



Market Alert

SnapLogic Winter 2015: Enhancing Enterprise Security and Usability for Big Data and Cloud Integration

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What You Need To Know

On December 2, 2014, SnapLogic announced its Winter 2015 release, with a focus on improving security, integration development, mobile support, key data platform expansions, and productivity tools for data scientists. These updates continue to evolve both application and data support for integration Platform as a Service (iPaaS), as enterprises continue to transfer more core technology and IT capabilities to the cloud. Companies considering a transformative on-premises to cloud migration for net-new or core IT capabilities should be aware of these current SnapLogic updates.

SnapLogic Winter 2015: Security, Developer Support, and Usability

SnapLogic is a cloud-based data and application integration platform developed to support enterprise-grade IT challenges for hybrid and cloud-only business technology environments. SnapLogic provides a central integration center to support the migration, support, and ongoing use of enterprise data into cloud applications and environments. To continue its evolution into supporting cloud-based enterprise innovation, SnapLogic is delivery in the following areas:

Greater Data Scientist Productivity: SnapLogic has also developed a variety of capabilities to support the developers, analysts, and Big Data scientists who are responsible for supporting the newest generation of cloud-based IT. The Winter 2015 release provides automation for MapReduce jobs for Hadoop and prioritized integration suggestions specific to Hadoop. Data analysts can also support JSON parser and Formatter integrations while seeking run-time statistics within the design environment.

Blue Hill believes that these advances will ultimately play a role in making Big Data initiatives more accessible and easier to support. Although Hadoop is still a tool for data scientists and analysts, the Winter 2015 upgrade now positions SnapLogic as an interface to prioritize MapReduce jobs and Big Data integration tasks.

Improved Testing and Production Capabilities: The Winter 2015 update includes Phases to provide developers with an internal test environment for cloud integrations. Similar to the tests and governance that have been used for enterprise application development for many years, cloud integrations also require tiered and phased governance and deployment options as companies develop mature cloud IT environments.

For Blue Hill, the key to this announcement is that enterprise cloud services cannot always simply be seen as a rapid deployment environment where services can break and fail. When IT moves to the cloud, with thousands of employees depending on those services, transformative CIOs know

AT A GLANCE

Solution Profiled

SnapLogic Winter 2015

Key Functionalities

- Support for SAP HANA Platform and Salesforce Wave
- Mobile cloud support through improved HTML5 support and encryption
- Improved Hadoop, MapReduce and JSON support
- Enterprise testing and production for cloud integration

Key Value Propositions

- Maximizing investment in Salesforce Wave and SAP HANA platforms
- Improved end user usability
- Greater data scientist productivity
- Enterprise-grade cloud integration development



that there is no room for service delivery failure. By providing additional fail-safes and an enterprise-grade integration testing environment, SnapLogic is playing a role in supporting enterprise-wide technology transformations with development processes and deployment options that reflect the demands of maturing expectations.

New and upgraded data source support: SnapLogic has announced support for the Salesforce Wave Analytics Cloud, Sumo Logic, and SAP HANA. These represent three of the hottest data sources in enterprise technology, and the ability to integrate through SnapLogic is a meaningful consideration for IT decision makers. Blue Hill has previously written about [the importance of the Salesforce Wave](#) as Salesforce has decided to flex its analytic muscle and expects that the Salesforce Wave-SnapLogic integration will be important for several reasons. It presents the opportunity for firms to embed Salesforce data and analytics into other applications, as well as to integrate Salesforce data with other cloud-based and on-premises analytics and decision management applications. Sumo Logic, as a key log data management solution, is seen as a primary competitor to Splunk in supporting streaming and real-time analytics. The value of the integration will grow as companies expand their efforts to find context in network, social, Internet of Things, and other streaming data sources.

But the greatest opportunity may be in SnapLogic's support of SAP HANA as a new "Snap" (SnapLogic's branded term for an integration supported in its library). Blue Hill has recently seen SAP's focus in developing HANA Platform as a true enterprise platform, including partnerships with competing BI and analytics companies such as Birst and SAS. From a cloud transformation perspective, the importance of the SAP HANA integration Snap is that companies seeking to fully integrate SAP HANA with other cloud applications can now use SnapLogic as a centralized tool. Companies are able to integrate both SAP HANA-based data and other cloud applications together without further customization. As SAP HANA Platform continues to grow as a vendor-agnostic platform, and as SnapLogic continues to expand its collection of 270+ integrations, Blue Hill expects SnapLogic customers to be well-positioned to develop SAP HANA integrations across cloud applications.

Improving the Integrated Cloud Experience: Blue Hill believes that the combination of mobile ubiquity and the scale of cloud are a transformative opportunity for IT. SnapLogic has taken multiple steps to support the integrated mobile cloud both for developers and end users.

For developers, SnapLogic has improved the user interface and user experience options available to customize the front-end experience through HTML5. These features improve mobile users' abilities to quickly create integration patterns, interact with existing integrations, and print and download details for SnapLogic's "Snap Patterns," which are the branded term to describe the vendor's integration processes.

In addition, SnapLogic has also added an encryption model for supporting secure endpoint access. Account credentials are encrypted through a public key and then decrypted with a private key held behind SnapLogic's firewall. This encryption provides additional trust and security for companies seeking to support hybrid access to traditional on-premises technology environments.

INTEGRATING SAP HANA IN THE CLOUD

Blue Hill believes that the release of an SAP HANA Snap presents an opportunity for organizations to integrate SAP HANA with other cloud applications. As SAP continues to build out HANA as a vendor agnostic platform, it will grow in strategic significance and adoption.

With the Winter 2015 release, SnapLogic is positioned to become a centralized tool as IT teams orchestrate integration between a myriad of cloud applications.



Key Observations and Takeaways

SnapLogic's Winter 2015 release has taken a number of important steps to support the continued transformation of core IT from an on-premises environment to a hybrid cloud environment while improving both mobile access and Big Data manipulation. Blue Hill believes that companies working on long-term projects with the SAP HANA or Salesforce Wave platforms should consider the potential merits of Snaplogic as their integration platform. Likewise, companies integrating Hadoop-based files and data with enterprise applications should evaluate SnapLogic as a tool to help simplify Hadoop integration, MapReduce jobs, and JSON parsing. Additionally, SnapLogic's lifecycle management capabilities present a compelling option to support enterprise-grade cloud integration efforts that will require multiple phases of development and production.

The concepts of enterprise-grade cloud platforms, integration, and IT support are still maturing, as the first wave of an emerging class of new CIOs have started to fully rationalize technology investments as appropriate cloud and on-premises environments. As this reasoning and transformation of IT takes place, technologists and strategists must unite a number of factors including: key application platforms, emerging trends in the mobile cloud, enterprise test and development environments, and the future of Big Data.

With its Winter 2015 release, SnapLogic is positioning itself as a centralized integration locus to coordinate the migration from traditional client-server IT to the new world of personalized and highly scalable social, networked, mobile, Big Data, and cloud technologies.

Author: Hyoun Park, Chief Research Officer, hpark@bluehillresearch.com;
James Haight, Research Analyst, jhaight@bluehillresearch.com

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