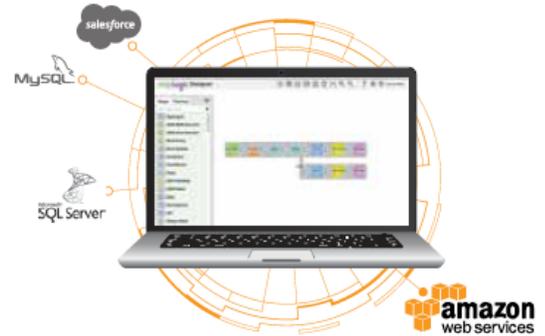


Application and Data Integration for AWS

Load and Integrate AWS Redshift 10x Faster

The SnapLogic Enterprise Integration Cloud simplifies the on-boarding process for Amazon Web Services (AWS) Redshift, DynamoDB and Relational Database Services (RDS) customers. Fast, multi-point and modern, SnapLogic integration platform as a service (iPaaS) allows Redshift customers to automate schema replication from the source, perform initial data loading and keep data in sync with source systems on an on-going basis. Snap Patterns accelerate analytics initiatives by providing pre-built data integrations for common use cases and advanced operations such as lookups and slowly changing dimensions type 2 (SCD2).



With SnapLogic, you can move data in and out of Redshift, DynamoDB and RDS at any latency (batch, real-time and via triggers). Intelligent connectors, called Snaps, are available for 400+ different cloud and on-premises data sources such as Salesforce, Microsoft SQL Server, IBM DB2, PostgreSQL, Teradata and Netezza. The SnapLogic Enterprise Integration Cloud runs on AWS infrastructure and is available as a 30-day free trial at snaplogic.com/redshift-trial.

Why SnapLogic?



UNIFIED

SnapLogic delivers a streaming architecture that supports real-time, event-based and low-latency enterprise application integration requirements plus the high volume, variety and velocity required for big data integration in the same easy-to-use interface.



PRODUCTIVE

SnapLogic balances design simplicity with platform power so you can get up and running quickly. The HTML5-based cloud service enables you to easily snap-and-assemble orchestrations in a drag-and-drop interface powerful enough for developers yet easy enough for “citizen integrators.”



MODERN

Unlike traditional ETL and ESB technologies, SnapLogic is purpose-built for the cloud, so there is nothing to prevent data from running at cloud speed. The elastic execution grid, or Snaplex, can be easily configured to run in the cloud or behind the firewall, while the Hadooplex can run across multiple nodes in a Hadoop cluster.



CONNECTED

The SnapLogic Enterprise Integration Cloud provides more than 400+ pre-built application and data integration connectors, called Snaps. Whether you need to connect SaaS apps, analytics tools, big data sources, on-premises systems, identity management, or technologies like REST and SOAP, there’s usually a Snap for that. If not, you have the ability to build your own custom Snaps using our Java-based Snap Developer Kit (SDK).

Case Study: SnapLogic Integration Cloud for AWS Redshift

A global biotech company needed to improve cross-selling and upselling into their customer base with visibility across geographies. The SnapLogic Enterprise Integration Cloud consolidates all of their distributed data in bulk into Redshift and now synchronizes data in real time between Redshift, Salesforce.com, Oracle and Microsoft SQL Server. Business data - customer, address, orders - resides in multiple on-premises databases (Oracle, SQL Server, etc.) and their account and contact data is in Salesforce.com. SnapLogic loads and synchronizes their on-premises data sources with Redshift via a run-time execution network, called a Snapplex, that resides behind their firewall. A cloud-based Snapplex synchronizes their Salesforce.com data with Redshift. Using the multi-tenant SnapLogic Enterprise Integration Cloud, this customer is able to design their data and process integration flows, called pipelines, once and run them in a hybrid deployment model with a simple drop-down selection. SnapLogic was chosen over legacy and point-to-point integration tools for the following reasons:

- Rapid time to value (*the pilot took 1 week from start to finish*)
- Highly productive drag-and-drop environment
- Pre-built intelligent connectors called Snaps that simplify connectivity with Redshift, Salesforce.com,
- Oracle DB and Microsoft SQL Server
- Superior architecture and deployment flexibility that includes enterprise-grade data processing capability both on-premises and in the cloud
- Future-proofing of their investments with built-in elasticity and a self-upgrading cloud service
- A flexible and low risk subscription-based pricing model

SnapLogic has helped other customers of all sizes and scale rapidly adopt cloud-based data warehousing and data management solutions from Amazon. With SnapLogic, cloud integration is a Snap and pre-built Snap Patterns allow Amazon Redshift, DynamoDB and RDS customers to take advantage of best practices and accelerate their time to value.

AWS Redshift and SnapLogic Architecture

