

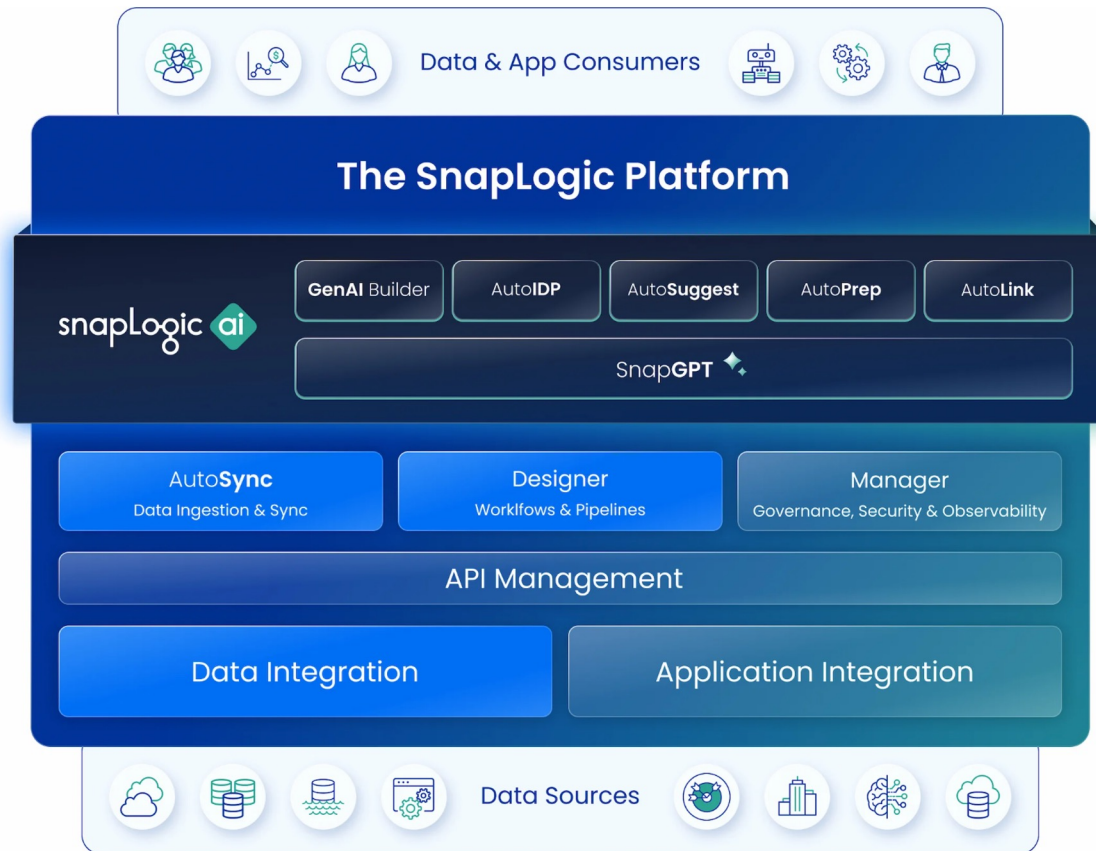


# Generative Integration

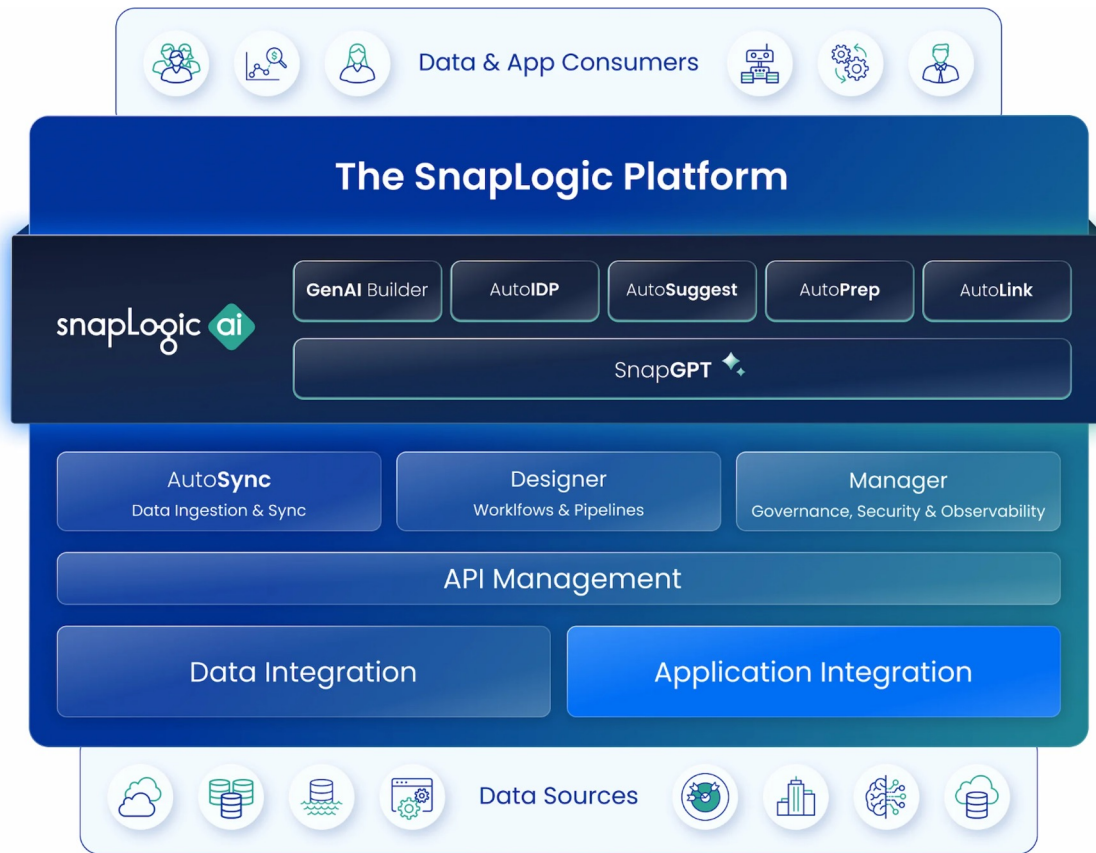
Boost Productivity and Innovate Faster

Brad Drysdale  
technologist  
27 February 2024

Move data to the cloud with visual ETL or ELT, use reverse ETL to send data back to applications, and activate repeatable automations.



