snapLogic

Self-service integration: **Powering today's data-driven companies**

What is self-service?

Self-service [ˈˌselfˈsərvəs/]:

The action of serving oneself without relying on or interacting with other people, empowering oneself to accomplish a goal.

Common examples of opting for self-service include everyday consumers filling their cars at gas stations, self-checkout at grocery stores, withdrawing cash from ATM machines, purchasing products and services online, and much more.

The application of self-service has shifted and transformed how consumers accomplish their tasks and goals, whether simple or complex.

How is self-service relevant to integration?

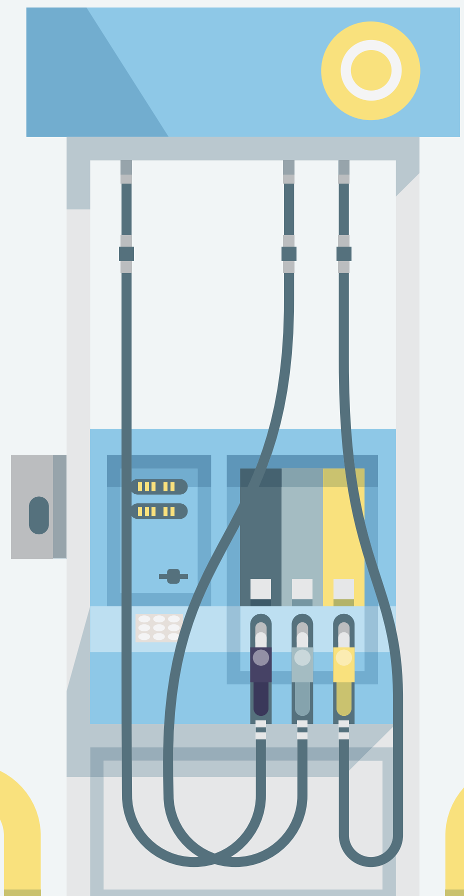
Employees – the consumers of their company's information – also want the added convenience and empowerment from self-service for their own jobs. A recent report shows that 81 percent of consumers attempt to take care of matters themselves before they reach out for assistance.[1]

If employees can pump their own gas, why not empower them to build their own integrations?

Self-service integration allows citizen integrators across an organization to build their own integration workflows, regardless of their level of technical knowledge. Whether they are point-to-point or multipoint integrations connecting applications, databases, or devices, self-service integration puts an end to integration project requests to an IT department and the inevitable pushback due to a backlog of requests.

Self-service integration turns employees from slow-to-act to high-performing contributors who innovate and help grow their businesses.

Did you know? The average IT organization will take more than six months to complete an integration project, resulting in time that could be better used to spur business innovation and growth.[2]

