



The Rise of the Modern Data Stack

How to Simplify Data Management at Scale



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Company + Product

HQ in San Mateo, CA

5 offices across the globe
250 Employees

1000+ Customers

Global 2000 Customers across
major industry verticals

4+ Trillion

documents processed
per month

125%

Net renewal rate



Industry Recognition

498% ROI

Forrester TEI: SnapLogic
delivers in the shortest time for
any Integration Platform

G2 Crowd

Leader in iPaaS and
Data Integration

Strong Performer

in the Gartner iPaaS MQ

Forrester

Leader in Forrester
Wave for iPaaS

Winner

2020 //CODiE// Award
for best iPaaS

Trust Radius

Leader in iPaaS with
a 9 out of 10 rating.

Global 1000 Leaders Trust SnapLogic



Software, Technology and IT Services	Healthcare and Pharmaceuticals	Consumer Goods, Retail and Manufacturing	Financial & Consulting Services	Higher Education
  	  	  	     	     
    	    	    	<p>Food, hospitality and transportation</p>        	<p>Other</p>        

Current Situation

IT is Struggling to Modernize Amidst Growing App, API, Data Sprawl, and Skills Shortage



87%

IT Departments Increased Workload

48%

Time Spent on Integrating new applications / platforms

69%

Current Company is supportive of AI across the business

86%

Say their org. Lack the skills to implement AI

Source: SnapLogic IT workload survey 2022

What every organization wants



Transformation that delivers products & services to market faster



Solutions that enable delightful customer experiences



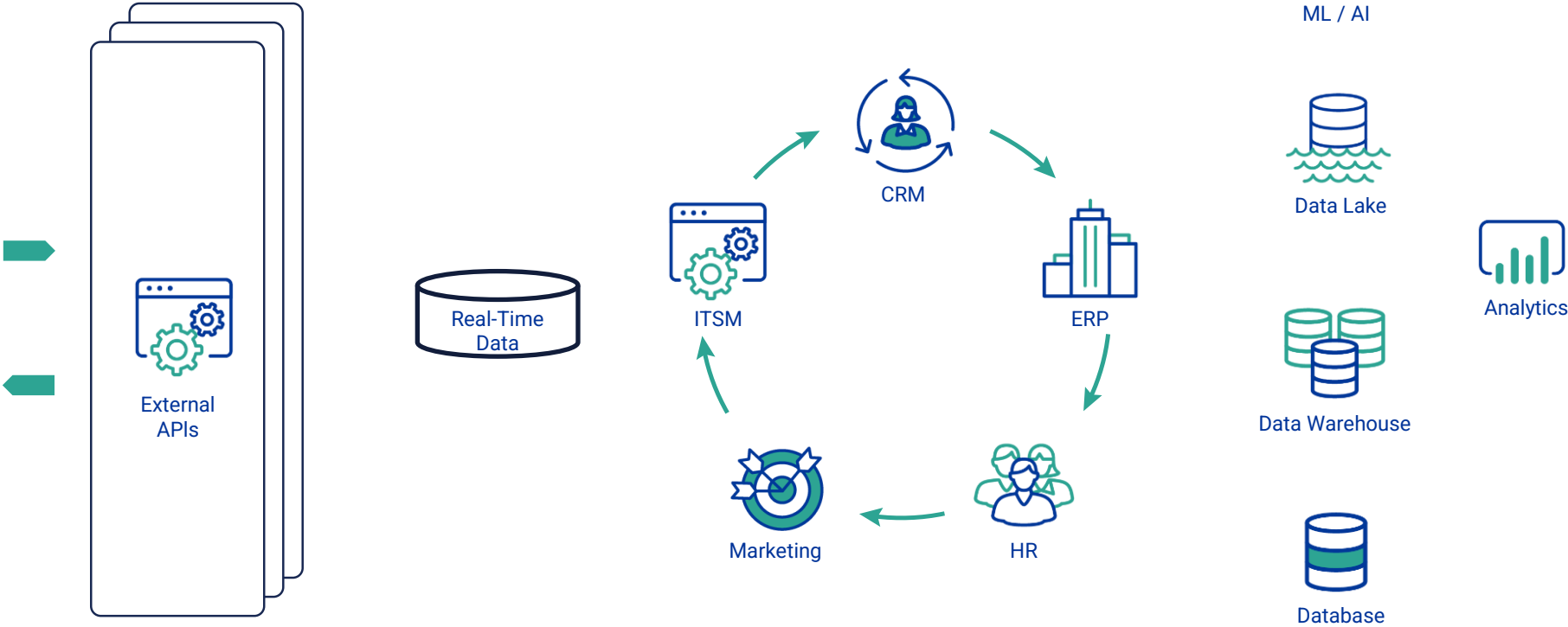
Empowered people achieving amazing business results