Use pre-built connectors (Snaps) and templates (Patterns) for common use cases to automate business processes at scale, without complexity.

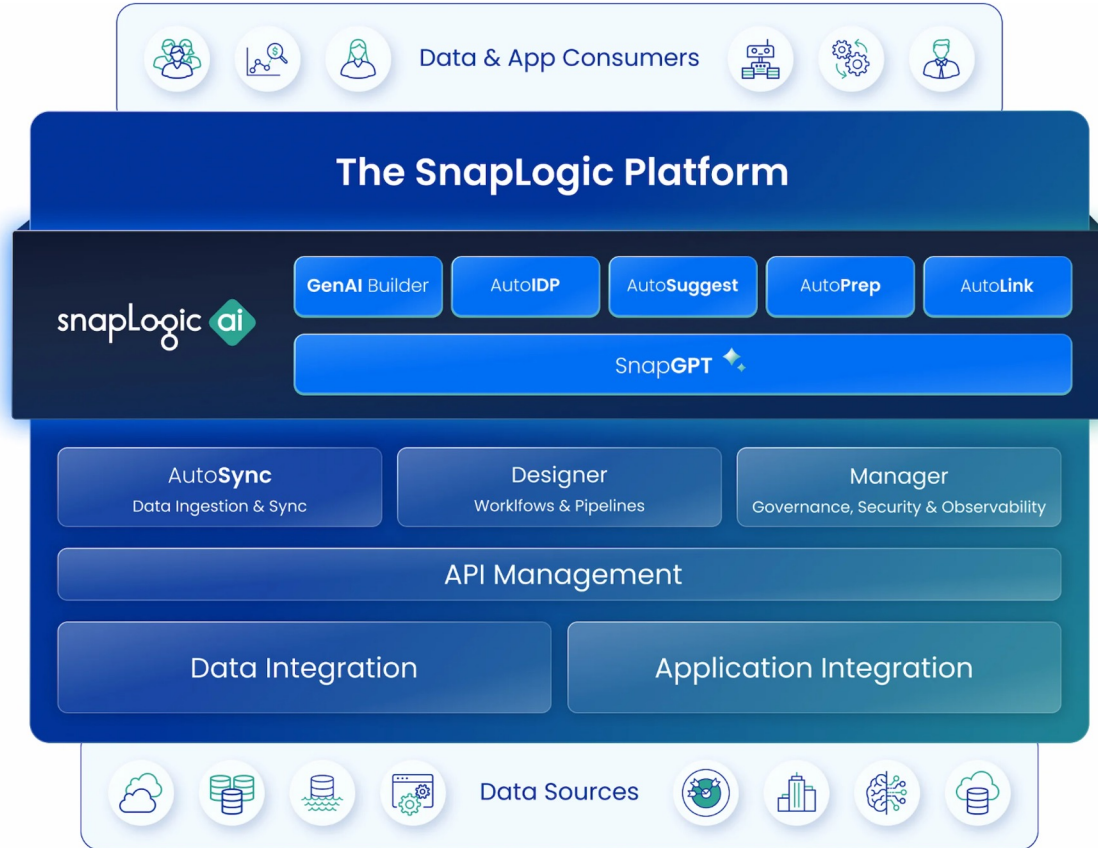


Leverage an easy-to-use full lifecycle API management solution to build an agile composable architecture.





Empower both business users and developers to create LLM-powered applications and integrations 100X faster. No coding or data scientists required.



