

Cloud Integration Drivers and Requirements in 2015

snapLogic

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TechValidate



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 enterprise cloud application adoption in 2015 and beyond.

Active Cloud Integration

72%

of survey respondents indicated that they have an active cloud application or data integration project

Cloud Applications Running Today

56%

of respondents are running 4 or more cloud apps



Business Apps in the Cloud by 2015

25 to 50%

will be delivered as a cloud service

Primary Barrier to Cloud Application Adoption

43% noted integration challenges (connecting apps & data)



Primary Business Driver for Cloud-Based Integration

59%
SPEED

listed **speed** or **time to value** as the primary business driver for a cloud-based integration service

Why Not Legacy On-Prem Integration Tools?

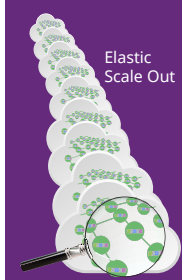
Costly hardware / software
Perpetual licensing model
Painful change management
Inability to handle unstructured data
Limited cloud connectivity

Technical Requirements of a Cloud Integration Platform

Survey Says...

52%

Modern, scalable architecture



41%

Modern approach that seamlessly handles cloud constructs



39%

Ease of use for less technical users ("citizen integrators")



37%

Single platform to power apps & analytics



36%

Support for hybrid deployments



33%

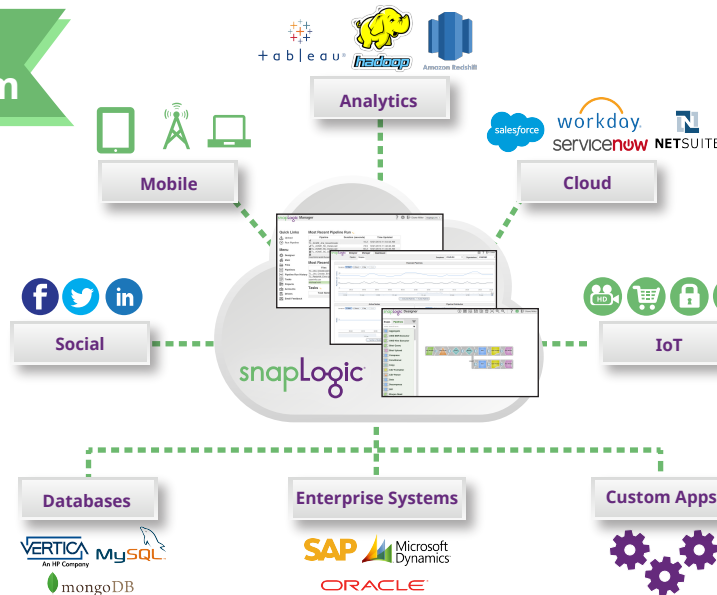
Resilient to change



The Solution: A Modern Cloud and Big Data Integration Platform

Increasingly, enterprise organizations are looking to integration platform-as-a-service (iPaaS) solutions to deliver both cloud-to-cloud, cloud-to-ground and big data connectivity.

For more information, check out: SnapLogic.com/ipaas



About this Data

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 publish 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.

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, SnapLogic is used by prominent companies in the Global 2000.

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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