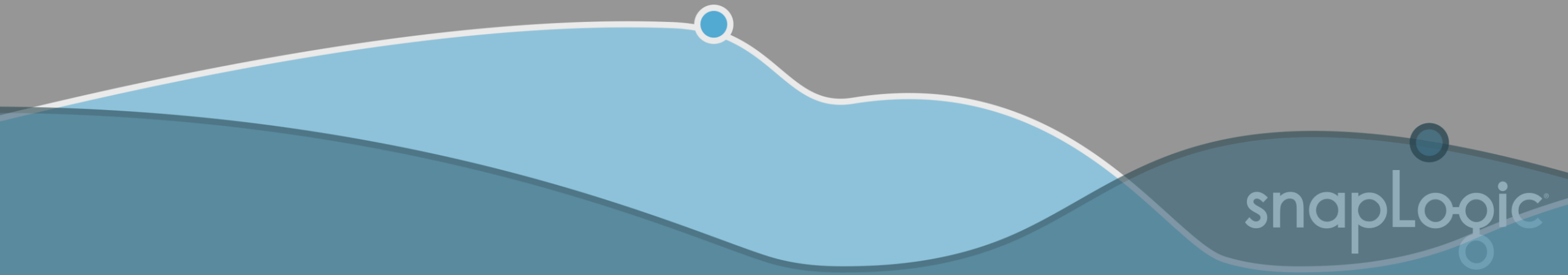
Microsoft

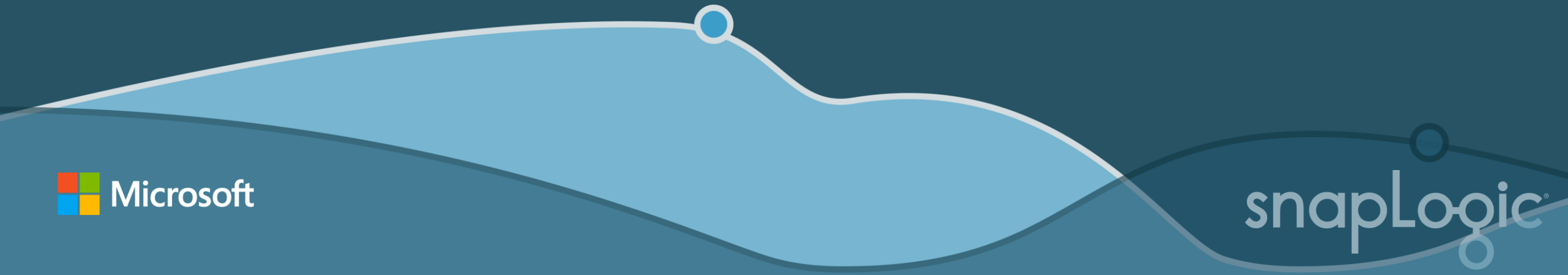
Cortana Analytics Workshop

Sept 10 – 11, 2015 • MSCC



Connecting Cortana Analytics Faster
Any Source, Any Speed, Anywhere

Craig Stewart
Senior Director Product Management
SnapLogic, Inc.



Microsoft

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Unified Platform to Connect Faster

"The dilemma for enterprise IT organizations is that their legacy integration technologies were built before the era of big data, social, mobile and cloud computing and simply can't keep up."

- Gaurav Dhillon, founder and CEO, SnapLogic

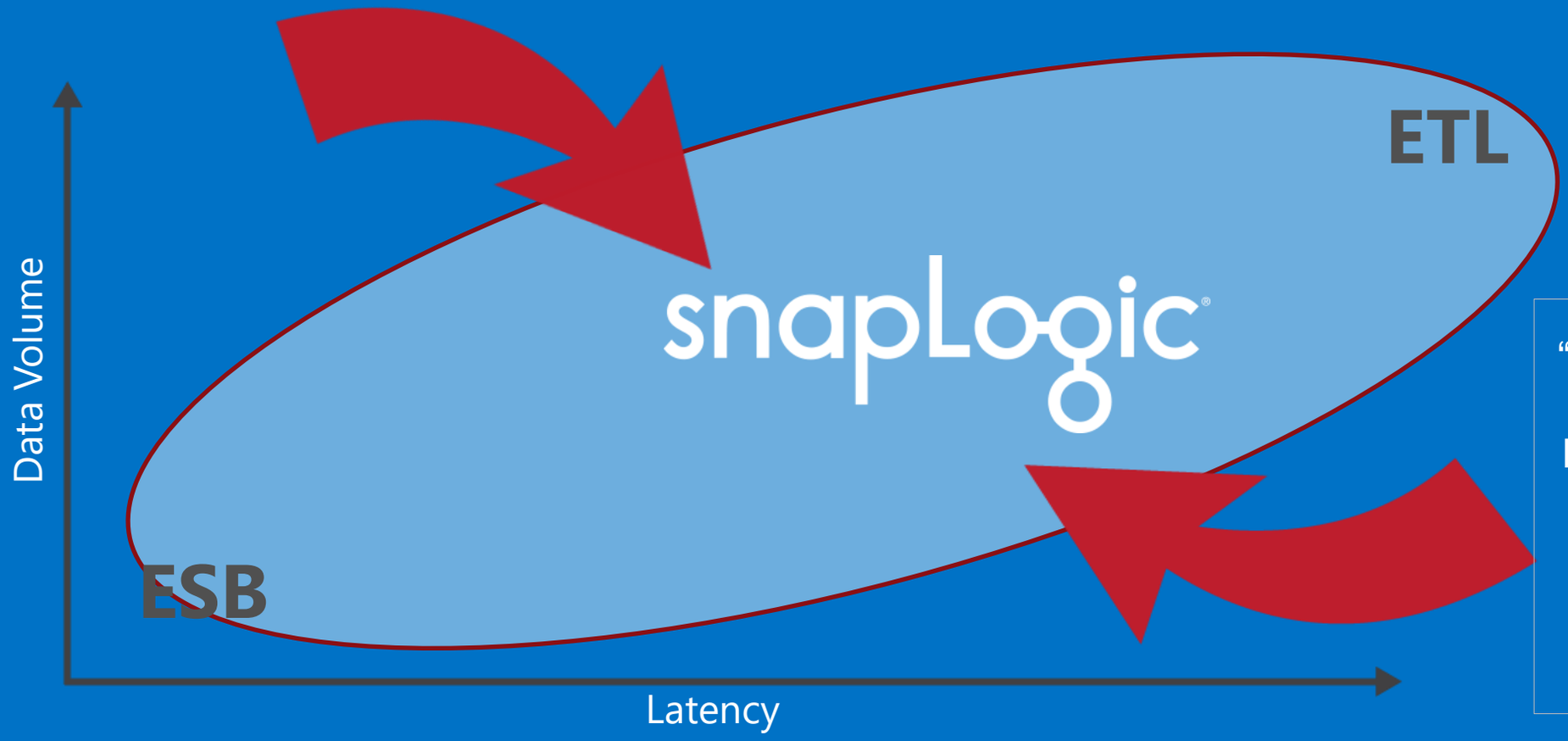
- **Founder:**
  Gaurav Dhillon, co-founder of Informatica
- **Investors include:**
  Andreessen Horowitz & Ignition Partners
- **Customers include:**