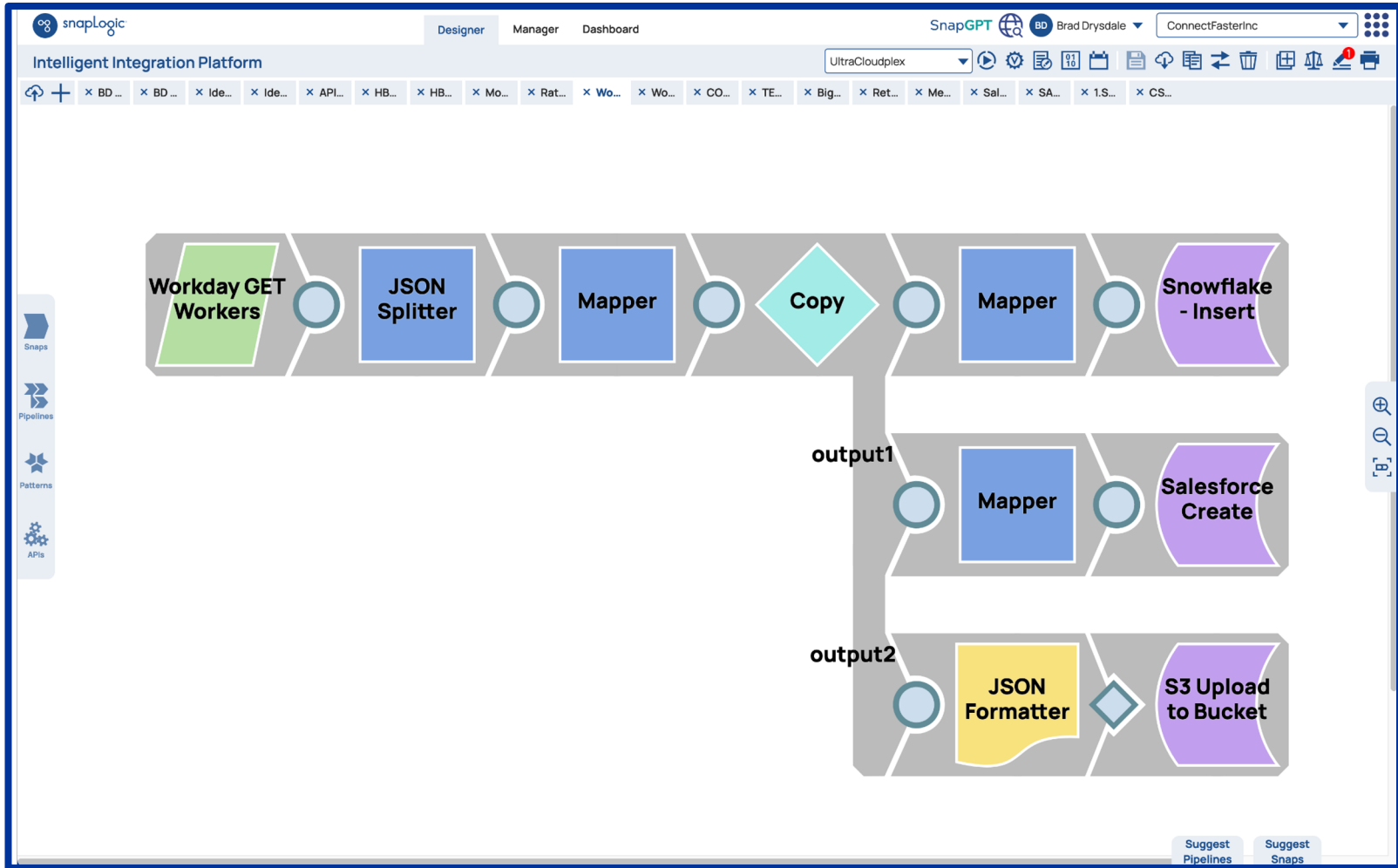
# All the tools you love, integrated in a Snap

Snaps are pre-built connections that make code-free integrations possible.

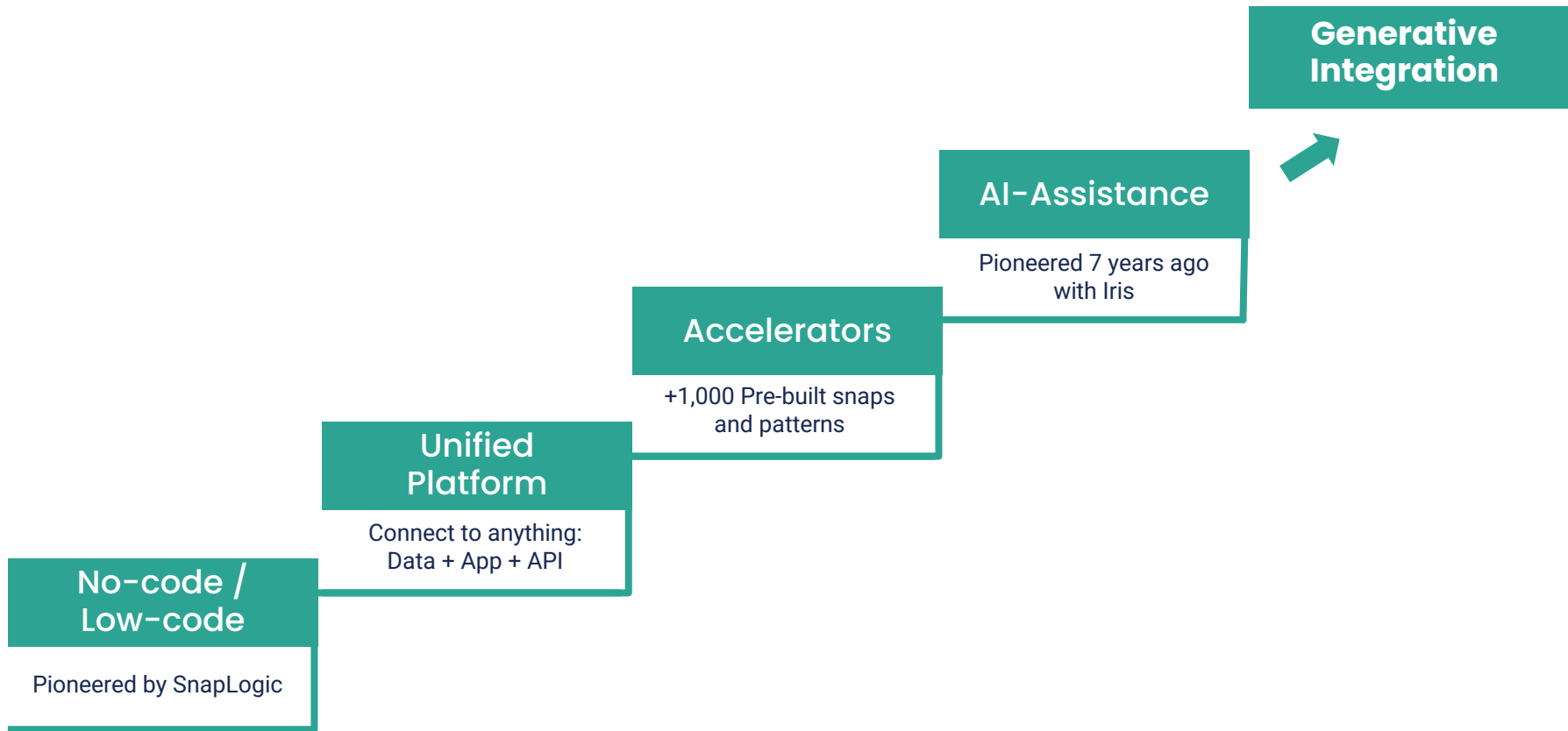
With over 700 Snaps to choose from, SnapLogic makes it easy to create simple workflows or complex business processes between cross-functional work groups. Enable your organization to automate entire ecosystems of applications, databases, APIs, data warehouses, devices, and more.

