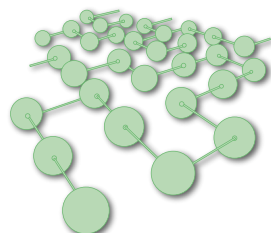
Faster Integration

- **Designer:** Quickly build integration data and process flows, called pipelines, in a simple drag, drop and configure HTML5-based user interface.
- **Manager:** Easily administer the lifecycle of data and process pipelines from development to production and manage user access controls, schedules and groups.
- **Dashboard:** Get immediate visibility into the health of your system, performance of your integrations and drill-into historical trends.



Multi-point Orchestration

- **SnapStore:** Connect to everything from Amazon to Zuora with 160+ Snaps.
- **Snap Patterns:** Jump-start your integration project with re-usable templates and a step-by-step configuration wizard.
- **Snap Developer Kit:** Build custom Snaps with a Java toolkit for customers and partners.



Modern Platform

- **Elastic:** Scale-out to meet your small and big data requirements with a platform built to run at cloud speed and designed for hybrid deployments.
- **Snap Streams:** Stream data between APIs, applications, databases, files, social and big data sources via the Snaplex.
- **Built for the Web:** 100% REST-based architecture goes beyond rows and columns with a document-oriented, JSON data representation model.

Case Study: SnapLogic Integration Cloud for Bloomin' Brands

Bloomin' Brands has 1,200 restaurants and 90,000 employees with 40% annual turnover

Business Challenges:

- Hiring and termination of employees occur with little warning
- Need to make hiring offer in morning to begin work in afternoon
- On-boarding processes vary by position, promotion and location
- Regulatory changes drive rapid provisioning modifications

Alternative Approaches:

- Existing Enterprise Bus integration is too complex and rigid
- Custom coding takes too long and is too inflexible

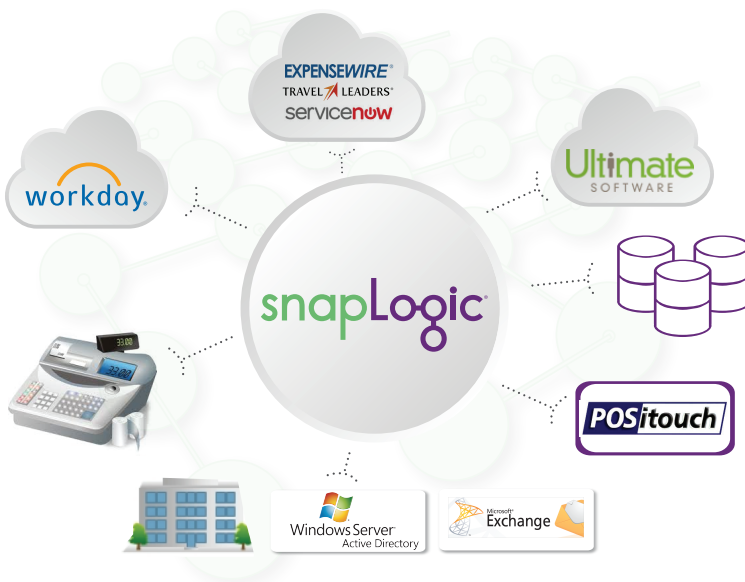
Bloomin' Brands with SnapLogic:

- Integration delivered in identified time frames and SLAs exceeded
- Integration changes managed with analyst-level skills
- Established foundation for on-boarding new cloud applications and integrations
- Able to track batch update status from central management console
- Reduced TCO by 4:1 from prior hand-coded integration

Future Solutions: Simplify integration of Financials, Inventory, Portion Management, Social Media and Analytics.

According to Charlie Weston, CIO at Bloomin' Brands, "We had a point of sale system in our restaurants, our corporate IT systems and a cloud-based HR application. SnapLogic is the fast and efficient intermediary between these systems ultimately making them work well together." Bloomin' Brands is relying on the SnapLogic cloud integration platform to optimize their HR on-boarding processes as well as payroll and inventory management. This

required an agile integration strategy that would unify software as a service (SaaS) applications like ServiceNow and Ultimate Software, custom developed applications and on-premises systems like SAP. Bloomin' Brands now delivers a centralized HR and operations platform powered by SnapLogic's innovative cloud integration technology. Bloomin' Brands is relying on the SnapLogic cloud integration platform to optimize their HR on-boarding processes as well as payroll and inventory management. This required an agile integration strategy that would unify software as a service (SaaS) applications like ServiceNow and Ultimate Software, custom developed applications and on-premises systems like SAP. Bloomin' Brands now delivers a centralized HR and operations platform powered by SnapLogic's innovative cloud integration technology.



“ It is our belief that SnapLogic is easier and faster because it is built on web technology and is ready for the cloud right from day one. ”

-- Charlie Weston CIO, Bloomin' Brands

“ Bloomin' Brands represents that next generation of what all HR and Operations teams should do to streamline the processes and data integration of a new generation of cloud-based applications. The company replaced hand-coded integration and built a cloud integration foundation, automating their interfaces, saving significant time and money for the business but most importantly advancing the access to the right employee information at the right time. ”

- Mark Smith, CEO and Chief Research Officer, Ventana Research

