SnapLogic and TechValidate Cloud Application, Integration and Analytics Survey

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Introduction

In March 2014, SnapLogic and TechValidate queried more than 100 U.S. companies with revenues greater than $500 million about the business and technical drivers and barriers for software-as-a-service (SaaS) application and cloud analytics adoption in the enterprise. It's worth noting that 72% of the survey respondents indicated that they have an active cloud application or data integration project.
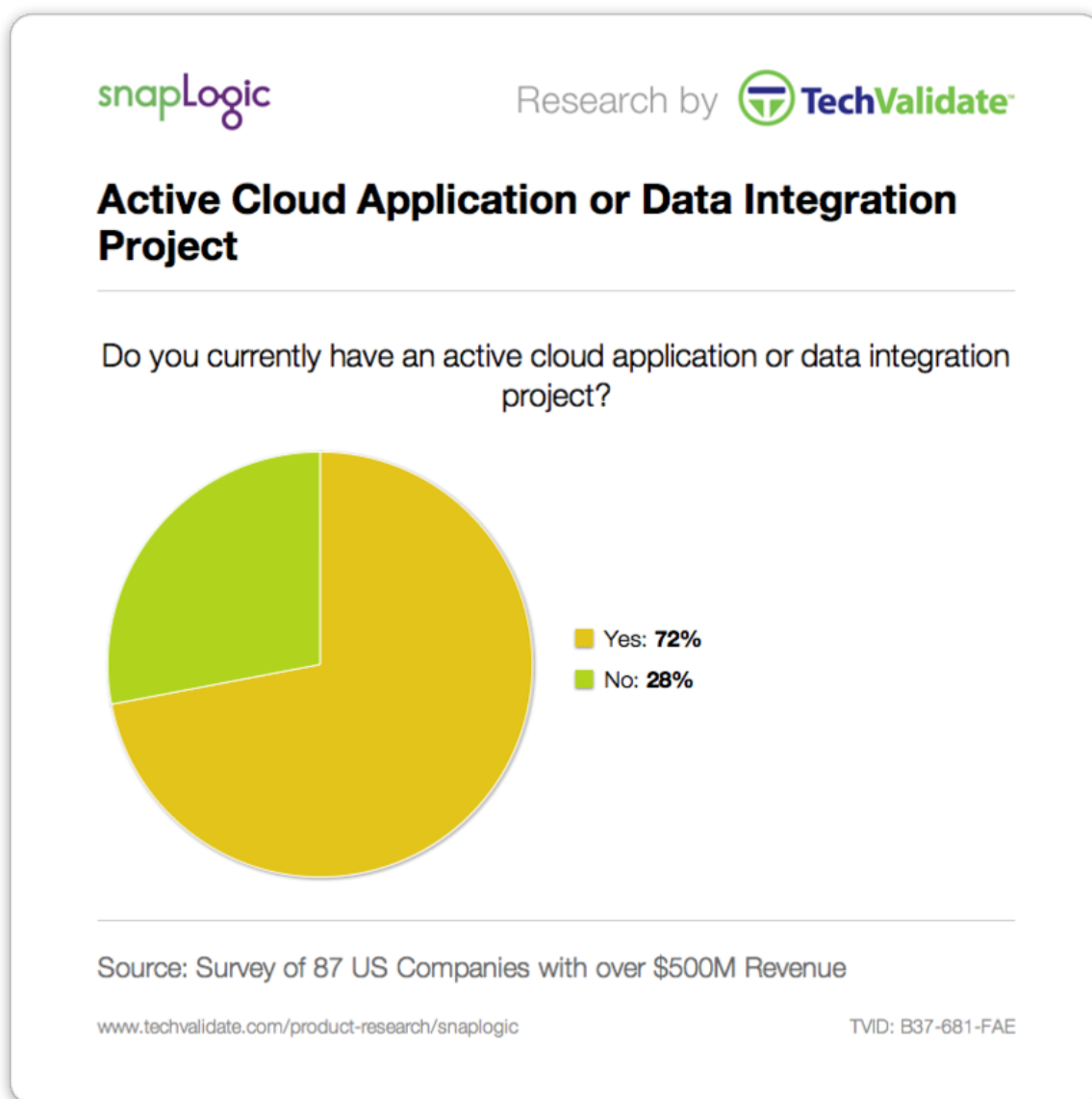
This paper summarizes the complete findings of the research.