[Browse Snaps](#)

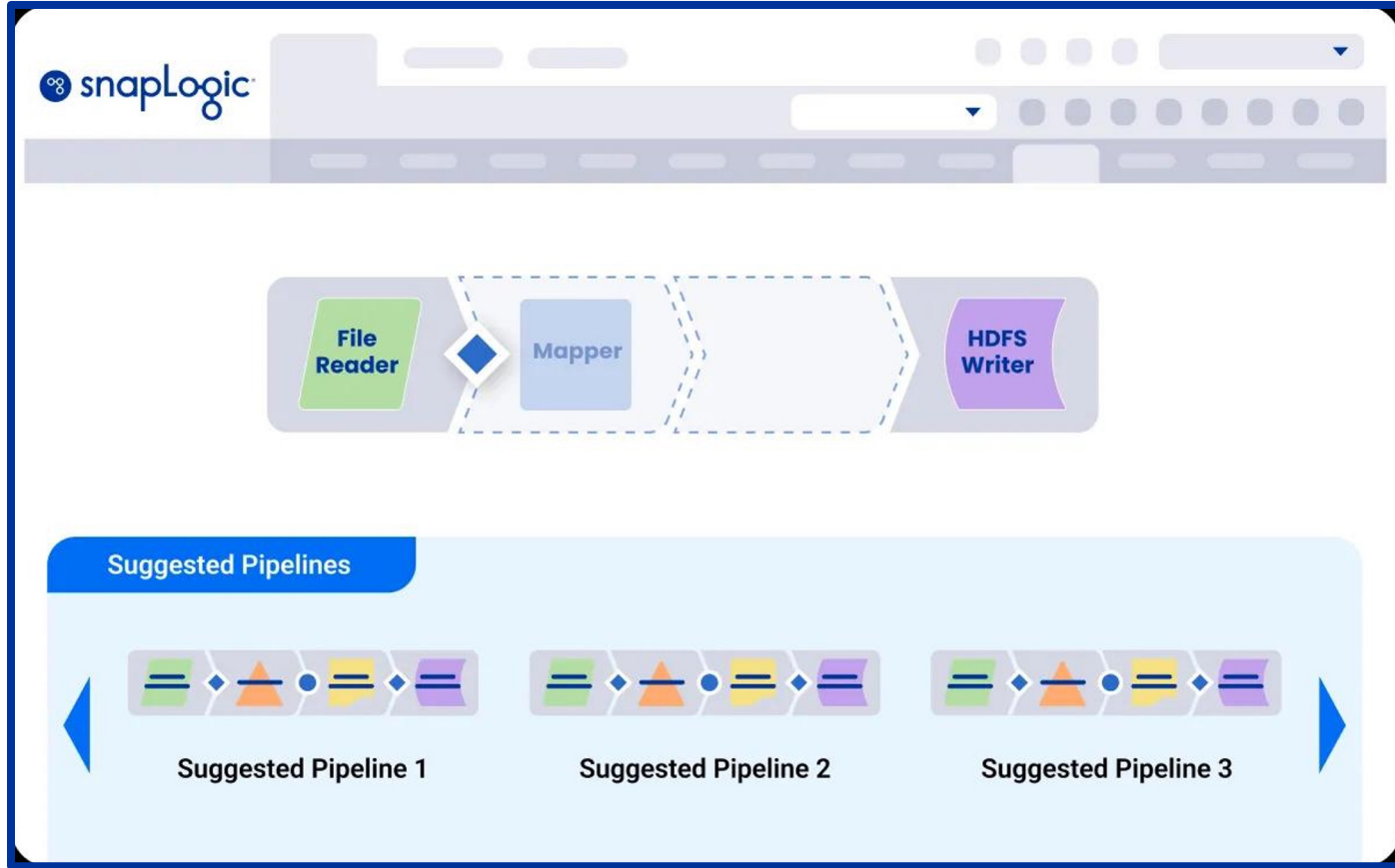




# Everything we do is to help you go faster



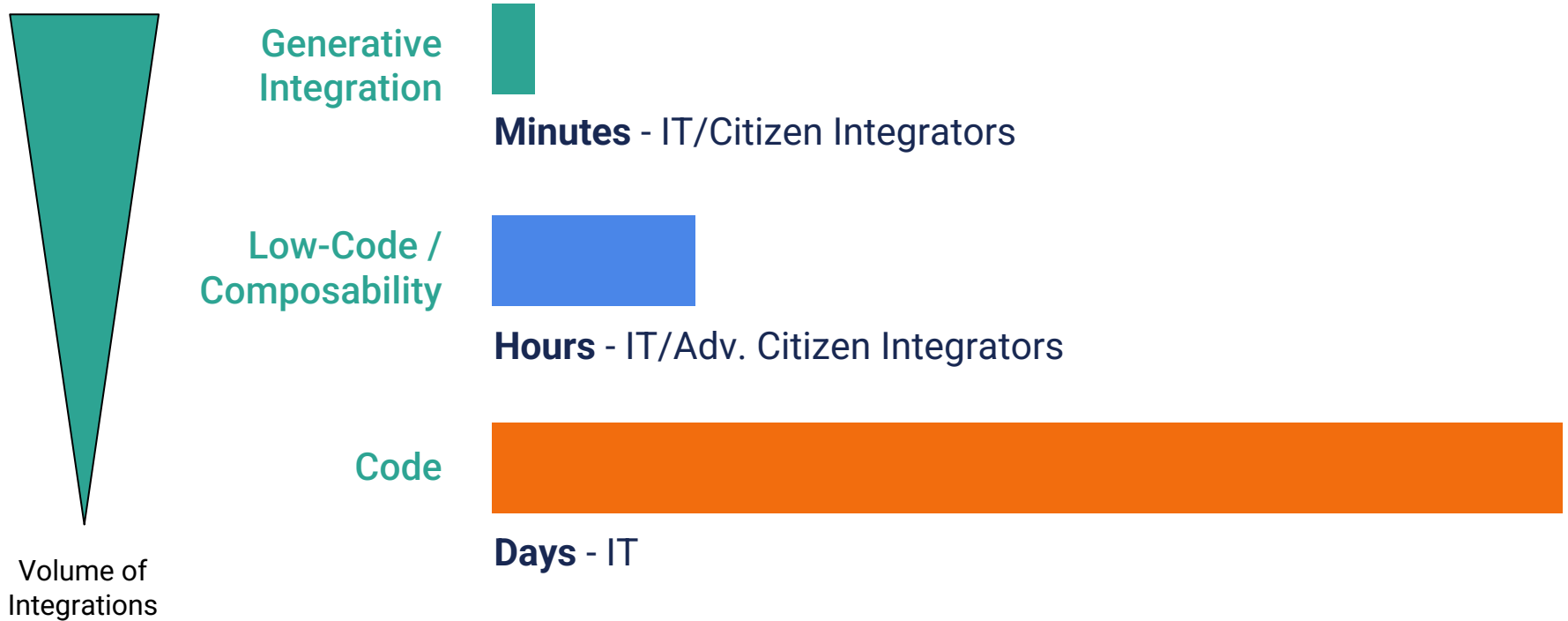
# Iris AI-Assistance



