



# HFS OneEcosystem™ Hot Vendor: SnapLogic

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# Snaplogic's iPaaS delivers intelligent automation and generative integration



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In today's fast-paced business environment, the widespread adoption of business applications has led to a scattered web of integrations and data spanning multiple cloud and on-premises environments. This increasingly fragmented IT architecture makes it difficult for CIOs and their teams to effectively collaborate and serve their business customers.

Responding to these challenges, SnapLogic offers a robust integration-as-a-platform (iPaaS), the self-titled SnapLogic, to streamline application and process integration, improve data sharing, and improve workflow-based communication across the enterprise. SnapLogic recently launched SnapGPT, bolstering its iPaaS with an update combining artificial intelligence (AI), a drag-and-drop graphical user interface, and prompt engineering.

SnapLogic was founded in 2009 with the vision to deliver a unified self-service platform accessible to both citizen developers and advanced integrators. SnapLogic's platform enables users to securely integrate, automate, and orchestrate apps, data, and services across the enterprise. Using an AI layer combined with a vast array of prebuilt connectors called Snaps, IT organizations and potentially business users can create integrations for new workflows with no coding required.

## Snaplogic distinguishes itself by prioritizing user experience, embracing AI-driven simplicity, and prioritizing security

Overall, SnapLogic stands out in four ways:

- **Democratized access:** SnapLogic is executing its vision to provide customers with a platform that allows employees to effortlessly create workflows and data pipelines regardless of their technical skills. Users can create new integrations without traditional software code using the prebuilt connectors and templates.
- **Enhanced user experience:** SnapLogic's AI integration assistant, *Iris AI*, improves employees' ability to craft new workflows and integrations. It suggests potential next steps by predicting the "best" actions using machine learning and pattern recognition. The suggestions provide users with a dynamic "cheat sheet" for creating workflow logic to complement its prebuilt Snaps.

- **AI-driven simplicity:** By adding an AI layer to its iPaaS solution, SnapLogic promotes its ability to help integration become faster and more intuitive, adapting to user requirements, offering intelligent suggestions, and automating repetitive tasks. The platform's Auto Sync feature provides data management and monitoring features that enable teams to ingest and synchronize data.
- **Certified and secured operations:** SnapLogic conforms to industry-standard certifications, including SOC 1, 2, and 3, and HIPAA-HITECH compliance, meeting most customer data security requirements. It is also CCPA and GDPR-compliant, allowing it to conform to the data privacy requirements of the European and California statutes.

## Snaplogic's clients hail its rapid deployment, user-friendliness, and commitment to security

One of SnapLogic's clients, a provider of educational programs, uses SnapLogic for ETL and cites several benefits, including its ability to provide rapid reporting and analytics deployment to users and administrators. The deployment speed proved crucial after a recent merger, where quick implementation, user-intuitiveness, and strong customer support delivered essential business outcomes. However, the customer indicated areas of possible improvement, including the compatibility with non-standard products and systems and SnapLogic's pricing model, which they felt limited adoption to further products or services.

We also spoke with Dennis Perpetua, the CTO of Digital Workplace Services at Kyndryl, which has been leveraging SnapLogic for the past two years to support a seamless API integration layer to integrate data rapidly. SnapLogic emerged as the preferred vendor of choice thanks to its user-friendly simplicity, scalability, security measures, and data observability capabilities. Dennis commends SnapLogic, likening the company to a Swiss Army knife tailored to Kyndryl's needs. While discussing potential areas of improvement, he underscored the importance of modularity, allowing for individual Snap purchases and exploring a more flexible pricing model based on consumption rather than its current flat-fee structure.

## HFS' take

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HFS is designating SnapLogic as an HFS OneEcosystem Hot Vendor for a strong IPaaS offering, workload automation, and process orchestration. With the addition of SnapGPT, SnapLogic is positioning itself to break away from other capabilities in the market. SnapGPT's ability to understand, interpret, and generate code significantly simplifies and enhances the efficiency and precision of integration tasks, empowering businesses to address complex integration challenges and unlock the full potential of their data-driven strategies.

SnapLogic has also solidified its position as a trusted partner for CISOs, assuring clients of their commitment to safeguarding sensitive information while delivering cutting-edge integration capabilities.

With the introduction of SnapGPT, SnapLogic is poised to be a leader in GenAI-based application integration solutions. However, SnapLogic's ultimate test of success will be its ability to scale these services to its customers. The vendor has indicated that SnapGPT will be provided without cost as a product enhancement to existing functionality rather than an add-on requiring additional investment. Based on customer feedback that SnapLogic can carry a premium price, this approach will be appreciated by its customer base.

## Vendor factsheet

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- **Founded:** 2009
- **Headquarters:** San Mateo, California, US
- **Key executives:** Gaurav Dhillon (CEO), Ahsan Malik (CFO), Viakom Krishnan (CPO), Jeremiah Stone (CTO), Dayle Hall (CMO), Sarah Blahnik Sefton (Chief of Staff)
- **Number of employees:** 450
- **Funding source:** Privately held (venture capital backed)
- **Number of clients:** ~2,000
- **Key clients:** Adobe, Pitney-Bowes, Siemens, Sony, WD-40, Workday
- **Domains:** All domains
- **Solution portfolio:** Data integration, application integration, API management
- **Industry coverage:** All
- **Partnerships:** AWS, Deloitte, KPMG, Kyndryl, Planview, Microsoft, Snowflake, Workday



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