  Adobe, Acxiom, AstraZeneca, Blackberry, Bloomin' Brands, CapitalOne, Cisco, Cognizant, Danone, Earth Networks, Fox Sports, GamesStop, GE, HP, IDG, iRobot, RocketFuel, Target, Yelp, Uber, Xactly

snapLogic®

Our Vision: Any Source, Any Speed, Anywhere

The only unified platform for self-service app and data integration



"disparate application and data integration efforts lead to counterproductive practices and escalating deployment costs."

Gartner

snaplogic

A Common Use Case: Powering Cloud Analytics

Microsoft

"We are pleased to see that SnapLogic is delivering a solution to help Microsoft customers easily extend the benefits of Azure with a modern and cost-effective integration solution."

snapLogic

"We can do more in two hours with SnapLogic than we could in two days with traditional solutions."

Adobe

Tribune Media

AstraZeneca

Capital One

UBER

UBER

General Electric

YAHOO!

Humana

box

Bristol-Myers Squibb

TARGET

verizon

yelp

CISCO

BlackBerry

snaplogic

Adobe

Challenges Faced:

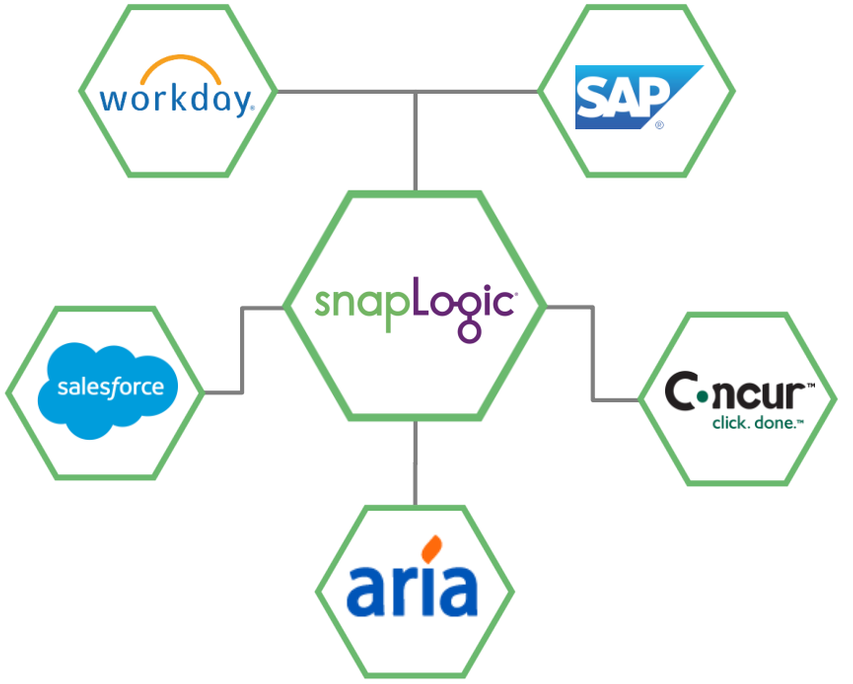
- Cloudification of core business processes
- Reduce technical debt from old tech (incl. Tibco, Informatica)
- Shift toward self-service to support decentralized org
- Hadoop adoption required hand coding MapReduce

Why SnapLogic?