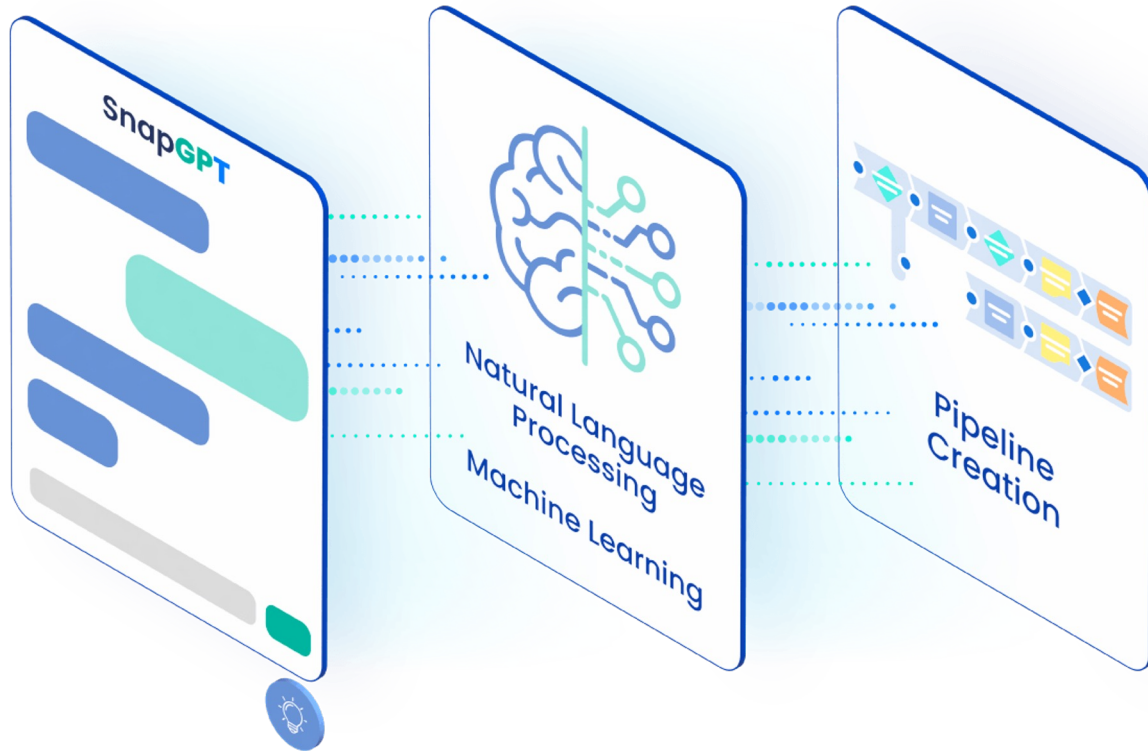


# Generative Integration is Changing the Game

Integrations in minutes not days



# SnapGPT: Generative AI Co-pilot





How can I help?