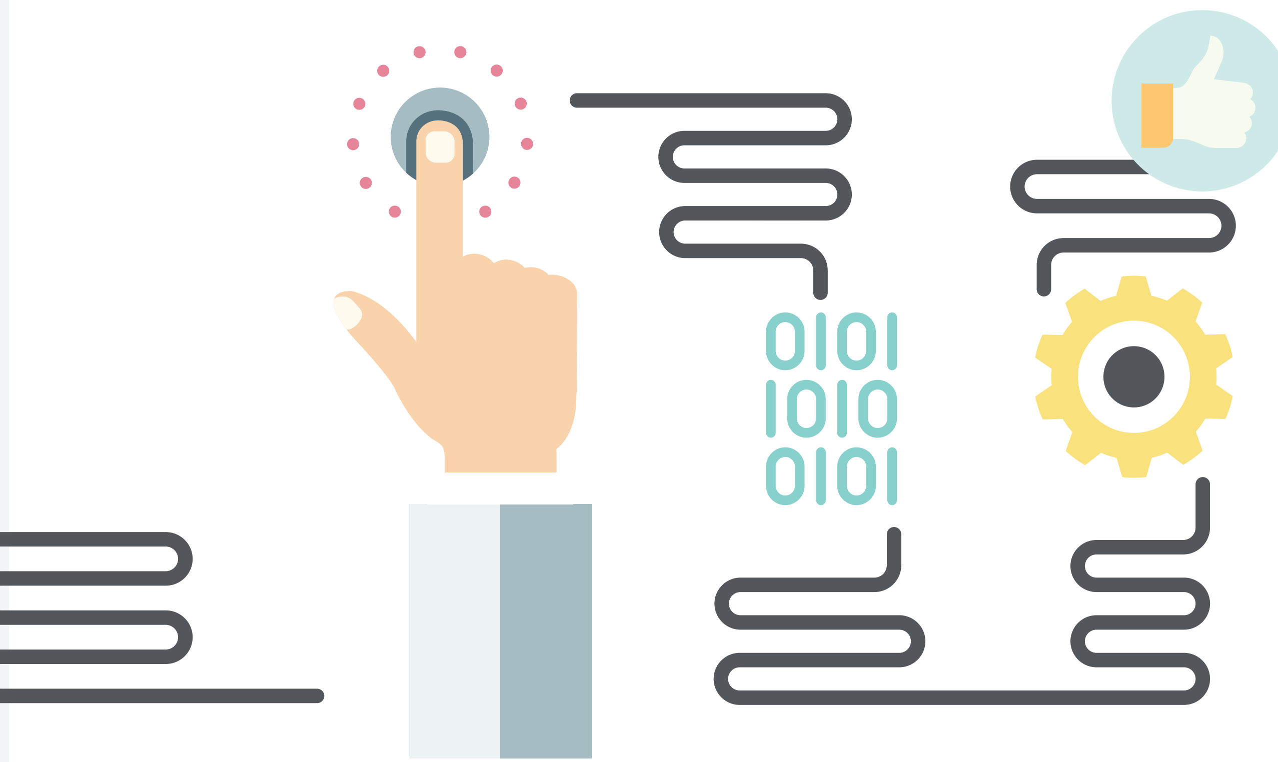


Why self-service now?

In today's on-demand economy, user experience is key. People want more control over their work, to get results without relying on others, and to feel empowered – so the demand for greater levels of self-service keeps increasing.

On average, employees spend 392 hours each year searching, moving, and cleaning data resulting in $3.1 million lost in unproductivity alone.[3] And organizations lose up to $140 billion from not having enough information at their fingertips to uncover business opportunities and boost revenue.[4]

It's clear that self-service technology is a fundamental component for today's integration needs and to help organizations remain competitive.



Organizational challenges by the numbers:

1. A recent report shows that **81 percent** of consumers attempt to take care of matters themselves before they reach out for assistance.[1]
2. The average IT organization will take more than **six months** to complete an integration project.[2]
3. On average, employees spend **392 hours** each year searching, moving, and cleaning data resulting in **$3.1 million** lost in unproductivity alone.[3]
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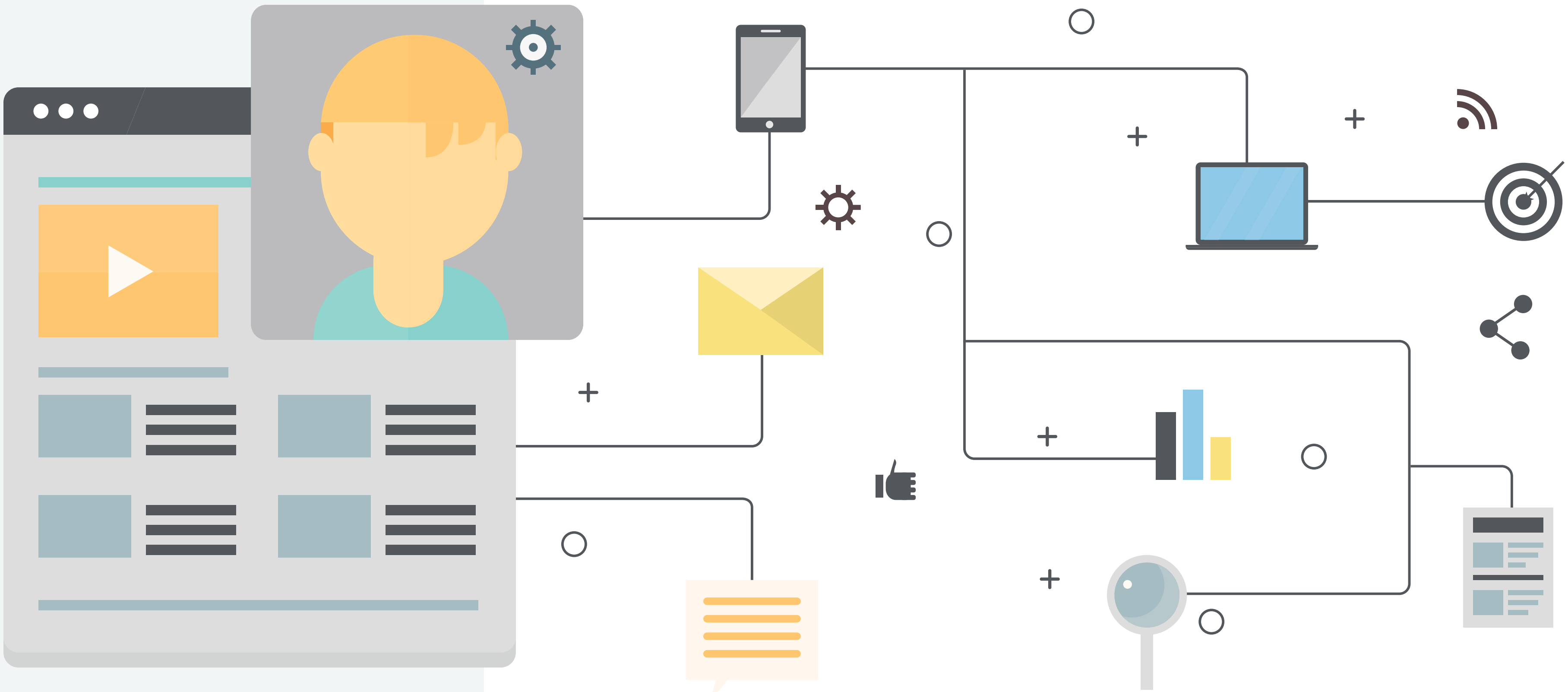
Three reasons why you need a self-service integration platform



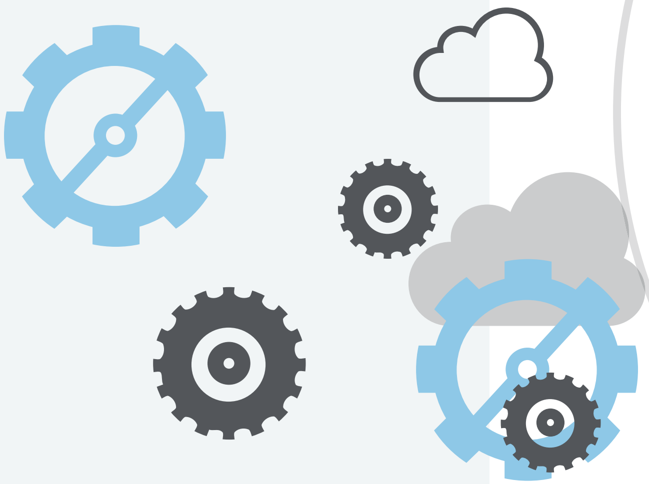
> “It’s all point and click ... there’s no programming involved. We’ve lowered the bar of entry for virtually anybody to leverage the SnapLogic platform.
>
> -Senior Manager, Data Strategy and Architecture at Box

1. Democratize integrations for citizen integrators

Self-service means that building integrations is no longer rocket science. Through a clicks-not-code approach, people no longer have to fear having to write a single line of code to connect applications and systems together.

Self-service gives citizen integrators control over their own projects and data whenever they need it, helping IT no longer feel backlogged on simple integration requests.

Did you know? Organizations embracing self-service integration complete their integration projects more than 80 percent faster.[2]



“ The end result is improvement on productivity and the automation you are able to bring to your organization [with SnapLogic]... employees didn’t have to spend their weekends, sometimes late nights being able to create this data.

-Yousuf Khan, CIO at Pure Storage

2. Increase productivity for both business and IT professionals

Self-service means business professionals and citizen integrators gain faster access to data, get insights and decisions quicker, resulting in new revenue opportunities and optimized processes.

Self-service means IT professionals help remove the bottleneck for business integrators and free up their valuable time to handle company-wide initiatives.