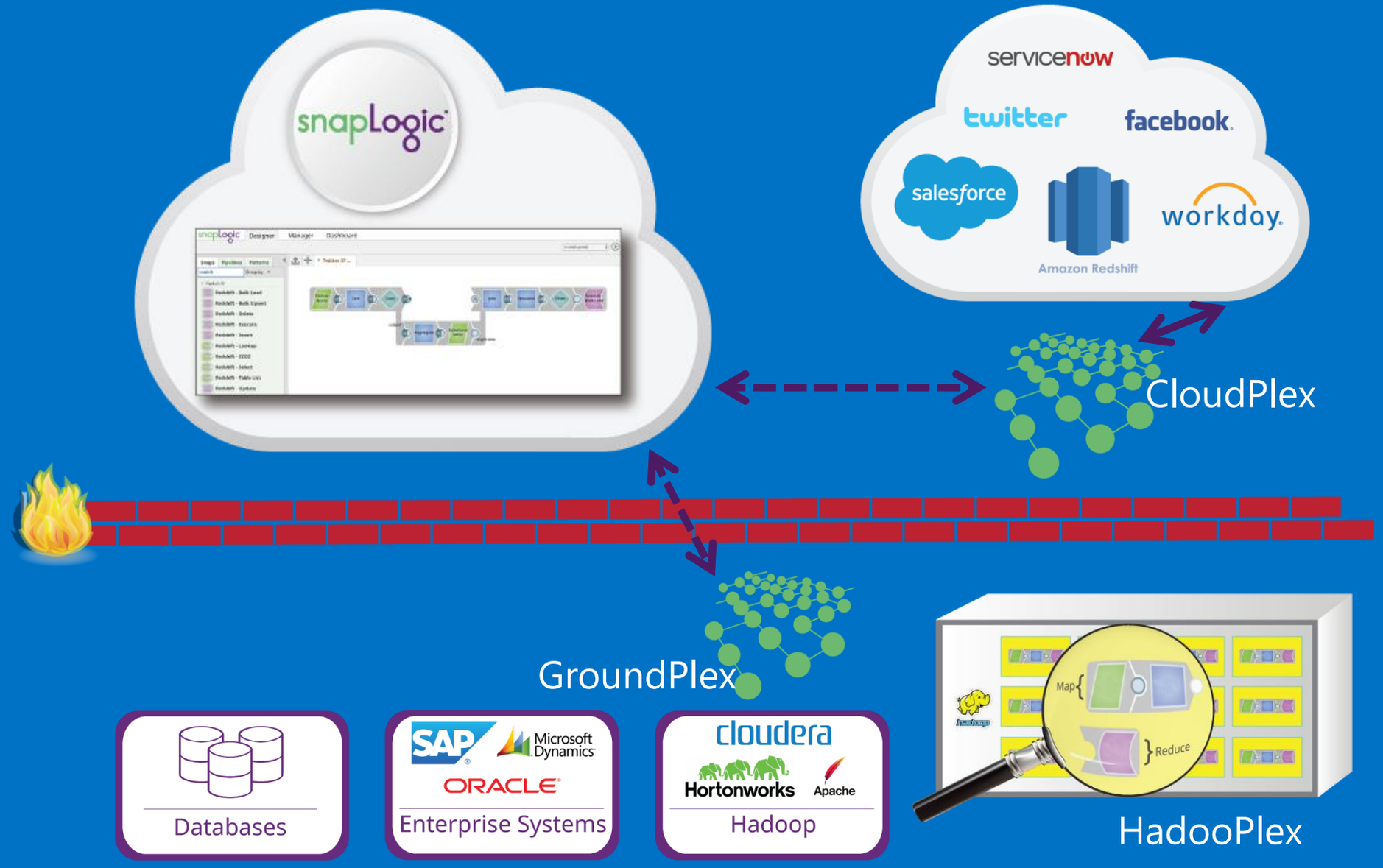
- Ease of use – self-service model enables 300+ users
- Replacing manual coding of MapReduce with SnapReduce enables re-allocation of resources
- Estimate ROI of $3.5M per year based on time savings and reduction of technical debt

> "We've embraced the concept of "Citizen Integrator" and self-service for the business. SnapLogic was the only iPaaS that could relieve our legacy technical debt and deliver on all of Adobe's enterprise business service integrations. This will become a global platform for Adobe."

– Dinesh Gopinathan **Enterprise Applications Manager,** Adobe



The SnapLogic Elastic Integration Platform



- **Streaming**: data is not stored/cached
- **Secure**: standards-based security, VPN grade, compliant
- **Elastic**: Scales out and handles data and app integration use cases
- **Hybrid**: Runs in the data center, on cloud and on Hadoop

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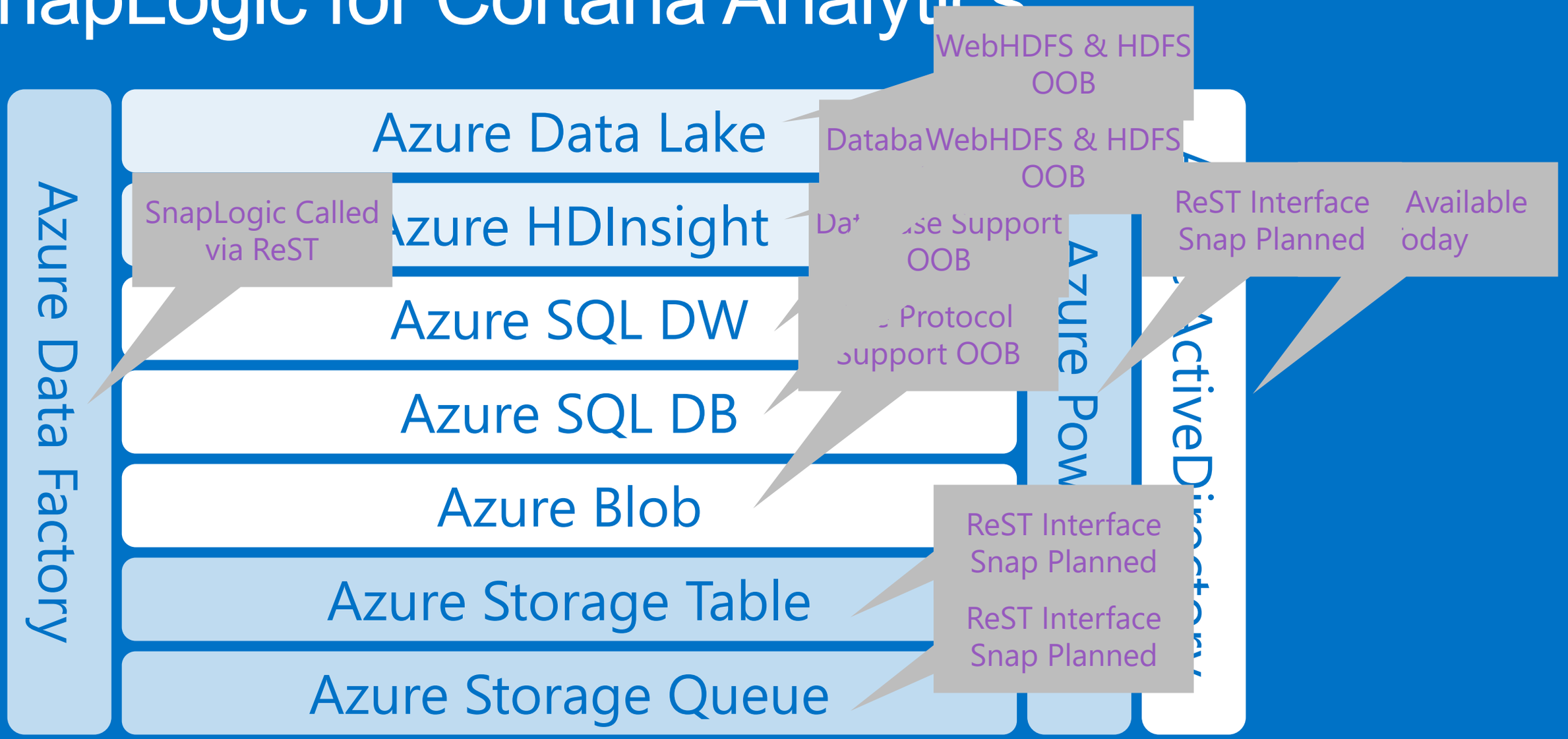
Cortana Analytics Suite