Create a pipeline to retrieve closed/won Opportunities from Salesforce and load them into Snowflake.

I got it.

Generating pipeline



Ask SnapGPT...



# SnapGPT

SnapGPT

How can I help?

Generate a pipeline that  
extracts commission payout  
data from Microsoft 365 and  
loads it into Google BigQuery.

Generating

Done. :)

Ask SnapGPT...



Learn

Create

Document

Test

Automate



# SnapGPT: Turn Intentions into Integrations Faster



Create Prototype Pipelines



Generate Sample Data



Configure Snaps



Suggest Patterns



Generate SQL Queries,  
Expressions, Mappings



Provide Contextual Help



Document Pipelines



Create Connectors



# SnapGPT Demo



# Companies are rapidly shifting budgets to GenAI



\$151B

GenAI Enterprise Spend in  
2027, 86% CAGR



\$443B

AI Services Spend in  
2027



95%

Believe GenAI will compel their  
organization to modernize



# Challenge: Building enterprise-grade GenAI applications is new, and hard



## Security

Customers are reluctant to send their corporate data to LLM in the public cloud



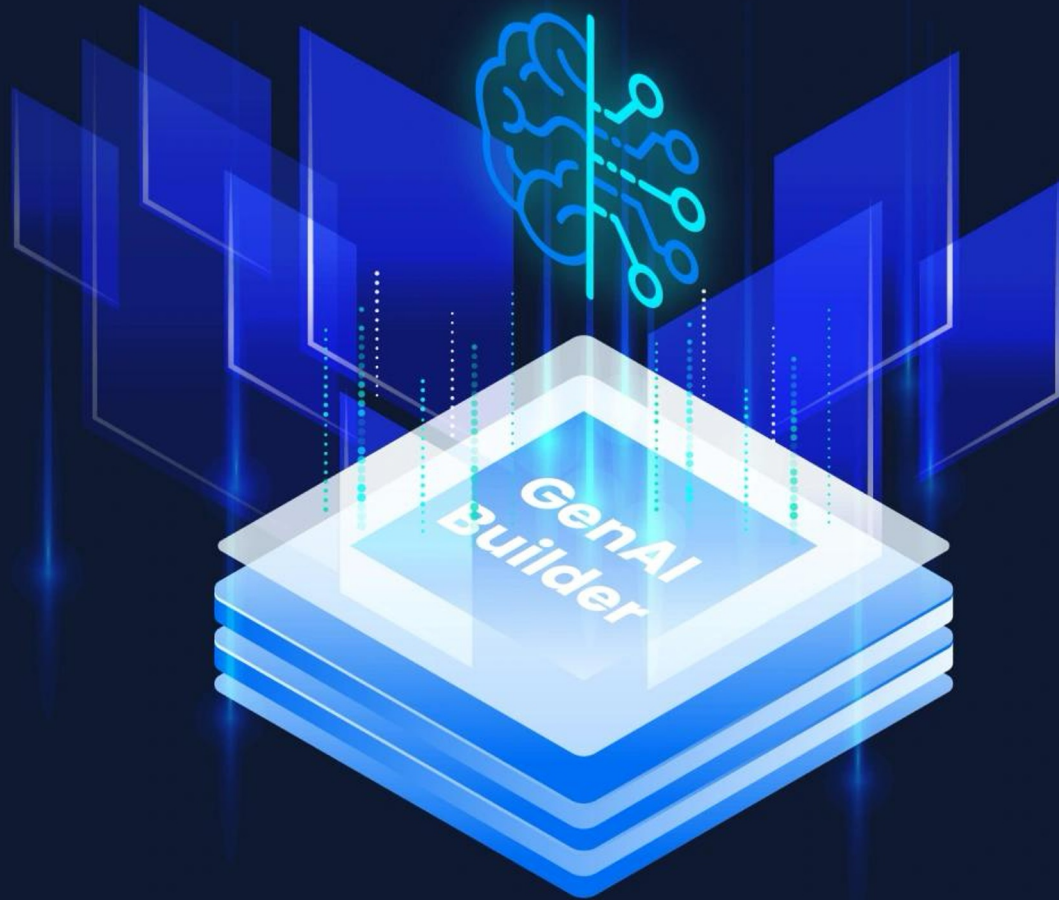
## Accuracy

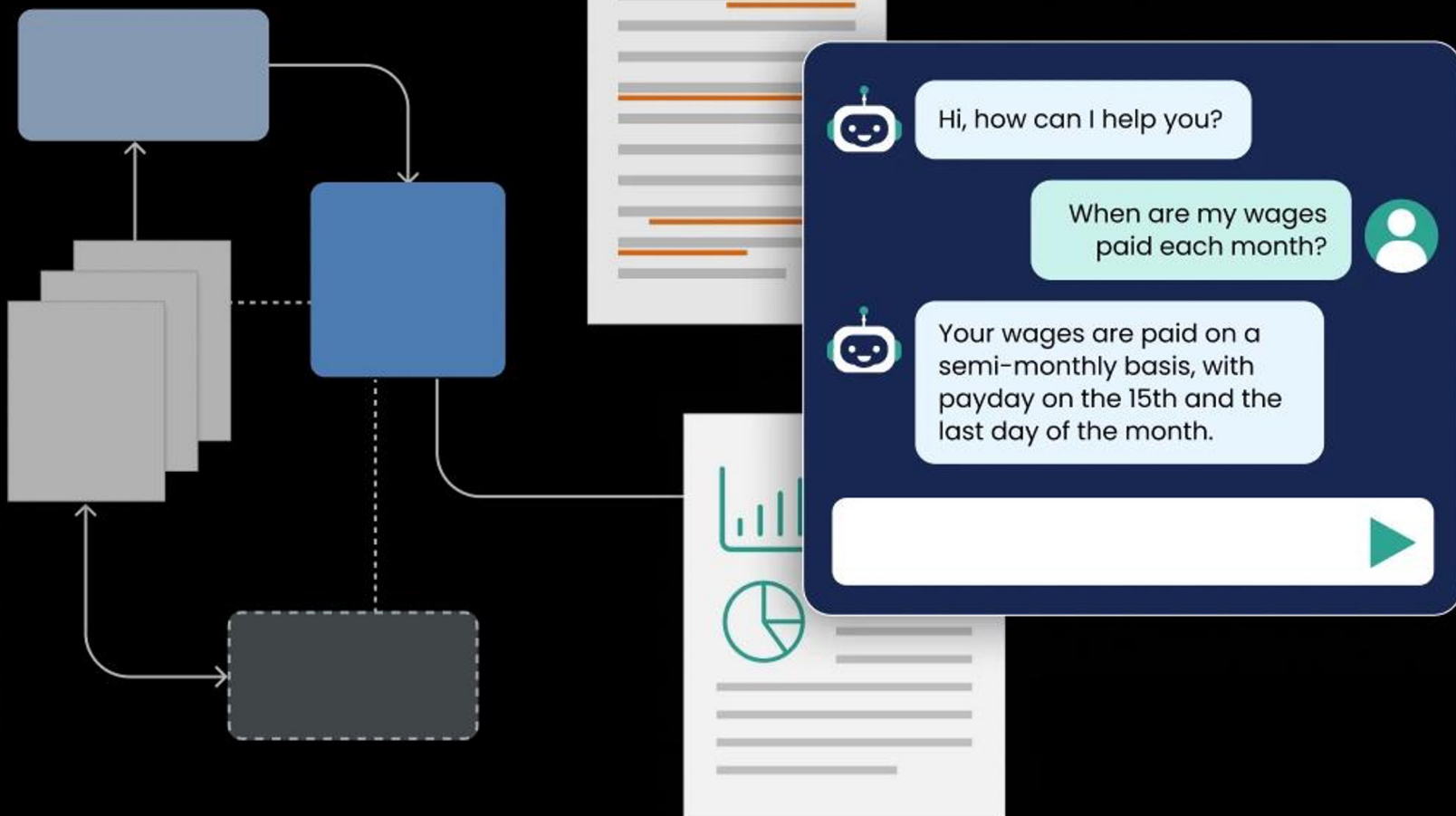
LLMs have a tendency to make up facts when they lack knowledge