## Data Privacy and Integration are SaaS Adoption Barriers

We wanted to get a better understanding of the current enterprise application landscape and the affinity for SaaS. 56% of survey respondents are running four or more SaaS applications.

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SaaS Applications Running Today

How many SaaS applications (e.g. Salesforce, Workday, ServiceNow) do you use today?

- 1: **16%**
- 2: **21%**
- 3: **7%**
- 4+: **56%**
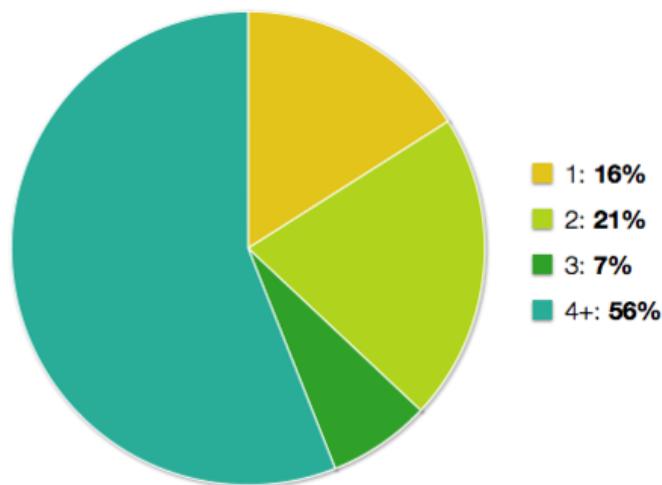
Source: Survey of 97 US Companies with over $500M in Revenue

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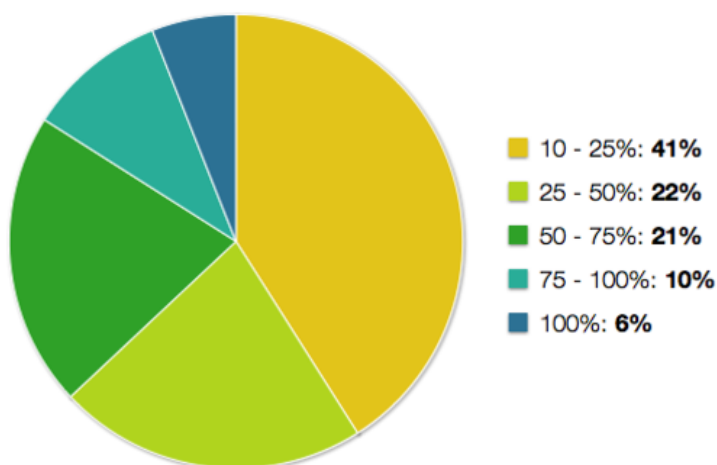snapLogic

22% of survey respondents said that 25-50% of their business applications will be delivered as a cloud service by 2015.

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Business Applications Delivered in the Cloud by 2015

What % of your business applications will be delivered as a service (aka in the cloud) by 2015?

- 10 - 25%: **41%**
- 25 - 50%: **22%**
- 50 - 75%: **21%**
- 75 - 100%: **10%**
- 100%: **6%**