Transform data into intelligent action

snaplogic

SnapLogic for Cortana Analytics



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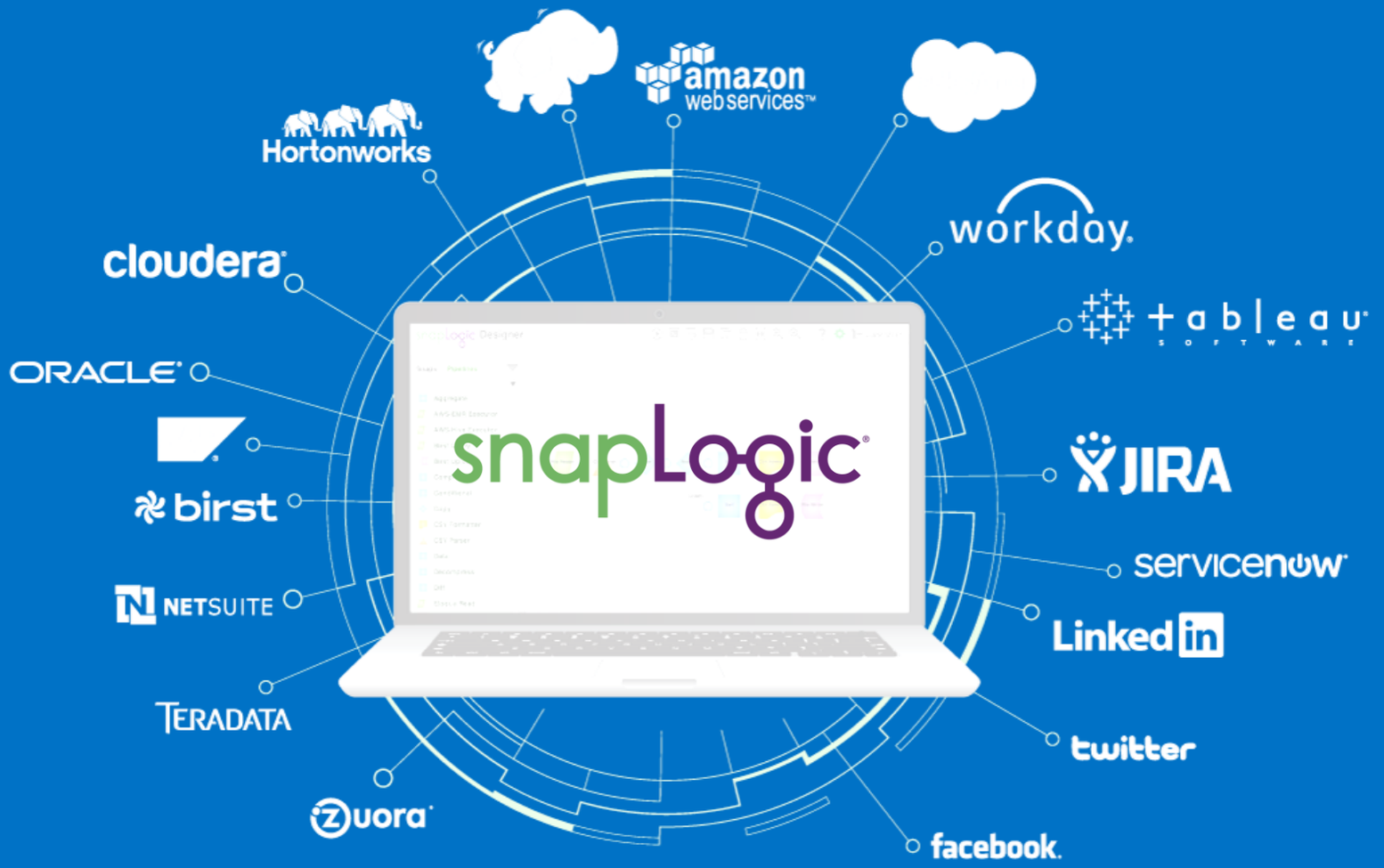
SnapLogic Demonstration



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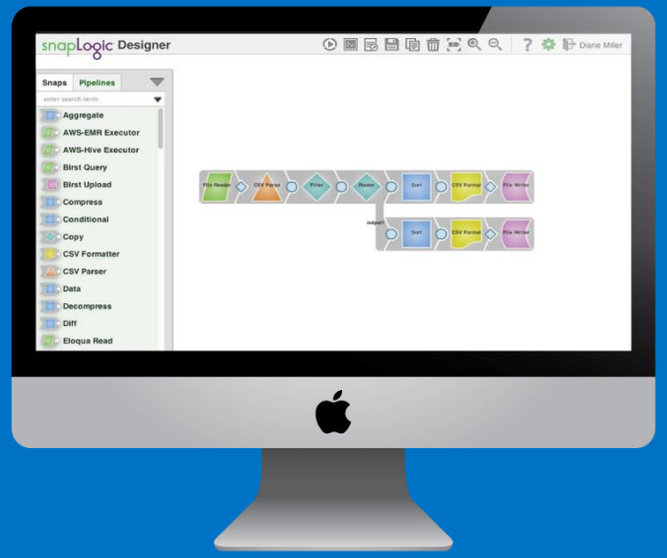
Why SnapLogic Elastic Integration?

