

SnapLogic Accelerates iPaaS Data Delivery with Ultra Pipelines

Abstract

In February 2015, SnapLogic announced Ultra Pipelines, a new service designed to significantly accelerate data delivery and turnaround to websites and external applications. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) impact brief covers the announcement, identifying critical capabilities provided by the new service.

SnapLogic Announces Ultra Pipelines

On February 3, 2015, SnapLogic (<http://www.snaplogic.com/>) announced the availability of SnapLogic Ultra Pipelines, a new service for rapid delivery of time-sensitive data to cloud and big data applications. The new service is designed to return results to a data requestor at speeds up to 10x faster than previously. It facilitates real-time operation by providing pipelines that are always active, eliminating complex, manual integration processes and guaranteeing data delivery via a new, failover-capable data request process.

SnapLogic provides data and application integration tools for connecting cloud data sources and on-premises business applications, relational, noSQL, Hadoop and other big data sources, and true integration platform as a service (iPaaS) capability. SnapLogic describes its approach as “elastic integration”, helping companies connect enterprise applications and data in the cloud and on-premises for improved business agility and faster decision-making. With the SnapLogic Elastic Integration Platform, organizations can more quickly and affordably accelerate migration to the cloud of enterprise IT with a fast, multi-point, and modern iPaaS. Founded in 2006, SnapLogic is headed by ex-CEO and co-founder of Informatica, Gaurav Dhillon. In October 2014, the company announced the initial closing of its \$20 million Series D financing. SnapLogic is headquartered in San Mateo, CA.

Key Observations

- **Accelerated Data Delivery** – The SnapLogic Ultra Pipelines service addresses business requirements to accelerate both the receiving of data from a website or application, as well as returning of results to the appropriate entity by providing up to a 10x boost in rates of data delivery.
- **Always Active** – Addressing the administrative slow-downs which can be as big a contributor to lag in turnaround of results as slower data delivery speeds, Ultra Pipelines accelerates performance by eliminating the need for IT staff to schedule/invoke complex integration processes. The pipelines are always active, meaning that the data is always available.
- **Guaranteed Delivery** – Ultra Pipelines incorporates a failover feature that ensures that data requests are always delivered. The new service correlates inbound and outbound messages to guarantee that any message that fails is flagged as incomplete and will immediately be picked up by another instance and restarted.
- **Details** – For more detailed information on the SnapLogic Ultra Pipelines release, visit <http://www.snaplogic.com/press-releases/snaplogic-releases-ultra-pipelines-for-10x-faster-data-delivery>

EMA Perspective

Although many of the same core drivers lie behind the move of the enterprise towards big data and real-time processes, the two initiatives tend to interfere with each other in unexpected ways. As massive volumes of data become not only available, but essential to business processes, the variety both of data sources and types, the need for new and deeper forms of analysis, and the growing requirements for data access both within and outside of the organization all work together to bring unprecedented complexity to enterprise environments. Meanwhile, the demand for instant results and zero latency grows ever stronger. Traditional approaches to data integration can be strained to the breaking point by this conflict.

By introducing Elastic Integration and shepherding its evolution into elastic iPaaS, SnapLogic has been at the forefront of efforts to mitigate and eliminate slowdowns resulting from the growing complexity of enterprise environments. Now with SnapLogic Ultra Pipelines, they are directly addressing the need for speed. For most organizations, real time is an attainable goal only if there is a quantum leap in how rapidly data can be accessed and turned around. In particular, enterprises must accelerate the movement of data into and out of sources beyond the firewall.

For sales, marketing, manufacturing, logistics, and other processes requiring real-time results and low- or no-latency, delivery of data to where it is needed can mean the difference between success and failure. The SnapLogic Ultra Pipelines service engages in continuous ingestion of native JSON and other documents from external sources, especially targeting those requiring low-latency processing that are otherwise not compatible with event-based triggers. Providing up to a 10x boost in data delivery and turnaround rates, the new service eliminates friction that can otherwise hinder (or break) such processes.

Ultra Pipelines provides automatic monitoring of both performance and data requests to ensure data delivery as well as compliance with SLAs, company policies, and legal and regulatory requirements. The data request failover feature ensures that data requests are always delivered by correlating inbound and outbound messages to ensure that any message that fails is flagged and will immediately be picked up by another instance and restarted.

The new service supports the more than 300 existing SnapLogic “Snaps,” modular collections of integration components built for a specific application or data source. These collections provide connectivity to databases or cloud applications, and perform other functions such as enabling data transformation, e.g., document filtering or adding, removing, or modifying fields. Snaps are also used to sort, join, and aggregate data. They are designed to support a wide variety of use cases, including big data analytics, identity management, social media, online storage, and ERP.

Even as pre-built Snaps eliminate work cycles and manual processes related to data integration, SnapLogic Ultra Pipelines accelerates data delivery. This parallel approach to addressing the twin challenges of big data integration and real-time processing reinforces SnapLogic’s position as a leader in the data integration and iPaaS space.

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA’s clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on [Twitter](#), [Facebook](#) or [LinkedIn](#).

3096.020515