

Cloud Integration Drivers and Requirements in 2015

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SnapLogic and TechValidate queried more than 100 U.S. companies with revenues greater than \$500 million about the business and technical drivers and barriers for enterprise cloud application adoption in 2015 and beyond.

Active Cloud Integration



of survey respondents indicated that they have an active cloud application or data integration project

Cloud Applications Running Today

56%

of respondents are running **4 or more** cloud apps



Business Apps in the Cloud by 2015



Primary Barrier to Cloud Application Adoption

43% noted integration challenges (connecting apps & data)



Primary Business Driver for Cloud-Based Integration



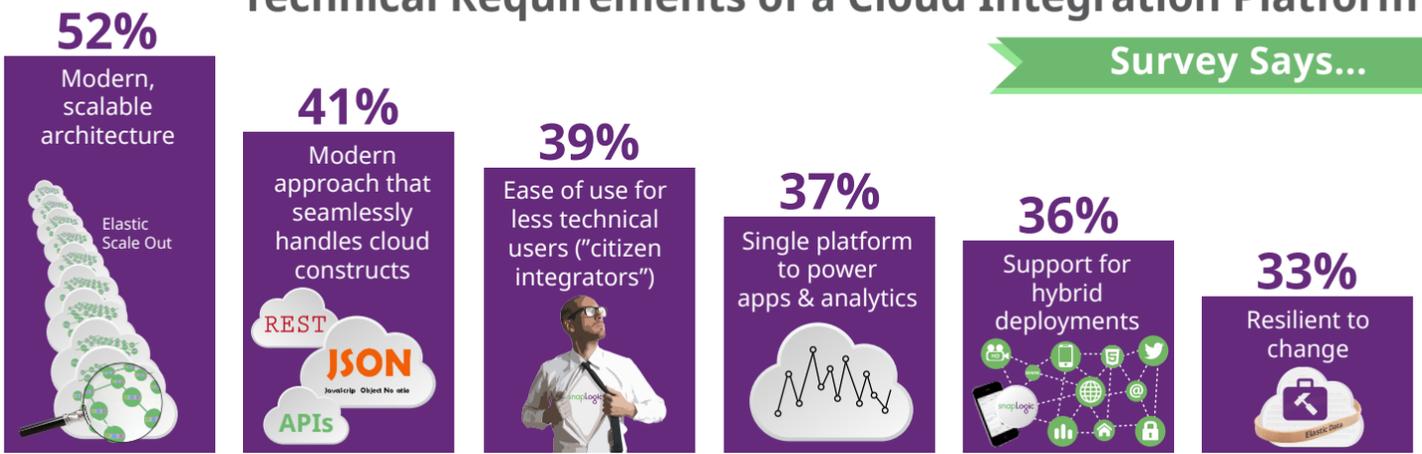
listed **speed** or **time to value** as the primary business driver for a cloud-based integration service

Why Not Legacy On-Prem Integration Tools?

- Costly hardware / software
- Perpetual licensing model
- Painful change management
- Inability to handle unstructured data
- Limited cloud connectivity

Technical Requirements of a Cloud Integration Platform

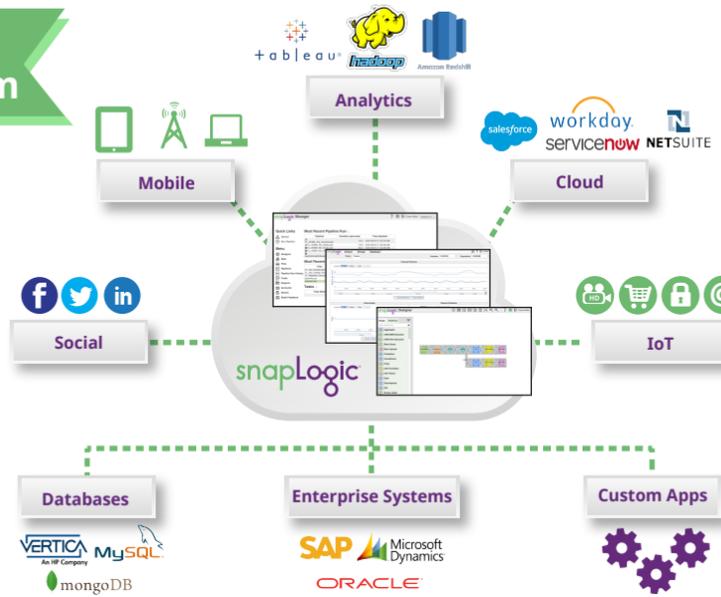
Survey Says...



The Solution: A Modern Cloud and Big Data Integration Platform

Increasingly, enterprise organizations are looking to integration platform-as-a-service (iPaaS) solutions to deliver both cloud-to-cloud, cloud-to-ground and big data connectivity.

For more information, check out: SnapLogic.com/ipaas



About this Data

TechValidate research data is sourced directly from verified business and technology professionals. We verify their identity, but protect it so that they can speak freely.

Much of the data we publish represents the experiences of customers and users of the products and services we cover, and we always verify that this data comes from actual customers and users.

We publish only factual data – statistics, deployment facts, and the unfiltered voice of the end-user – without any editorial/analyst commentary.

About SnapLogic

SnapLogic is the leader in Elastic Integration, helping companies connect enterprise applications and data in the cloud and on-premise for improved business agility and faster decision-making. With the award-winning SnapLogic Integration Cloud, organizations can more quickly and affordably accelerate the "cloudification" of enterprise IT with a fast, multi-point and modern integration platform as a service (iPaaS). Funded by leading venture investors, including Andreessen Horowitz and Ignition Partners, SnapLogic is used by prominent companies in the Global 2000.

About TechValidate

TechValidate is a trusted third-party research organization that directly interfaces with business and technology end users to collect and validate information about their deployments. More information is available at www.techvalidate.com.

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