Unified

Productive



Modern

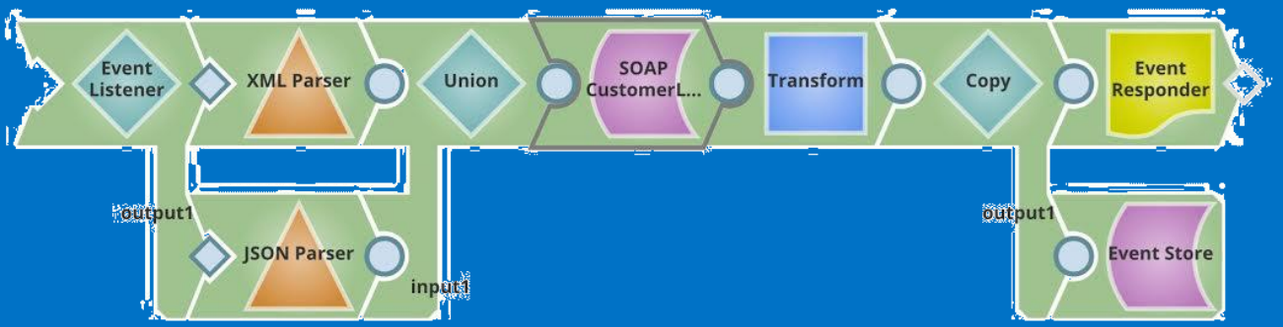
Connected

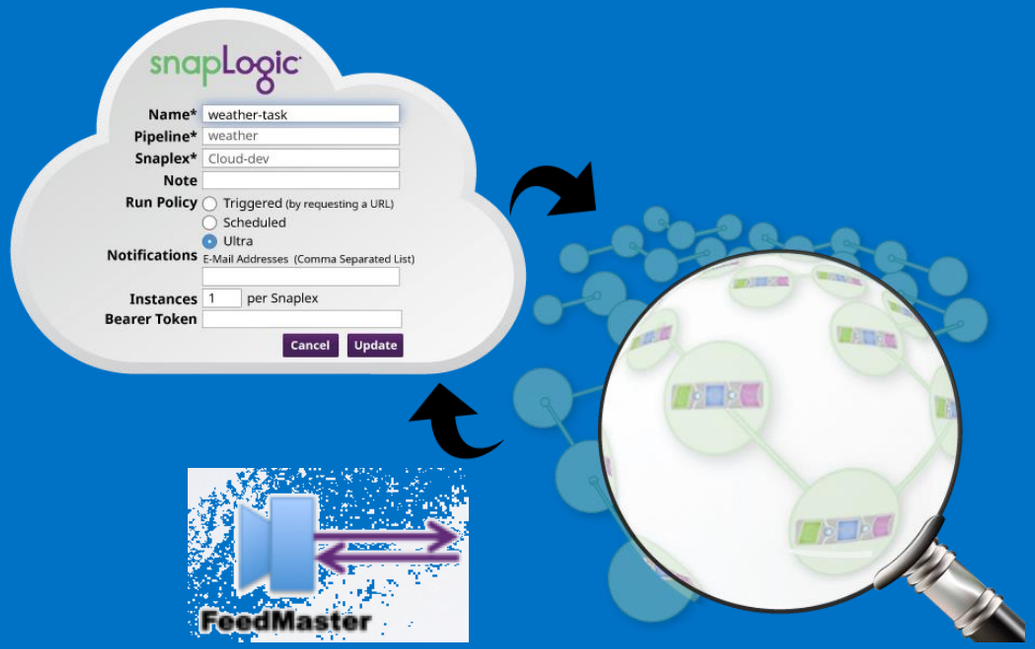
> "The core platform architecture is a key differentiator for SnapLogic iPaaS."
>
> OVUM

snapLogic

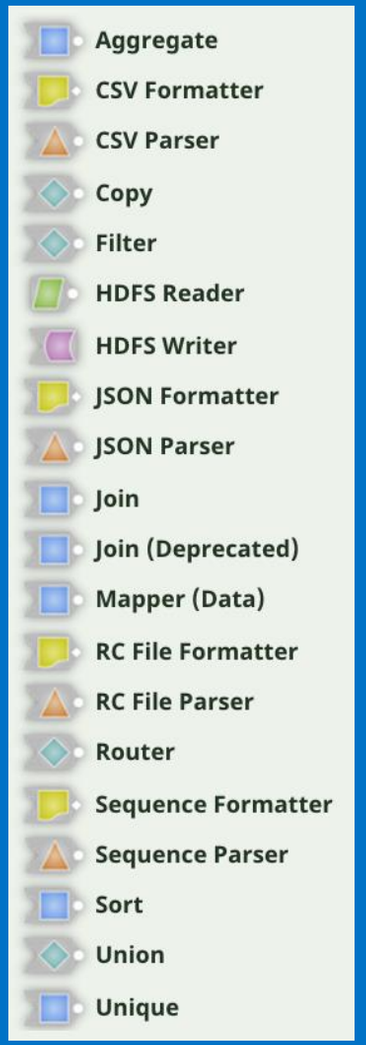
Unified Platform: Multiple Use Cases

Ultra Pipelines





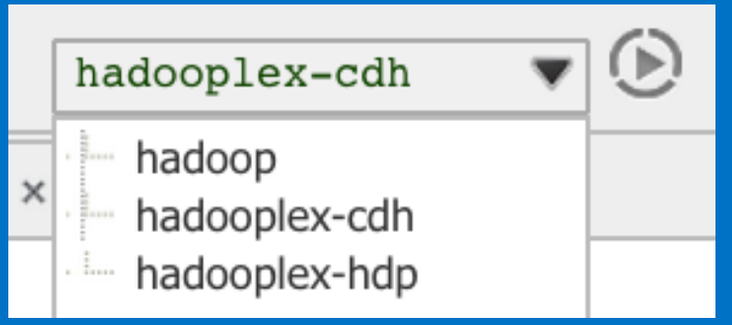
SnapReduce and the Hadooplex



Map

Reduce

Certified YARN Execution



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Productive: UX for Citizen and Advanced Users

- Integration Cloud: Design, Admin, Monitoring
- Drag, Drop, Connect HTML5 interface built for speed

"We can do more in two hours with SnapLogic than we could in two days with traditional solutions."