Source: Survey of 100 US Companies with over $500M in Revenue

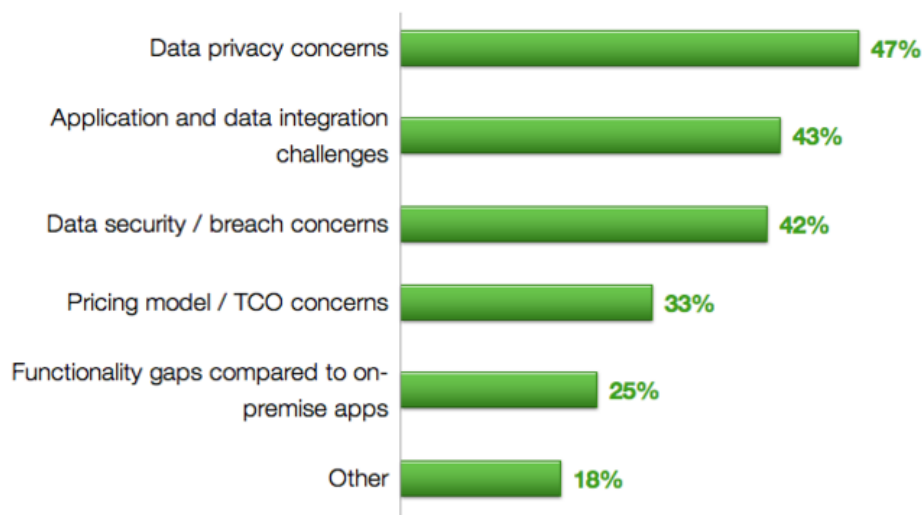www.techvalidate.com/product-research/snaplogic   TVID: C7B-2D4-3E9

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When asked about the barriers to adopting SaaS applications in their companies, 47% noted data privacy concerns, while 43% prioritized application and data integration challenges.

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Barriers to SaaS Application Adoption

What is the primary barrier to SaaS application adoption in your company?

Barrier	Percentage
Data privacy concerns	47%
Application and data integration challenges	43%
Data security / breach concerns	42%
Pricing model / TCO concerns	33%
Functionality gaps compared to on-premise apps	25%
Other	18%

Note: this is a multiple-choice question – response percentages may not add up to 100.

Source: Survey of 106 US Companies with over $500M in Revenue

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## Modern Cloud Integration Platforms Gaining Traction

Increasingly organizations of all sizes are looking to integration platform-as a-service (iPaaS) solutions to deliver both cloud-to-cloud and cloud-to-ground connectivity. In the SnapLogic / TechValidate survey, 59% listed speed or time to value as the primary business driver for a cloud-based integration service.
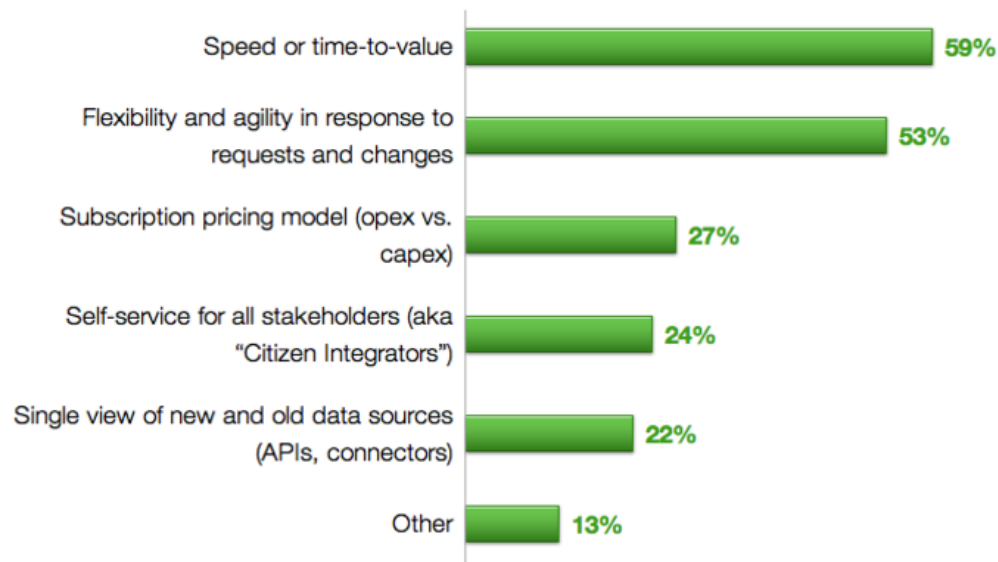
In terms of iPaaS technical requirements, 52% said a modern and scalable architecture was the primary requirement, while 41% prioritized the ability to seamlessly handle cloud constructs such as JSON, REST and APIs.

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Technical Requirements of a Cloud Integration Platform

What is the primary technical requirement of a Cloud Integration Platform?