**Better business value and faster outcomes
from data**

The Rise of the Modern Data Stack



Data, Applications, and APIs are Growing Exponentially



The Rise of the Modern Data Stack (MDS)



3rd Party Applications
(Cloud & On-Prem)

Logos for 3rd Party Applications (Cloud & On-Prem): Salesforce, Now, Google Sheets, Workday, AWS, Oracle, Microsoft SQL Server, and SAP.

ETL/ELT
Data
Ingestion

Data
Orchestration
Tools

Data
Transportation
Tools

App-to-App
Integration

Data
Storage

Reverse ETL

API
Management

Data Governance

Data Uses

Applications
BI Tools
Visualization
API-Led Data
Services
AI/ML

Three Pitfalls of the MDS



Labor intensive

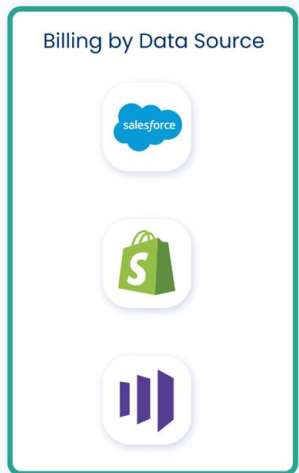


Complex

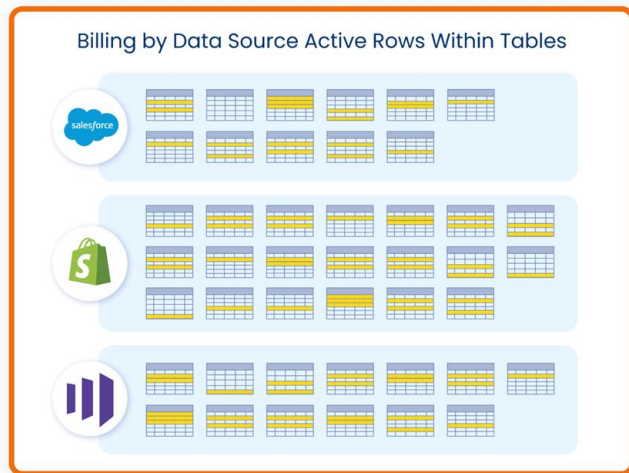


Expensive

Example of the MDS Data Toll



VS



- Many integration platforms charge by records (rows) processed
- As data warehouses proliferated each type of additional entity tracked resulted in many tables that had to be updated
- Costs increased dramatically

