
Taming the Integration Nightmares of a 1,000 App Enterprise

WHITEPAPER

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Executive Summary

Customers are increasingly supplanting or extending their existing on-premise business applications with SaaS applications in pursuit of business agility and cost control. Traditional integration solutions that tie these applications together act as a hindrance to this pursuit as they were purpose-built with technical architectures and pricing models for the on-premise world. SnapLogic's Elastic Integration™ offering is disrupting this market by being the omnipresent integration glue that enables and even boosts business agility and cost control.

Introduction

The SaaS model continues to increase in popularity, thanks to the promise of agility and low costs. But SaaS applications complicate the already intricate web of on-premise enterprise applications. Business applications popular in the 1990s -- such as Oracle eBusiness Suite, PeopleSoft, Siebel CRM, or SAP R/3 -- are each being supplanted or extended by hundreds of SaaS point solutions. For example, Okta focuses specifically on enterprise identity management for the cloud, whereas Zuora focuses on subscription billing alone. With this explosion of SaaS offerings, the application integration challenge has never been harder. It's no longer a distant prospect to imagine enterprises running 1,000 different applications.

In this whitepaper, you will learn how SnapLogic's Elastic Integration™ is the optimal solution for this new reality where customers no longer have to compromise on business agility or cost while integrating these applications and making business whole.



"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

Integration, the Final Frontier of Elasticity

Knowingly or unknowingly, customers are increasingly moving towards elastic computing. According to Wikipedia, the definition of Elastic Computing is use of computer resources that vary dynamically to meet a variable workload. SaaS applications (such as Salesforce, Workday, ServiceNow) that customers invest in today are inherently elastic. Even new custom applications that are being built on Platform as a Service (PaaS)-like infrastructures, whether in on-premise data centers or in public cloud data centers,

have elasticity and scale as major requirements. As all these application endpoints are becoming increasingly elastic, the integration glue that ties them all together needs to be elastic as well. If not, the glue becomes the weakest link in the enterprise value chain. Hence, integration is being regarded as the final frontier of enterprise IT elasticity.

The main challenge that customers are facing is that the enterprise-grade integration solutions they are using today were all built in the pre-cloud era, when the concept of elasticity didn't quite exist. While these products are now being made available in a hosted model and are being cloud-washed, they are not intrinsically elastic in nature. Elasticity is a property that is inherited from the elastic infrastructure (hardware and operating system) and from the architecture of the integration software; it is not something that can be enabled as an afterthought.

PANDORA®

Traditional approaches to integration are no longer adequate when you have literally dozens of SaaS applications, all needing to talk to each other, and today's pace of business. If every change, customization or refinement becomes a project, we can't keep up. SnapLogic changes all that—elevating us out of code level and putting the power directly into our hands.”

— Mark Brennan, Director,
Business Applications, Pandora

Elastic Integration Explained

Imagine an expandable data pipe that moves data and has the ability to expand and contract based on data traffic flowing through. Also imagine that this pipe can branch off and extend to any length to access any data regardless of its location. Elastic Integration is an integration layer that is made up of a network mesh of such interconnected pipes.

The benefits of Elastic Integration are:

One stop-shop for ALL integration needs

In today's world of data, there is tremendous variance in customer needs when it comes to data volume, data variety, data velocity, and location (cloud, on-premise, and sensor/mobile devices). Customers are accustomed to selecting different tools for different use cases. For example, ETL tools have been traditionally used

for large batch data movement on-premise integrations; and more recently lightweight cloud integration products have specialized in point-to-point integrations are used for SaaS application integration use cases. With elastic integration, customers no longer need to invest in multiple products for their information integration needs. Elastic integration delivers on all the four key variances - its expandable pipe can handle large and small data sets, its flexible architecture can handle every data variety imaginable (structured and unstructured), its unlimited computing capacity in the cloud can process data at any velocity elastically, and its extensibility allows customers to reach any data set regardless of its location whether on-premise, in the cloud, or on a sensor/mobile device.

Its agility is derived from the dramatic reduction in purchasing and procuring time, configuration and setup time, solution development times, and subscription-based low-risk pricing model.

Business Agility

SaaS applications are regarded as extremely agile if one were to consider the time taken from the purchasing decision to the solution going live. Customers can now purchase a SaaS application within minutes by just providing credit card information on a website. Using this SaaS application is also just a matter of logging into the website and using its functionality. The traditional on-premise model of multi-month purchasing and procuring cycles for acquiring the hardware, storage, operating system, and software, followed by installation, configuration, and set up are being rapidly replaced by this agility and speed of using a website. And with the subscription-based pricing model, the risk of trial associated with these SaaS applications is negligible as well.

Current integration solutions have not kept up with this agility. Due to their on-premise roots which are now acting as their shackles, enterprise-grade integration vendors are unable to fulfill this agility requirement. SnapLogic addresses this need for agility with Elastic Integration. Its software runs on Amazon's Elastic Cloud Compute (EC2) infrastructure and is specifically architected for ease of purchasing and consumption. Its agility is derived from the dramatic reduction in purchasing and procuring time, configuration and setup

time, solution development times, and subscription-based low-risk pricing model.