Modern and scalable architecture	52%
Modern approach that seamlessly handles cloud constructs JSON, REST, and APIs	41%
Ease of use for less technical users ("Citizen Integrator" friendly)	39%
Single platform for all integrations - App Integration and Cloud Analytics	37%
Support for hybrid deployments	36%
Resilient to change management in APIs and public interfaces	33%
Other	7%

Note: this is a multiple-choice question – response percentages may not add up to 100.

Source: Survey of 102 US Companies with over $500M in Revenue
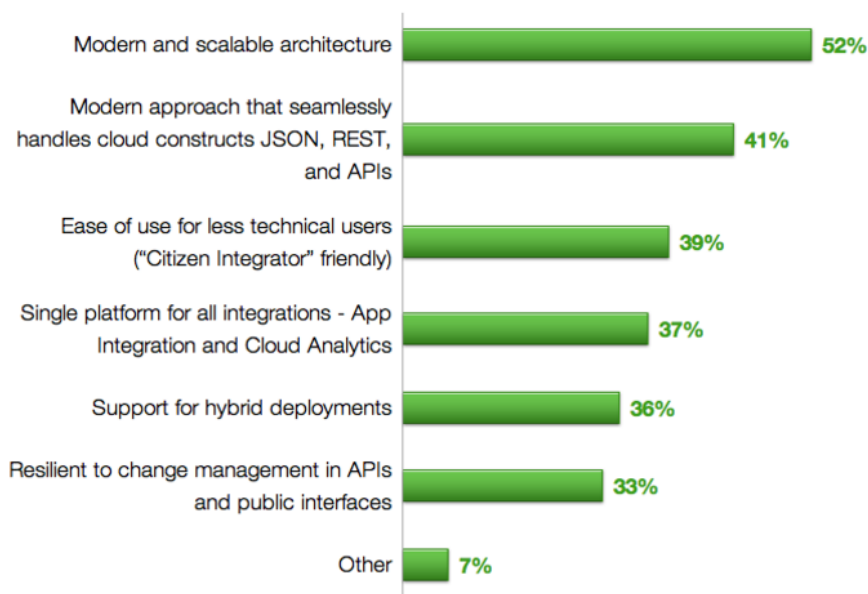
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When asked about the challenges of relying upon legacy on-premises integration tools for cloud integration, 43% took issue with the requirement for costly hardware purchases and software installation and configuration.

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Main Challenges with Traditional On-premise Technologies for Cloud Integration

What are the challenges with traditional on-premise technologies for cloud integration use cases in your company?