Simplification is the Solution



SnapLogic Intelligent Integration Platform



The Designer

The Dashboard

The Manager

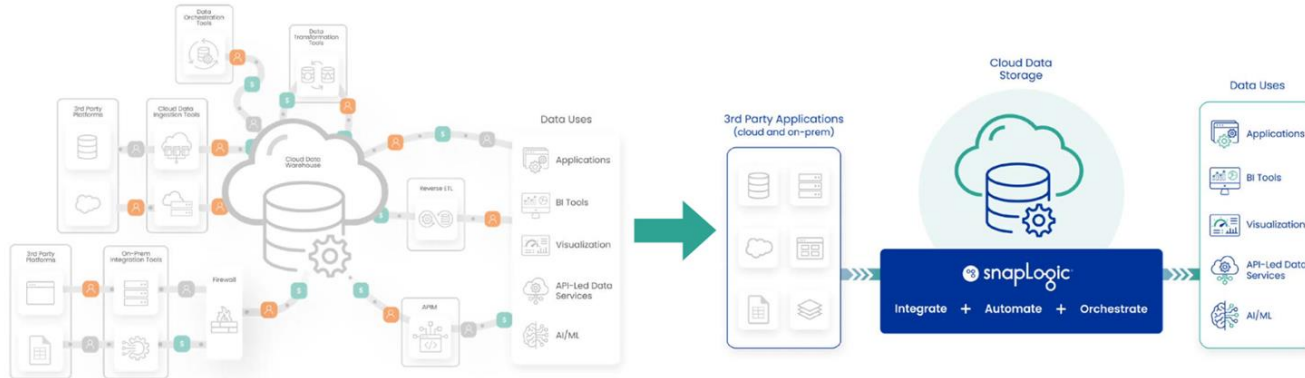


Simplification is the Solution

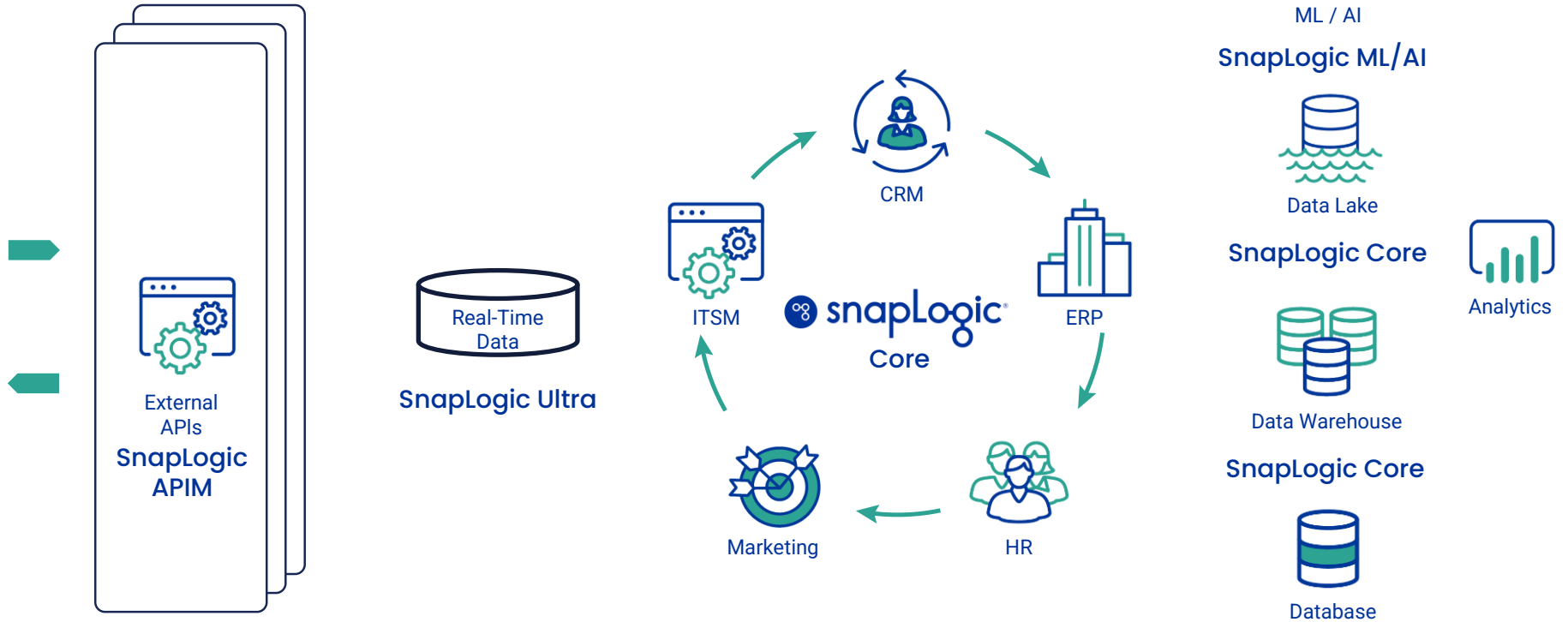


Capabilities that can be used to simplify your modern data stack:

