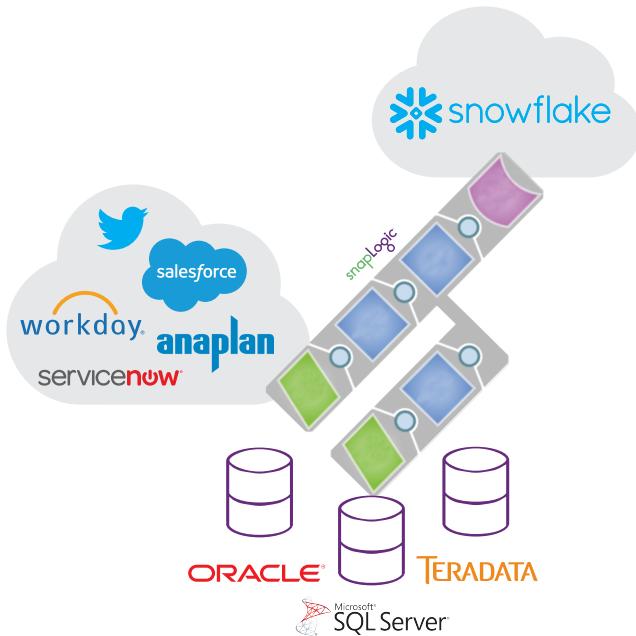


# SNAPLOGIC: FAST AND EASY INTEGRATION FOR SNOWFLAKE

SnapLogic and Snowflake have joined forces to simplify data integration and data warehousing via the cloud. SnapLogic offers a fast, easy and visual integration platform that helps customers integrate their on-premise and cloud-based data sources and applications without any coding. SnapLogic now offers ten pre-built “Snaps” that connect multiple data sources and analytics tools to Snowflake cloud data warehouse solution. This includes Snaps for bulk load, upsert and unload in addition to standard CRUD (create, read, update and delete) functionality.

- Connect multiple data sources and applications to Snowflake without any coding
- Enable self-service integration for Snowflake and AWS S3 with pre-built connectors (called Snaps)
- Quickly connect Snowflake to Tableau, Birst, Anaplan and other analytics tools
- Comprehensive support for Snowflake including all CRUD (create, read, update and delete) functions
- Quickly load data into Snowflake using pre-built Snap for bulk loading
- Transform data with Snaps for Join, Aggregate, Sort and more



## Use case: Seamless Data and Application Integration

SnapLogic’s unified integration platform provides 400+ Snaps to easily connect multiple data sources (including Teradata, Oracle, MySQL) and applications (including Salesforce, Workday, Twitter) to Snowflake without any coding.

- **Accelerate Time to Market:** With SnapLogic’s pre-built connectors (called Snaps), integration of multiple data sources and applications to Snowflake can be achieved via just a few drag-and-drop operations. This enables customers to quickly migrate data from their on-premises data sources (Oracle, Teradata, MySQL server) to cloud based Snowflake data warehouse solution.
- **Decrease Technical Debt:** With 400+ Snaps, SnapLogic consolidates multiple integration tools into one unified iPaaS solution.

## Use case: Self-Service and Real-Time Analytics

SnapLogic’s unified integration platform provides 400+ Snaps to easily connect multiple data sources (including Teradata, Oracle, MySQL) and applications (including Salesforce, Workday, Twitter) to Snowflake without any coding.

- **Enable Self-Service Integration:** SnapLogic Designer provides an easy to use, drag-and-drop based, HTML5 user interface for self-service integration.
- **Decrease Integration Cost:** Integrations created via SnapLogic require no coding, saving customers time and money versus coding point-to-point integrations.



## Case Study: Automate data ingestion from multiple sources and provide faster analytics

A well-known sports entertainment and event management company wanted to analyze fan behavior, segment its fan base and enhance the fan experience through optimized communications, promotions and social engagement. SnapLogic enabled the customer to do achieve the following

### Automate Data Ingestion and Normalization

- Using SnapLogic, the customer could connect to dozens of data sources, service vendors, CRM applications and databases, while automating data ingestion and normalization of data from all sources into Snowflake. They then used this data for behavioral profiling and inclusion in marketing programs.

### Faster Data Analytics

- Using SnapLogic, the customer connected Snowflake to different analytics tools with just a few drag-and-drop operations. This enabled them to create more intimate communication with fans and save manual effort of their engineers.

## 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.



**Self Service**



**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 Elastic Integration Platform provides more than 300 pre-built application and data integration connectors, called Snaps. Whether you need to connect SaaS applications, 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).



**Connected**