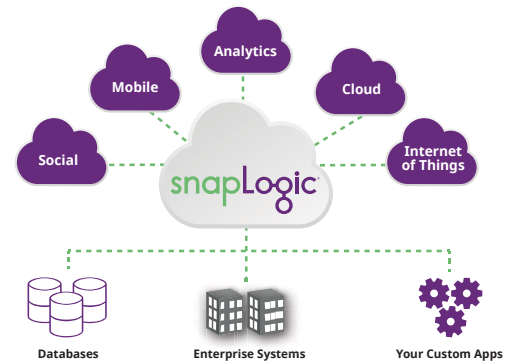


Enterprise Integration Platform for ServiceNow Customers

SnapLogic delivers a fast, multi-point and modern integration platform as a service (iPaaS) and a rich library of intelligent connectors called Snaps that allow you to quickly connect ServiceNow to all of your cloud-based and on-premises applications, APIs and disparate data sources. SnapLogic use cases for ServiceNow customers include:

- Connect ServiceNow PPM with Microsoft Outlook and Google Calendar for improved time tracking.
- Synchronize ServiceNow PPM with Workday Financials for real-time rate card exchange information.
- Integrate ServiceNow with ITSM systems such as SAP Solution Manager, IBM Tivoli, Oracle Enterprise Manager, and HP OpenView.
- Access helpdesk and service ticket details from Jira and Rally and other systems in a single interface.
- HR on-boarding with Workday, Ultimate Software, Oracle HCM, and Microsoft Active Directory integration.
- Deliver IT security risk management integration with Splunk, Qualys, and other applications.



Why SnapLogic?



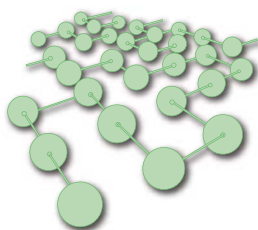
Faster Integration

- **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.

ServiceNow Integration Use Case Studies

Multi-incident Management for a Robust ITSM

Typically, ticket creation and updates are manually created and managed separately in ServiceNow and between the applications. With SnapLogic:

- Trouble tickets can be initiated either in ServiceNow, which then initiates new tickets creation in Solution Manager, or in Solution Manager, which then initiates a new ticket in ServiceNow
- Solution Manager gather system and user information, user authorization and roles. The ticket is directly created from SAP's applications (ECC, CRM, SRM) into Solution Manager providing background information including software versions and support pack levels, network and OS information, user background and authorizations and technical details of the incident
- Upon ticket closure, all SAP information associated with the incident can be migrated as required into ServiceNow

Change Management - SAP Process or Release

Changing or updating SAP or SAP-related processes are most often managed within Solution Manager. Companies wishing to ensure that SAP process changes approvals, etc. are tracked and available outside Solution Manager can easily integrate Solution Manager to ServiceNow. With SnapLogic:

- The Change ticket can be initiated in either Solution Manager in ServiceNow as in Use Case
- Solution Manager is used to update and track changes passed into ServiceNow



HR Onboarding

Bloomin' Brands is relying on the SnapLogic elastic 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 SaaS applications like ServiceNow and Ultimate Software, custom developed applications and on-premises systems like SAP. With SnapLogic, Bloomin' Brands has:

- Established a foundation for on-boarding new cloud applications and integrations
- Empowered business analysts to manage integration changes
- Reduced TCO by 4:1 from prior hand-coded integration



“ 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