- The power of combining data integration into app-to-app integration
- Uncomplicating bidirectional loading patterns (ETL, ELT, and Reverse ETL)
- Handling both on-premises and cloud-resident data without sacrificing security
- A-to-Z scalable integration architecture

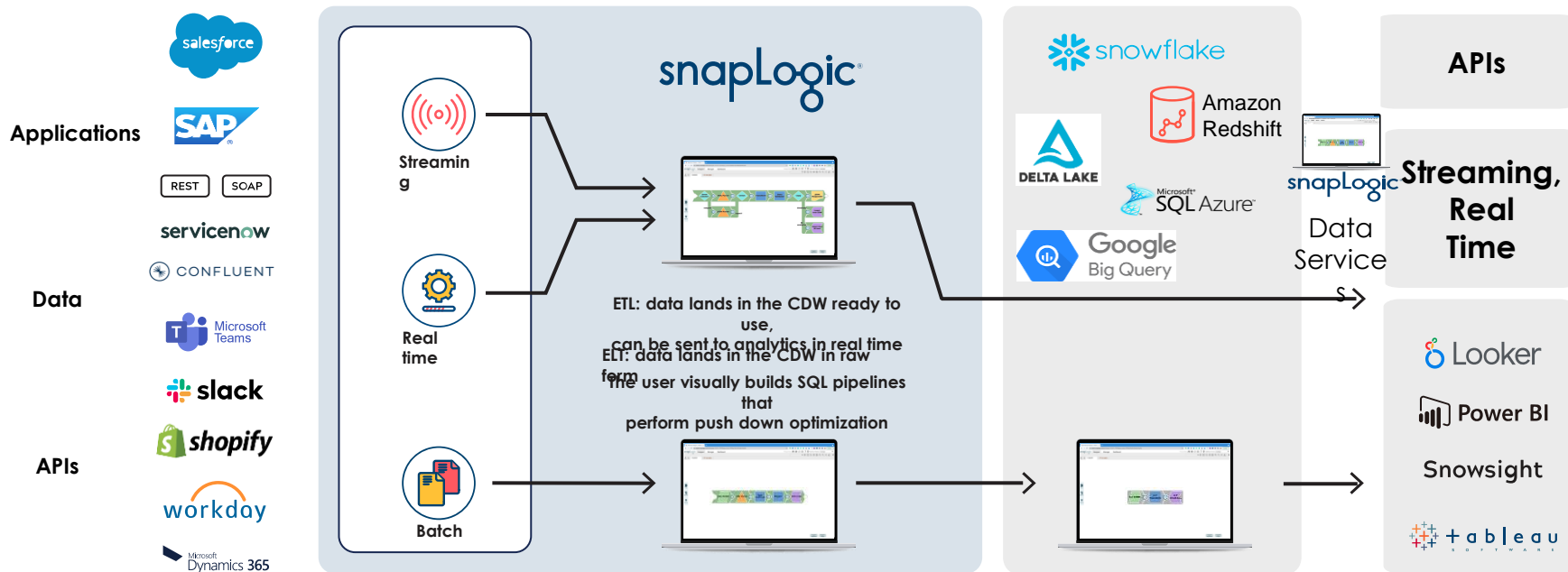