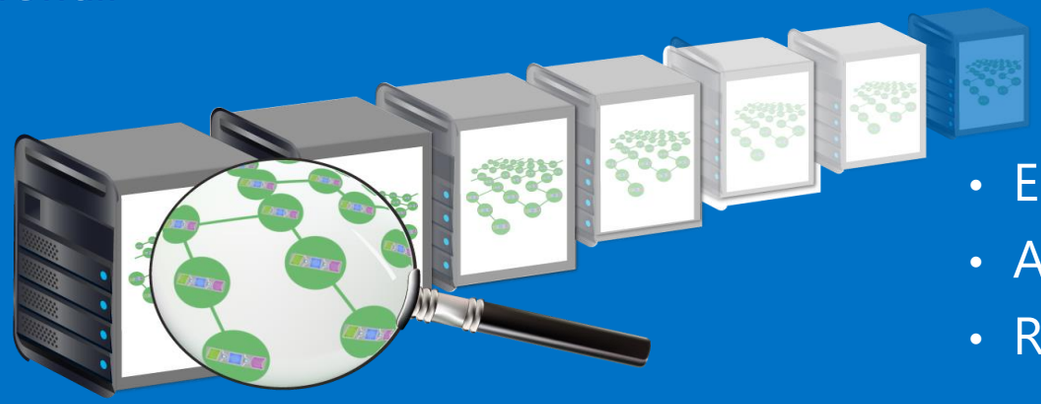
Adobe

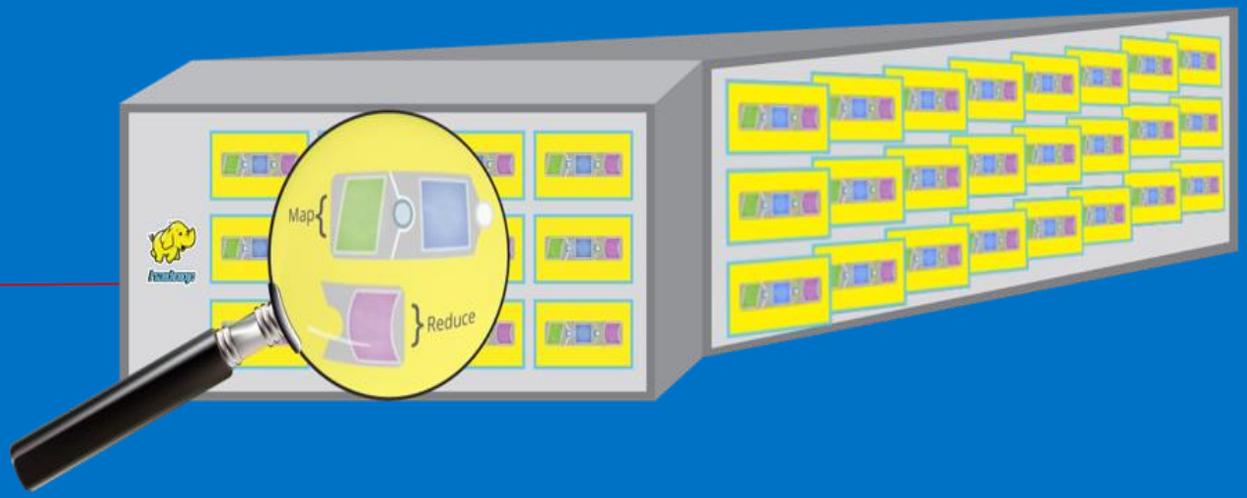
snapLogic

Modern Architecture: Snaplex Scale Out

Cloudplex, Groundplex, Hadooplex; Spark coming in the Fall

Firewall



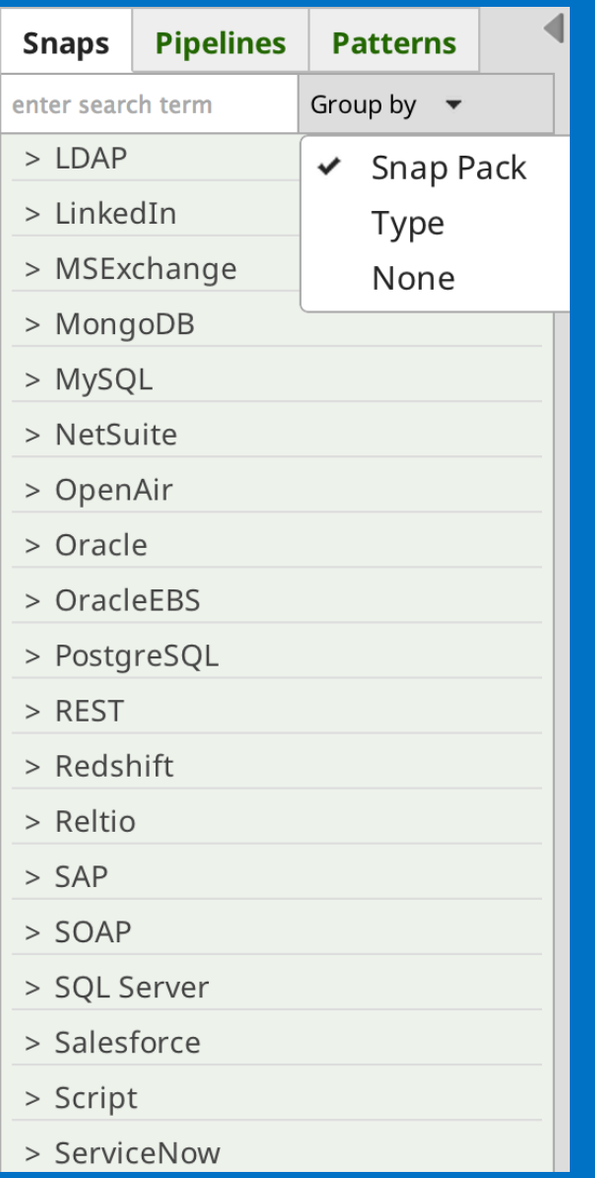


- Elastically expands and contracts based on data flow
- Automatically scales to handle variable traffic loads
- Ready for whatever comes next…

