

SnackNation reduces integration workload by 50 percent with SnapLogic

Small engineering team takes a lean approach to B2B and application integration



COMPANY OVERVIEW

Headquarters: Los Angeles, CA

Industry: Food and Beverages

Employees: 100+

Revenue (2017): \$16.9 million

CHALLENGES

- Integration requests strained small engineering team
- Manual integrations across 20+ systems hurt productivity
- Code-heavy approach to integrations could not scale as company grew

RESULTS

- Automated integrations reduced engineering workload by 50 percent
- Citizen integrators build own integrations and answer own data questions

BENEFITS

- Boosted productivity and saved considerable time and money
- Freed up resources for strategic revenue-generating activities

APPLICATIONS INTEGRATED

Google Sheets - NetSuite - REST - Salesforce.com - Shopify - Zuora

SnackNation backstory

Founded in 2014, SnackNation curates and delivers healthy, great-tasting snacks to half a million people in thousands of customer offices nationwide - places like Microsoft, Uber, Wayfair, Travelocity, and more.

The challenge

SnackNation is a hot, fast-growing company. As the company has grown (through organic growth and acquisitions), so too has its integration challenges. Until now, a team of five engineers has fielded application and data integration requests from nearly every department - operations, marketing, finance, customer support, and others.

Engineers would forge integrations across 20+ systems, including Salesforce, NetSuite, Shopify, B2B integration systems, and custom-built internal applications - all largely through coding. Integration requests were chewing up valuable engineering time at an unsustainable pace.

SnackNation's order fulfillment process serves as a poignant example illustrating the company's broader integration challenges. When one of its 5,000+ customers places a food order, SnackNation's brand team has to track down the stock keeping unit (SKU) for each desired snack within a vast product catalog portal.

Due to the portal's limited search functionality, an engineer would have to retrieve fields broadly tied to the SKUs in question and export them to Google Sheets. A brand specialist would then comb through the spreadsheet to find the relevant SKUs. Fulfilling each order became time-intensive, which, in turn, slowed the process of delivering snacks to customers.

The hurdles in the order fulfillment process kept engineers and brand specialists from pursuing higher-value work. What's more, these hindrances increased the chances of mistakes getting made when fulfilling orders, which affected SnackNation's distribution partners and customers. Ultimately, a by-product of SnackNation's success was that it needed to evolve its approach to integration.

The solution

Derek Chang, the VP of Engineering at SnackNation, and his team searched for an integration platform as a service (iPaaS) solution to ease the company's



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► **Derek Chang, VP of Engineering, SnackNation**

integration pains. After evaluating multiple solutions, they chose the SnapLogic Intelligent Integration Platform (IIP) for its simplicity, error-handling features, flexibility, trove of pre-built connectors (Snaps), and ability to serve SnackNation's short- and long-term business needs.

The engineering team has already leveraged SnapLogic to streamline integrations that once required time-intensive programming to build. Among other things, they've sped up the order fulfillment process, causing the time spent moving data into Google Sheets to drop significantly. They've also automated the data flow and work order creation process within Netsuite, which has dramatically improved their operational efficiency.

And it's not just engineers who are building integration pipelines with SnapLogic; citizen integrators such as data analysts, system administrators, and product managers are using the platform to integrate their own applications and data.

"Since using SnapLogic, we've reduced the time spent integrating applications and data by more than half," said Chang. The company is eager to apply SnapLogic in a variety of other integration scenarios. One area where it expects the IIP to make a big impact is in supporting end-to-end B2B integrations across Shopify, Zuora, NetSuite, and Salesforce. This will wipe out hours of manual data entry when customers place orders on SnackNation's website.

Business outcomes

The engineering team, having automated many of the integrations that used to bog them down, can now devote more energy to strategic projects. What's more, now that citizen integrators can build their own integrations on the fly with SnapLogic, they're increasing their job satisfaction, fulfilling customers' orders faster, and optimizing the customer experience.

The IIP has driven productivity gains for SnackNation and yielded significant savings in time and money. As a self-service solution, it also has enabled both the engineers and line of business (LOB) units to help expand the company's subscriber base, reduce churn, and lift revenues.

"The SnapLogic Intelligent Integration Platform has brought our engineers much-needed relief in managing the web of integrations at SnackNation," said Chang. "But the platform is not just helping us address our immediate integration needs; it is equipping us to deal with the application, data, B2B, API, and other integration challenges that lie ahead as we continue to grow. SnapLogic is a long-term investment for us, and it's already paying off."

SnapLogic provides the #1 intelligent integration platform. The company's AI-powered workflows and self-service integration capabilities make it fast and easy for organizations to manage all their application integration, data integration, and data engineering projects on a single, scalable platform. 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. Learn more at snaplogic.com.