Data integration with Snowflake

Connect data sources and analytics tools to Snowflake data warehouse

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-premises and cloud-based data sources and applications without any coding. SnapLogic now offers 12 pre-built "Snaps" that connect multiple data sources and analytics tools to the Snowflake cloud data warehouse solution. The data integration with Snowflake includes Snaps for bulk load, upsert, and unload in addition to standard CRUD (create, read, update, and delete) functionality.
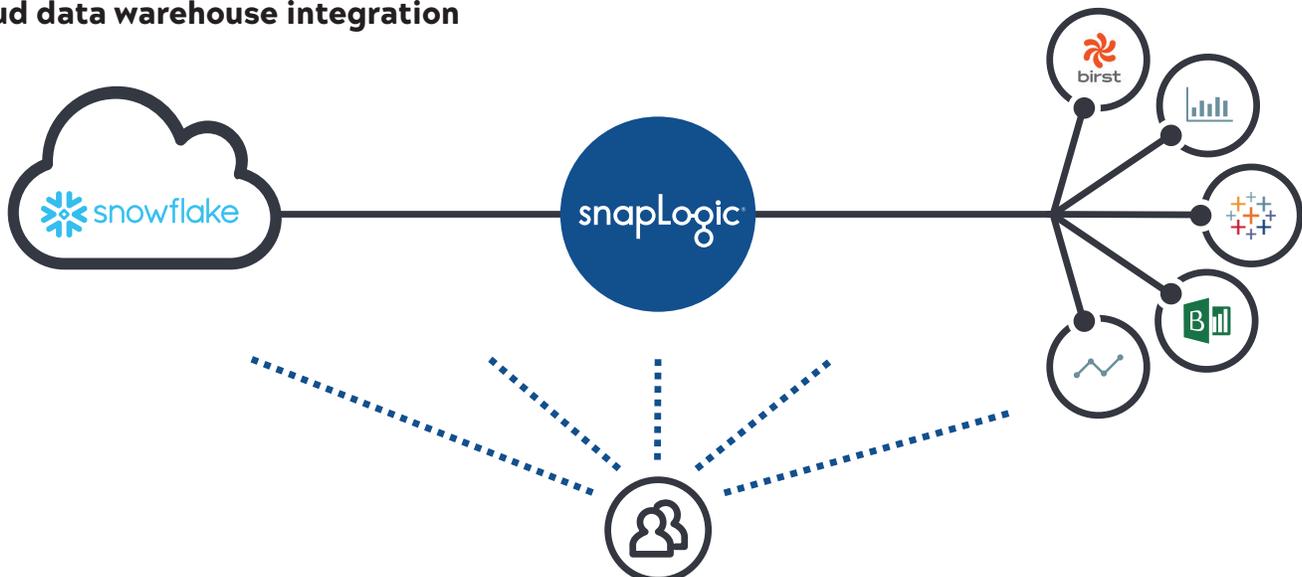
Capabilities let you:

- 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).

- Connect Snowflake to Tableau, Looker, Birst, Anaplan, and other analytics tools, quickly.

- Include comprehensive support for Snowflake and all CRUD (create, read, update, and delete) functions.

- Bulk load and bulk upsert data into Snowflake quickly using pre-built Snaps.

- Transform data with Snaps for Join, Aggregate, Sort, and more.Example use case: Self-service and data integration

The SnapLogic Intelligent Integration Platform (IIP) provides 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, HTML5-based, drag-and-drop 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.
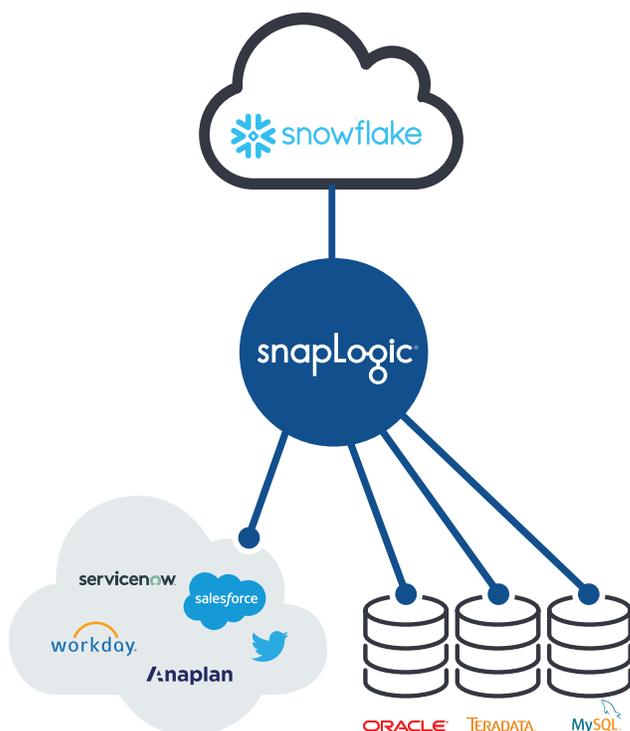
Cloud data warehouse integration

Case study: Snowflake

Automate data ingestion from multiple sources

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 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 their engineers from manual efforts.

Why SnapLogic

Unified
SnapLogic delivers a streaming architecture that supports real-time, event-based, batch, and low-latency enterprise application and IoT integration requirements, while also handling data warehouses and big data integration needs like high volume, variety, and velocity.

Modern
Unlike traditional ETL and ESB technologies, SnapLogic is purpose-built for the cloud. The elastic execution grid, or Snaplex, runs in the cloud or behind the firewall.

Productive
SnapLogic's browser-based cloud service enables snap-and-assemble orchestrations in a drag-and-drop interface powerful enough for developers yet easy enough for "citizen integrators." Iris AI powers the Integration Assistant, delivering expert guidance to improve the speed and quality of building a data pipeline.

Connected
The SnapLogic Intelligent Integration Platform (IIP) provides 500+ pre-built application, IoT, and data integration connectors, called Snaps. Connect SaaS apps, analytics tools, big data sources, on-premises systems, technologies like REST and SOAP, and more. Or build your own custom Snaps.

SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at **snaplogic.com**.