snapLogic®

Connected: 300+ Snaps

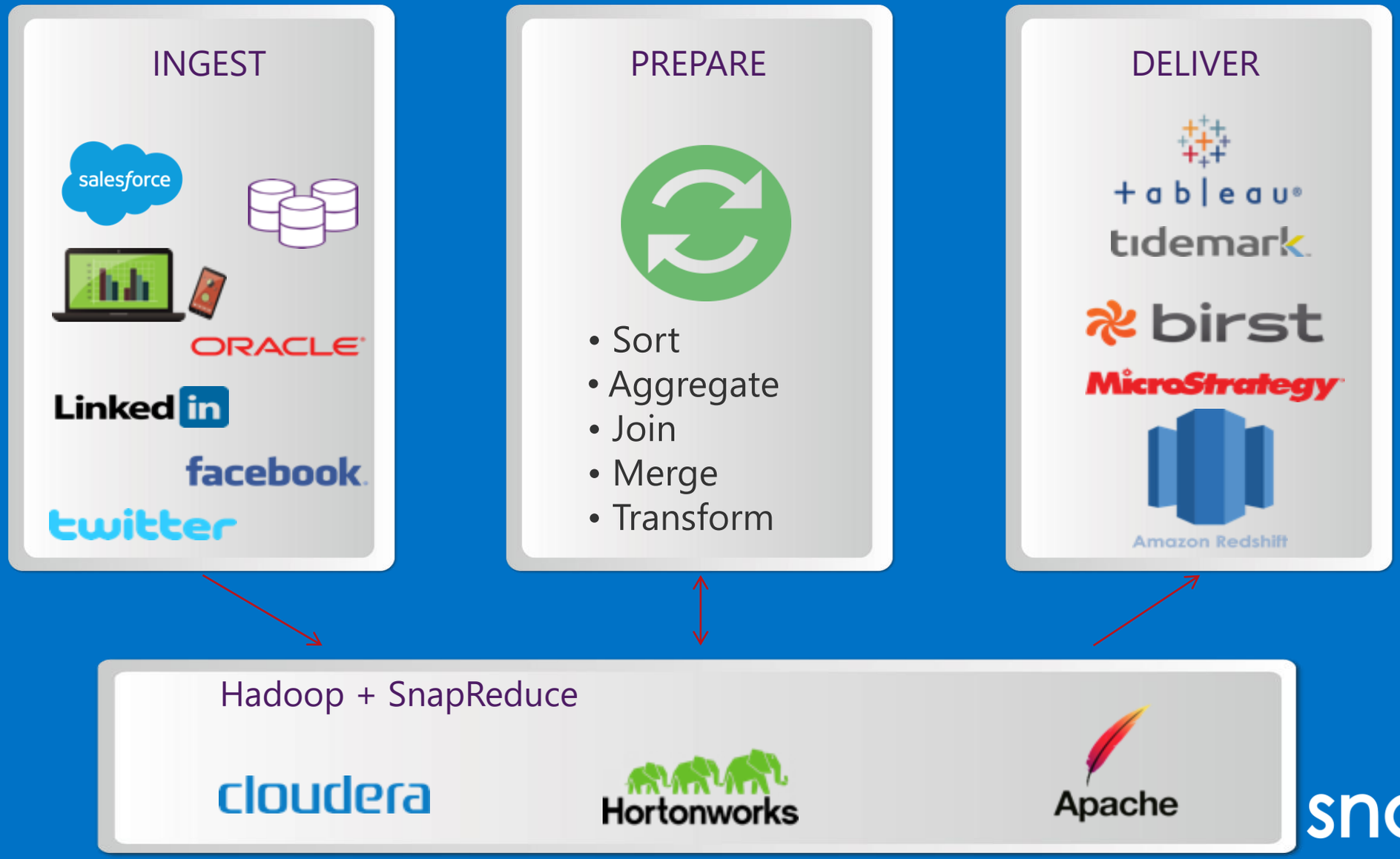
- Cloud to cloud
- Cloud to ground
- Business apps
- Databases
- Big data platforms
- Technologies
- SDK for custom Snap development



"We look at SnapLogic as an opportunity to think differently about integration." iRobot®

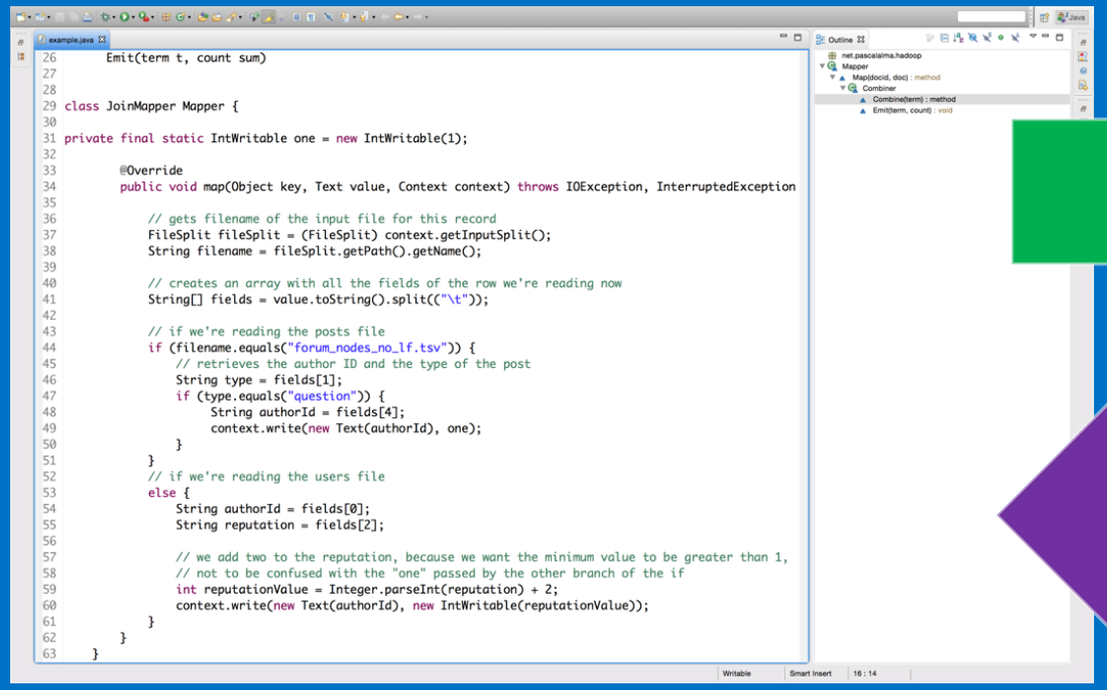
snaplogic®

The Only iPaaS Built for Big Data



SnapReduce: “Hadoop for Humans”

Eclipse (Programmatic)