Combining Data Integration into App-to-App Integration



Uncomplicating Bidirectional Loading Patterns

ETL, ELT, and Reverse ETL



Any source

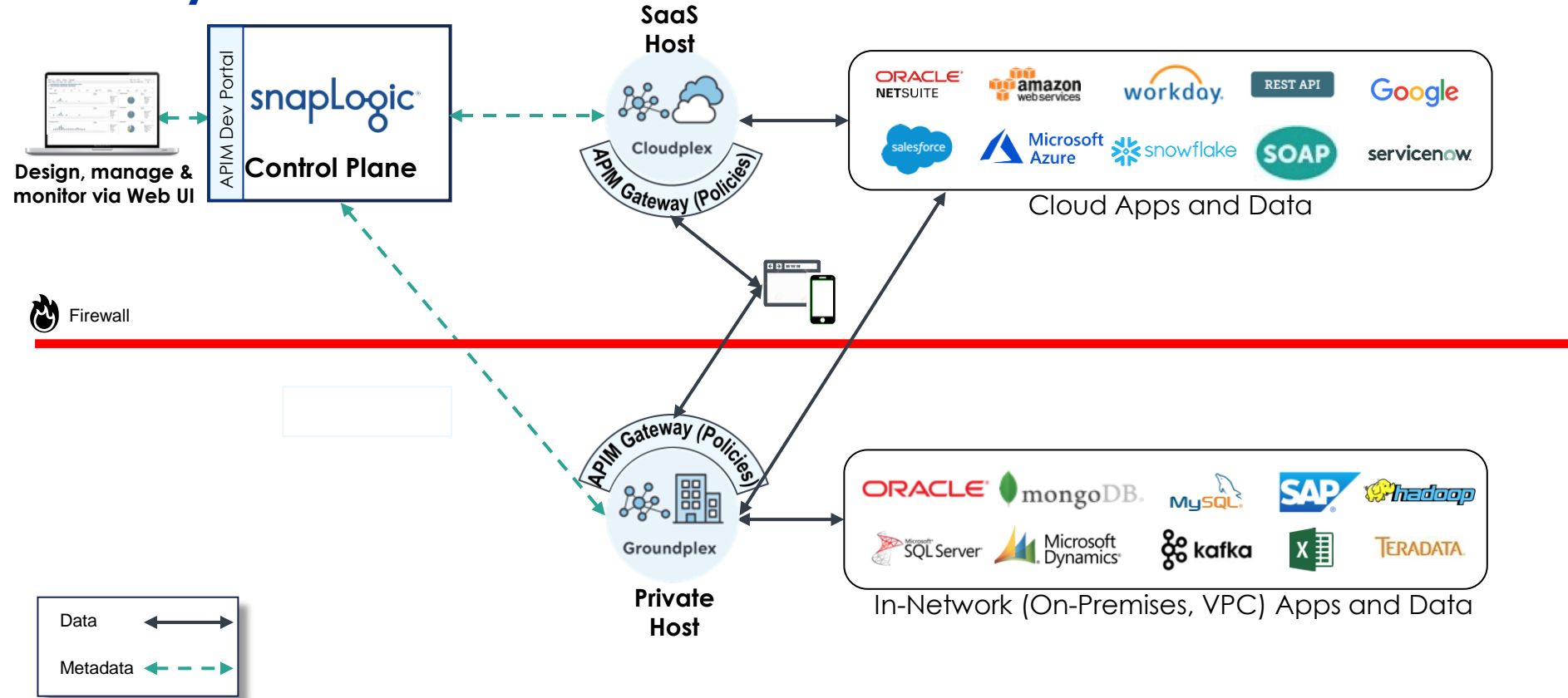
Any velocity

Access, transform and deliver data with one platform that supports both ETL and ETL