Did you know? On average, the IT organization can complete an integration project in less than two months with self-service, compared to taking up to almost seven months with traditional integration approaches.

Integrations no longer take weeks or months but minutes or days.

“ We’ve been able to decrease the time it takes to implement a well-defined integration by 83%.

- Mark Patton, VP of Enterprise Architecture at GameStop

3. Provide faster results

In today’s fast pace environment, time is of the essence. Only businesses that quickly obtain information to make data-driven decisions can gain a competitive edge.

Meaningful data is buried in disparate departments, systems, and machines, making it virtually impossible for stakeholders to rapidly obtain the context needed to make decisions in a timely manner. This inability to get information leads to decisions made in a vacuum.

Self-service integration means business professionals can connect systems and applications together themselves to gain a more holistic understanding of the business, leading to improved decisions-making. At the same time, IT can reduce the effort needed to build integrations and deliver results faster.

Why SnapLogic for self-service integration?

Many high-performing companies in the Fortune 500 have adopted self-service integration, using the [SnapLogic Enterprise Integration Cloud](), to connect their entire technology ecosystem. From connecting departmental technology stacks for marketing, sales, finance, and HR to migrating on-premises systems to the cloud and streamlining operational processes, self-service empowered companies no longer need an army of technical specialists to support their business-side colleagues.

> “Now we’re able to democratize data by putting [integration] in the hand of business users, for them to be able to make decisions and to be able to collaborate with their employees.
>
> - Yousuf Khan, CIO at Pure Storage

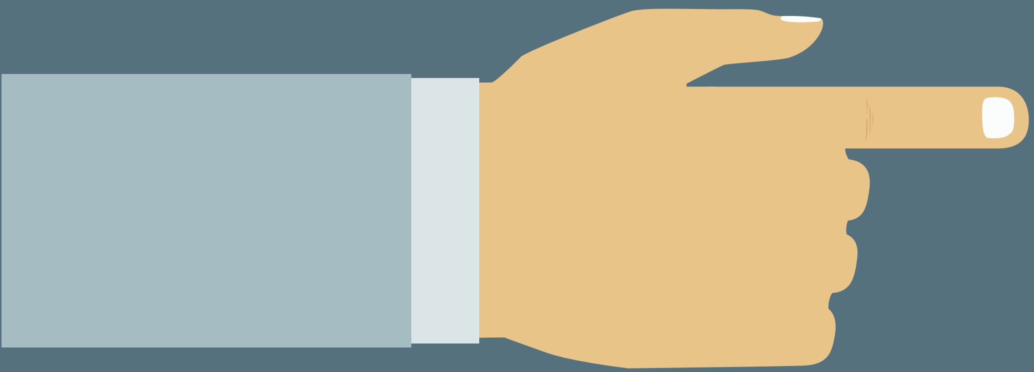
Notes

[1] What is self-service support and why is it so important in 2017?
lab.getapp.com/self-service-support-important-2017/

[2] Data sheet: Why companies choose SnapLogic
snaplogic.com/resources/data-sheets/snaplogic-enterprise-integration

[3] What size company is considered a mid-size company?
smallbusiness.chron.com/size-company-considered-midsize-company-71776.html

[4] The high cost of disconnected data
snaplogic.com/resources/infographics/high-cost-disconnected-data



SnapLogic – enterprise integration power made simple.

Connect your hybrid, on-premises, and cloud application and data landscape faster, more collaboratively, and more easily than you ever thought possible. With easy-to-use, AI-powered integration platform, IT teams are able to be more agile than ever, roll out new initiatives faster, support business needs at scale, and spend less time maintaining integrations.

Start your 30-day free trial today!
snaplogic.com/free-trial

SnapLogic is the leader in self-service integration. The company's Enterprise Integration Cloud makes it fast and easy to connect applications, data, APIs, and things. Hundreds of Global 2000 customers – including Adobe, AstraZeneca, Box, GameStop, Verizon, and Wendy's – rely on SnapLogic to automate business processes, accelerate analytics, and drive digital transformation. SnapLogic was founded by data industry veteran Gaurav Dhillon and is backed by blue-chip investors including Andreessen Horowitz, Capital One, Ignition Partners, Microsoft, Triangle Peak Partners, and Vitruvian Partners.

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