

Sixty Second Snippet: Data Integration With SnapLogic

Welcome to this sixty second Sugar snippet. My name is Susie Williams, and today we're going to be talking about data integration with your Sugar instance, using a tool from Sugar partner SnapLogic.

Many SugarCRM customers find that the more they use Sugar, the more central it becomes to all their business operations. At some point, just about every department needs to work with customer data. Because it stores a wealth of customer data and other data, too, Sugar becomes the authoritative resource for every area of business operation—from sales to marketing to finance to shipping.

But when Sugar is the hub of business operations, how can you easily and reliably move data to and from the hub out along all the spokes? In other words, what's the best way to tie Sugar to the custom logistics application in Manufacturing, the leads database in Marketing, and the accounting system in Finance? All these systems might need to read data from Sugar or update the data already there. To keep the hub and all the spokes working in sync, you need data integration.

One way to easily integrate Sugar data with other applications and IT resources is to make use of another open source software offering, SnapLogic. SnapLogic is ideally suited for Sugar integrations not only because it's open source, but also because it can access Sugar and the rest of your applications, regardless of whether they are on premises or provided as "Software as a Service" or SaaS.

The SnapLogic data integration framework includes a server for running integration processes; a repository of ready-to-use, snap-together resources for reading, transforming, and writing data; and a browser-based design tool.

Using the design tool, you can construct data integration pipelines that read data from one source, say, your Website's inquiry database; transform it, say, by adding unique customer codes; and write it by inserting them as Leads into Sugar.

SnapLogic makes integration with Sugar especially easy through the SnapLogic Solution Pack for SugarCRM. The solution pack includes ready-to-use resources for all the methods for all the data objects in Sugar. Creating custom integrations with Sugar becomes as easy as selecting ready-to-use resources from Solution Pack folders, dragging them onto the canvas in the design tool, and connecting them.

Once the integration pipeline is complete, you can run it simply by hitting the pipeline's URL in your browser or in any application or script of yours that can access URLs in your network. You can customize anything you need to because just like Sugar, it's all open source.

There are three important things you need to know about SnapLogic. First, SnapLogic and its SugarCRM Solution Pack work with both Sugar servers you run yourself and Sugar OnDemand, SugarCRM's hosted service. Second, SnapLogic does more than connect one data source to another. It also provides a rich set of features for transforming data in all sorts of ways, including changing data formats, performing merges and joins, and more. Because SnapLogic is open source and extensible, it supports all kinds of custom transformations without requiring stored procedures or other complex and cumbersome programming techniques. Third, SnapLogic solutions are highly customizable. Resources can be quickly reconfigured or recombined in the design tool. If you need to customize or fine tune your data integration solution, SnapLogic is a good solution for you.

And that's your 60-second Sugar snippet. Goodbye!