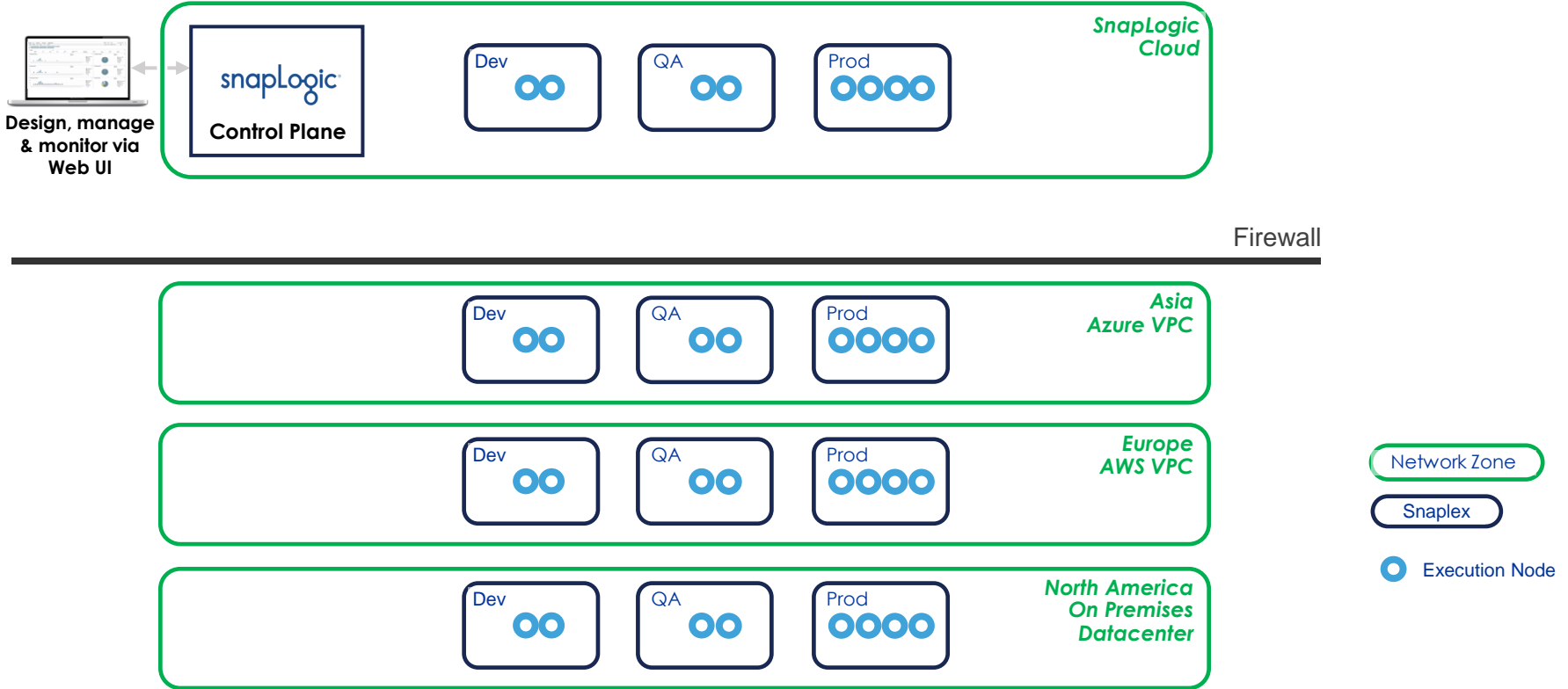
The ELT Snap Pack is cloud agnostic, while the cloud Snap Packs provide platform specific support

Any BI platform APIs, Streaming

Handling Both On-Prem & Cloud-Resident Data Without Sacrificing Security



A-to-Z Scalable Integration Architecture



Now is the Time to Simplify



SnapLogic Intelligent Integration Platform

Unified Cloud-Native Platform to Integrate, Automate, and Orchestrate Data Flows



Business Analysts



IT/Architects



Integration & Data Specialists



Security & Governance Officers



App/Dev-Ops Developers



Data Engineers

Snaps/APIs

Iris - Augmented Integration

Design

Automate

Orchestrate
(Monitor | Manage | Secure | Govern)

Data Integration

Application Integration

API Management

ETL / ELT

ML/AI Ops

Snaps/APIs



On-Premises Data Centers



Enterprise-Wide App



SaaS Apps



RPA



Database



Weblogs



Sensors

Key Takeaways



- **Enterprises have adopted the Modern Data Stack** to harness the power of their data to deliver insights and make powerful decisions that drive growth and business sustainability
- For all the positives it affords, **the modern data stack comes with drawbacks:**
 - Labor Intensive
 - Complex
 - Expensive
- **SnapLogic Simplifies the Modern Data Stack** by:
 - Automating processes
 - Reducing tool sprawl (complexity) to accelerate time to value
 - Reducing cost and risk



Questions?



Visit our booth to grab your complimentary **Enterprise Automation for Dummies Guide!**

BOOTH #6



Thank You!



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