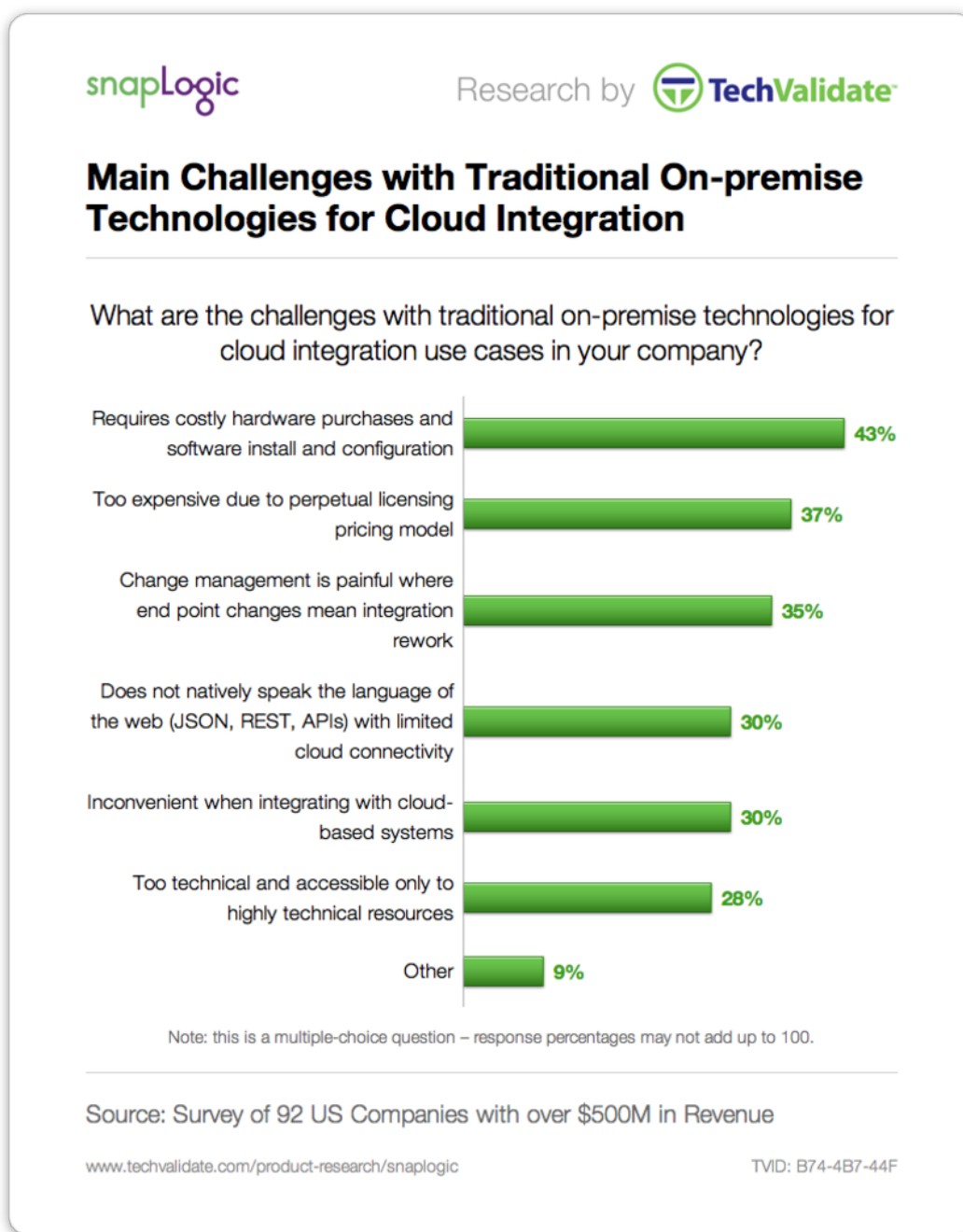| Challenge	Percentage
Requires costly hardware purchases and software install and configuration	43%
Too expensive due to perpetual licensing pricing model	37%
Change management is painful where end point changes mean integration rework	35%
Does not natively speak the language of the web (JSON, REST, APIs) with limited cloud connectivity	30%
Inconvenient when integrating with cloud-based systems	30%
Too technical and accessible only to highly technical resources	28%
Other	9%

Note: this is a multiple-choice question – response percentages may not add up to 100.

Source: Survey of 92 US Companies with over $500M in Revenue

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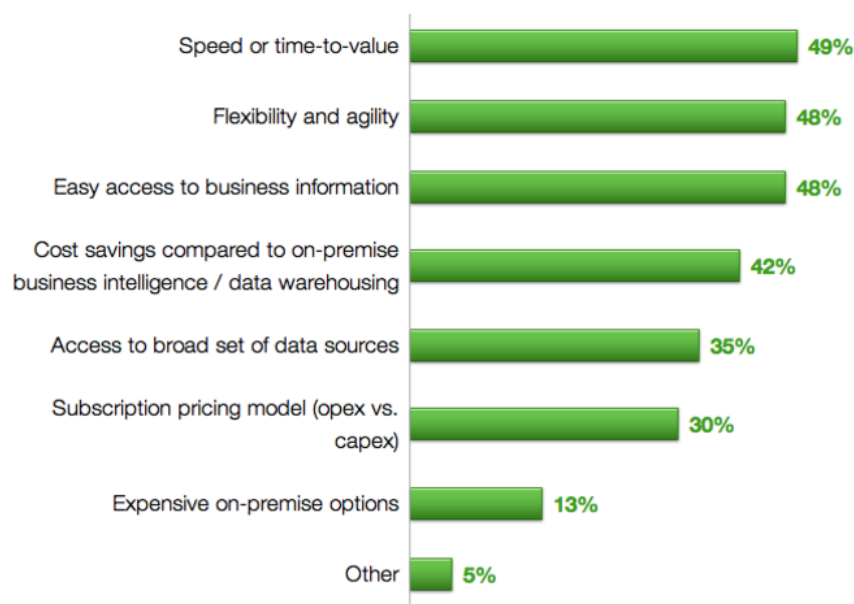## Cloud Analytics Demand High but Privacy and Security a Concern