On an average, SnapLogic customers are known to have an agility advantage of fourteen and a half months over traditional integration software when integrating ten endpoints. SnapLogic delivers this agility advantage in four different ways.

- **Hardware and Software Procurement:** SnapLogic cloud offering eliminates the time required for procuring hardware, operating system software, DBMS software, and integration software. Customers can access SnapLogic that is hosted on Amazon AWS infrastructure almost instantaneously.
- **Enterprise Integration Architecture and Implementation:** With traditional software, customers spend up to six months designing integration architecture and implementing it. This typically includes a highly available architecture that constitutes of built-in redundancy via a load-balancer and a multi-node installation. It also includes all the necessary processes that need to be set-up for operational management of the integration solutions. With an elastic cloud infrastructure, the redundancy and operational management capabilities are already defined and available out of the box.
- **Solution Development:** With traditional integration software, customers typically spend a month and a half on integrating a single endpoint application. This includes the time required to understanding the technical complexities associated with application interfaces and their business semantics, followed by the time taken to develop the necessary integration solutions. SnapLogic abstracts out a lot of the technical complexity associated with endpoints through intelligent pre-built connectors called “Snaps”. This abstraction reduces integration development and deployment time by two thirds, and down to half a month for the same implementation. SnapLogic offers over 160 pre-built Snaps that connect to SaaS applications, on-premise applications, social websites, and devices. Even when the endpoints are custom applications that have no pre-built Snaps available, connectivity can be rapidly enabled by developing a custom Snap using the SnAPI SDK, an exercise that requires no more than a few days.
- **Solution Deployment:** Deployment of an Elastic Integration solution is an exercise of agility as well. The onus of scaling up to handle planned and unplanned spikes in data loads is on SnapLogic. SnapLogic’s Elastic Integration architecture seamlessly scales up and out during traffic bursts without any customer engagement. Even the friction associated with promoting solutions from development to test to staging and to production is eliminated, as each promotion step is just a click of a button. Customers do not have to configure, manage and maintain multiple environments. SnapLogic’s cloud offering takes care of that seamlessly.

SnapLogic bridges the business agility divide that customers face today with its Elastic Integration offering.



"As a SnapLogic customer, we're thrilled to see the launch of their next generation of integration solution. Their elastic approach to integration allows for scale-out to address big problems, and provides a seamless way to partition integration pipelines across multiple Cloud and SaaS applications"

— Mike D. Kail, VP of IT Operations, Netflix

Cost-Efficiency

SnapLogic's Elastic Integration offering helps customers dramatically lower their integration costs as well. In the spirit of the SaaS model, SnapLogic is available on a subscription-based pricing model. Customers can try out SnapLogic at lower risk without having to commit to large upfront investments that can take years to pay off. The cost benefits of Elastic Integration become clearer after breaking down the cost model into the following five areas:

Hardware and Software Procurement

SnapLogic's cloud offering eliminates costs associated with for procuring hardware, operating system software, DBMS software, and integration software. Customers can access SnapLogic software that is hosted on Amazon AWS infrastructure almost instantaneously at nominal low upfront costs.

Enterprise Integration Architecture and Implementation

Customers typically spend up to six months and upwards of five hundred thousand dollars just to design integration architecture and implement it. This expense includes the cost of highly experienced and skilled resources and the time required to architect an enterprise-grade solution. With an elastic cloud infrastructure, the architecture is already fully redundant and can handle any unanticipated workloads. The costs associated with an elastic architecture are four times lower.

Solution Development:

With traditional integration software, customers spend about thirty thousand dollars on integrating a single end point. These costs include expensive resources that have an understanding of the business and technical complexities associated with application

interfaces. SnapLogic's intelligent pre-built connectors, called Snaps, abstract out a lot of the technical complexity associated with endpoints and there by lower this need for highly skilled resources. This abstraction reduces integration development costs by half, where even a citizen developer can now rapidly integrate applications.

Solution Deployment and Administration:

Deployment of Elastic Integration solution is very cost-effective as well. SnapLogic's elastic architecture scales up and out seamlessly without customers having to make large upfront investments to handle reserved processing capacity to handle traffic bursts.

Solution Administration:

SnapLogic elastically expands from cloud to on-premise to address hybrid integration requirements. The lifecycle of integration solutions and SnapLogic software, whether running on-premise or in the cloud, is managed by a central component running in the cloud. With this approach, customers never have to worry about costly upgrades of integration software. All SnapLogic software upgrades are automatically handled and are completely seamless to the customers.

SnapLogic operates lockstep with other SaaS investments from a cost standpoint. By leveraging a true cloud integration infrastructure, customers can now contain upfront and maintenance costs for the entire IT value chain. On an average, the cumulative cost benefits of SnapLogic have proven to be three times cheaper compared to traditional integration solutions.

Summary

SnapLogic's Elastic Integration offers a one-stop shop for easy and rapid integration of data at any volume, of any variety, and at any velocity regardless of their location, whether residing on-premise or in the cloud. It offers a rich design experience and set of prebuilt connectivity for a variety of data sources with over 160 intelligent Snaps that don't require any coding. Leading customers are using SnapLogic to rapidly and cost-effectively integrate a complex web of applications to improve business agility and cost efficiency.



Elastic Integration
For a 1,000 Apps in the Enterprise
2013

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