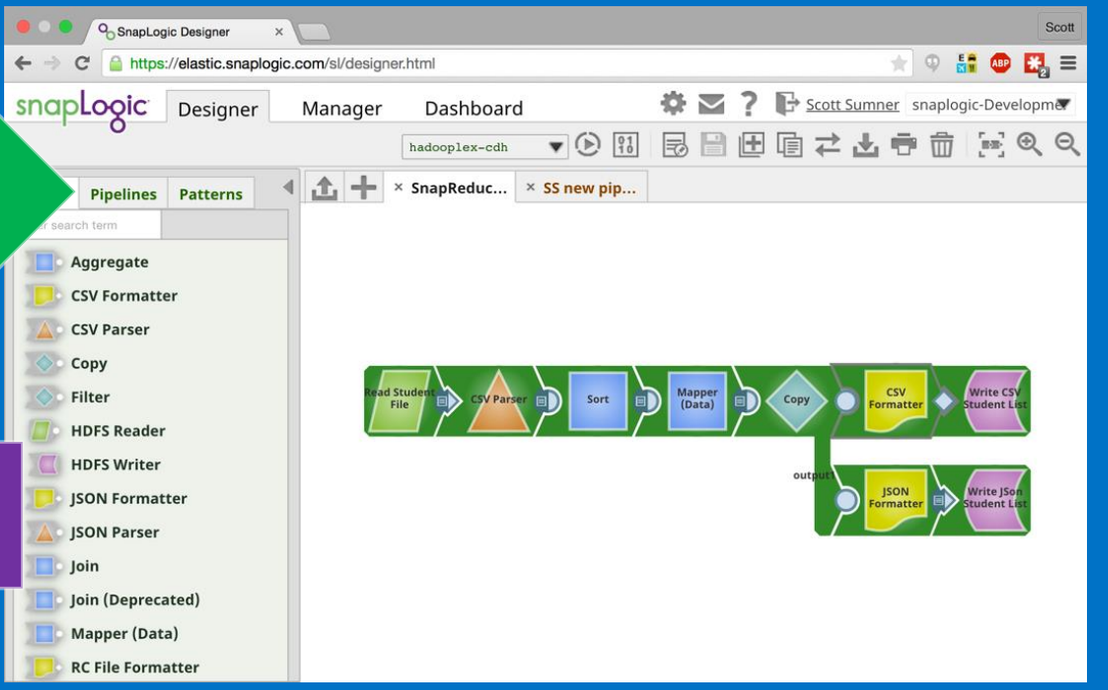
```
26        Emit(term t, count sum)
27
28
29  class JoinMapper Mapper {
30
31  private final static IntWritable one = new IntWritable(1);
32
33        @Override
34        public void map(Object key, Text value, Context context) throws IOException, InterruptedException
35
36            // gets filename of the input file for this record
37            FileSplit fileSplit = (FileSplit) context.getInputSplit();
38            String filename = fileSplit.getPath().getName();
39
40            // creates an array with all the fields of the row we're reading now
41            String[] fields = value.toString().split("\t");
42
43            // if we're reading the posts file
44            if (filename.equals("forum_nodes_no_lf.tsv")) {
45                // retrieves the author ID and the type of the post
46                String type = fields[1];
47                if (type.equals("question")) {
48                    String authorId = fields[4];
49                    context.write(new Text(authorId), one);
50                }
51            }
52            // if we're reading the users file
53            else {
54                String authorId = fields[0];
55                String reputation = fields[2];
56
57                // we add two to the reputation, because we want the minimum value to be greater than 1,
58                // not to be confused with the "one" passed by the other branch of the if
59                int reputationValue = Integer.parseInt(reputation) + 2;
60                context.write(new Text(authorId), new IntWritable(reputationValue));
61            }
62        }
63    }
```

This

OR

That

SnapReduce (Declarative)



SnapLogic automatically generates complex MapReduce code

Reduce development costs, accelerate time to value

snapLogic

The Right Platform at the Right Time

snapLogic
CONNECT FASTER

"Cloudification"
- Streaming Platform
- JSON/REST

Self Service
- Citizen Integrators
- Hybrid Deployment

Big Data
- Hadooplex
- Spark

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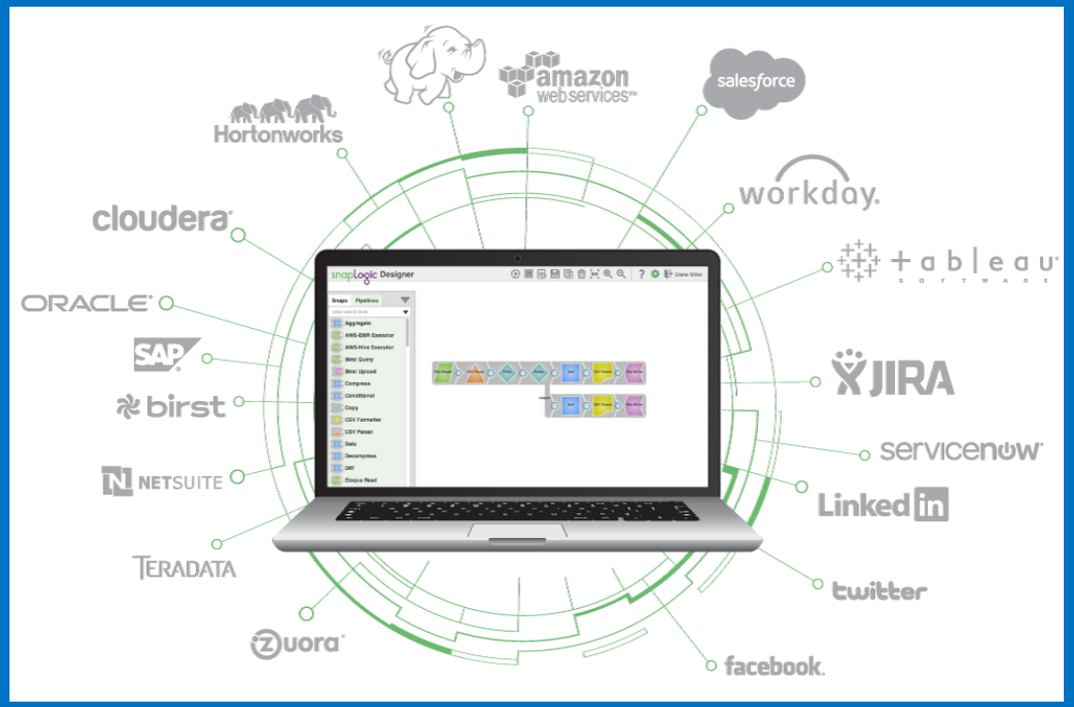
Next Step: Identify the Right Use Case



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Microsoft

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