Just under 50% of respondents listed: Speed or time-to-value, flexibility and agility
and easy access to business information as the top business drivers for cloud-based
analytics.

57% of survey respondents said that data security and privacy concerns remain a barrier to cloud analytics adoption in their companies. 38% noted that the inability for cloud-based business intelligence (BI) tools to handle a large variety of data sources as an adoption barrier.

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Barriers to Cloud-based Analytics

What are the barriers to cloud-based analytics in your company?

Barrier	Percentage
Data security and privacy concerns	57%
Ability to handle large variety of data sources	38%
Scalable integration toolsets that can handle large data sets in public domain	33%
Cloud data warehousing challenges	33%
Missing cloud-based data quality tools	24%
Lack of end-user self-service	20%
Other	11%

Note: this is a multiple-choice question – response percentages may not add up to 100.

Source: Survey of 90 US Companies with over $500M Revenue
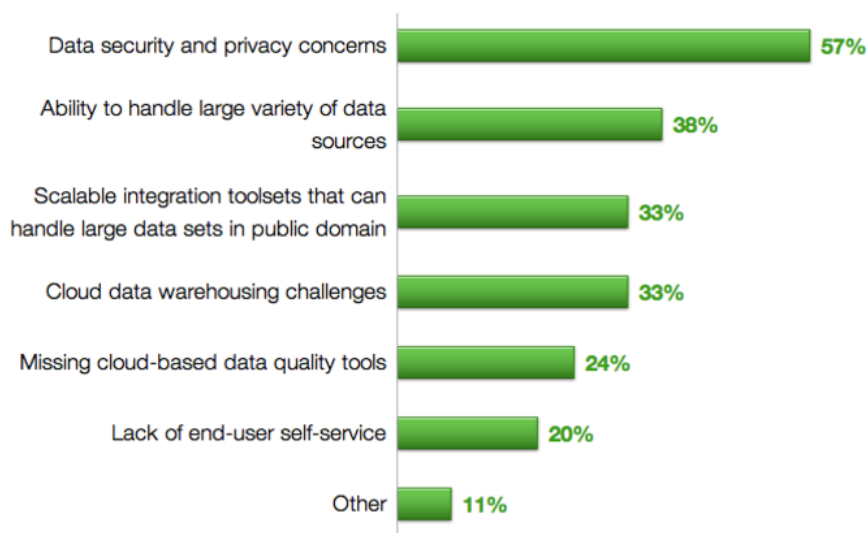
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About SnapLogic

SnapLogic is the leader in Elastic Integration, helping companies connect enterprise applications and data in the cloud and on-premise for improved business agility and faster decision-making. With the award-winning SnapLogic Integration Cloud, organizations can more quickly and affordably accelerate the "cloudification" of enterprise IT with a fast, multi-point and modern integration platform as a service (iPaaS). Funded by leading venture investors, including Andreessen Horowitz and Ignition Partners, and co-founded by Gaurav Dhillon, former CEO and co-founder of Informatica, SnapLogic is used by prominent companies in the Global 2000.

For more information, call +1.888.494.1570 or visit www.SnapLogic.com.

About TechValidate

TechValidate is a trusted third-party research organization that directly interfaces with business and technology end users to collect and validate information about their deployments. More information is available at www.techvalidate.com.

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TechValidate research data is sourced directly from verified business and technology professionals. We verify their identity, but protect it so that they can speak freely.

Much of the data we publishe represents the experiences of customers and users of the products and services we cover, and we always verify that this data comes from actual customers and users.

We publish only factual data – statistics, deployment facts, and the unfiltered voice of the end-user – without any editorial/analyst commentary.

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