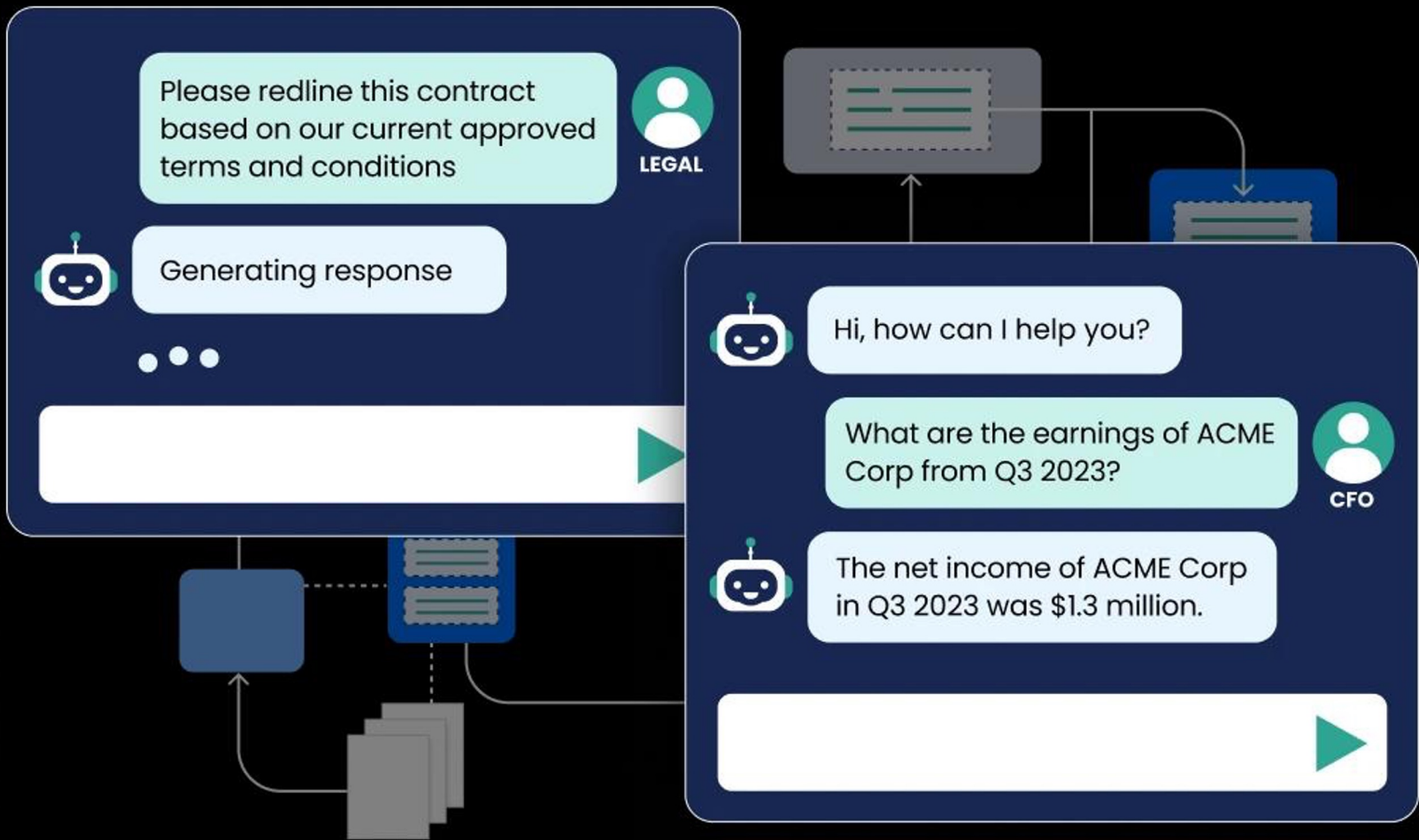
## Talent

Creating LLM-powered apps requires data scientists and developers









# GenAI Builder Demo



# How GenAI Builder works



## Step 1: Store your enterprise knowledge in secure customer owned vector DB

### Enterprise Knowledge

- Employee handbook
- Self-service Knowledge Base
- Employee portal pages
- Research reports
- Vendor contracts
- Etc.



Store knowledge



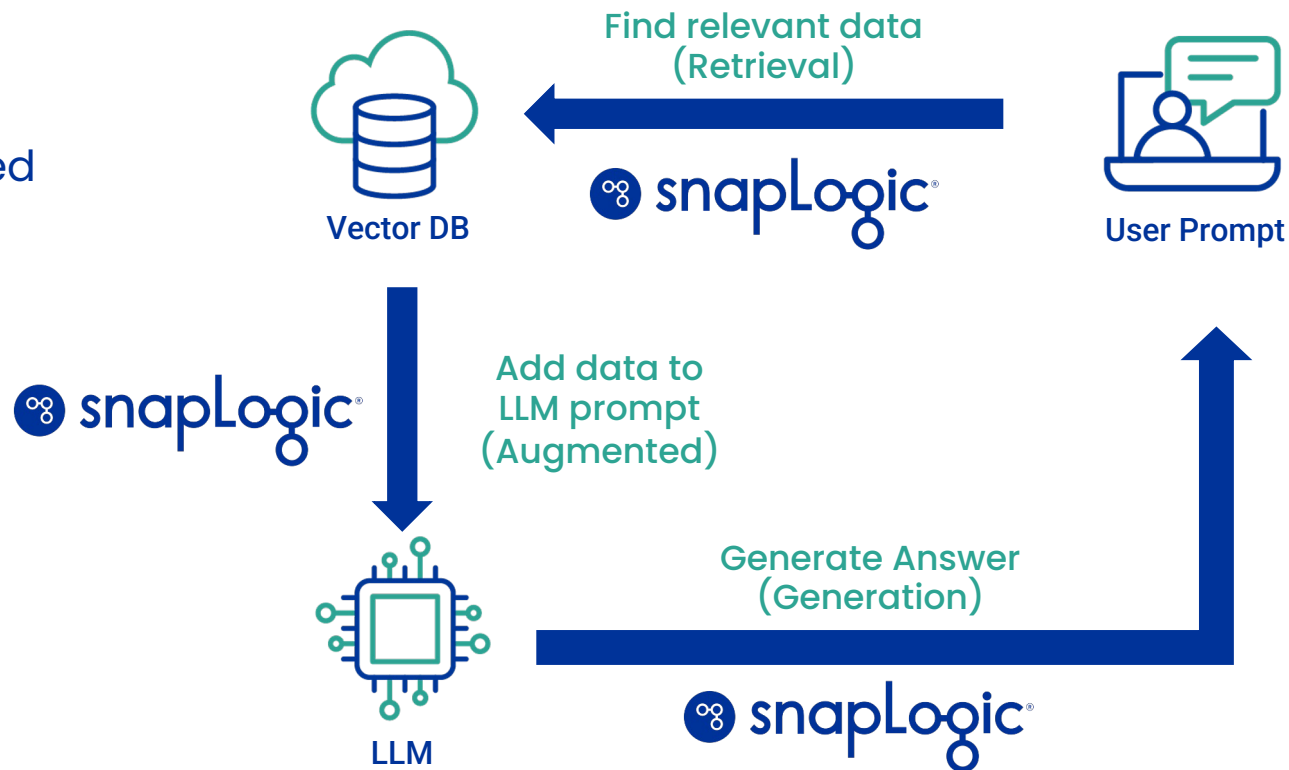
Vector DB

# How GenAI Builder works



## Step 2: Generate answers/insights or extract data

This approach is called  
**Retrieval Augmented  
Generation (RAG)**



# GenAI Builder Benefits



No-code toolkit for creating enterprise-grade GenAI applications and automations



## Security

Keeps corporate data in a private vector database



## Accuracy

Responses are generated from corporate data



## Talent

Eliminates need for data scientists or coding



# Popular use cases for GenAI Builder



## Human resources

Leverage employee handbooks and HR documents to provide automatic answers for staff inquiries about company policies, benefits, etc.



## Procurement

Ask questions and get information about purchase orders or invoices during the vendor procurement process.



## Legal

Gather information from previous legal contracts that can suggest red lines and provide critical details for future legal projects.



## Finance

Analyze market data and competitive research reports for insights to improve financial analysis, forecasting and strategic planning.



## Customer experience

Deploy a self-service chatbot to provide instant answers to customer questions and reduce the burden for the support team.



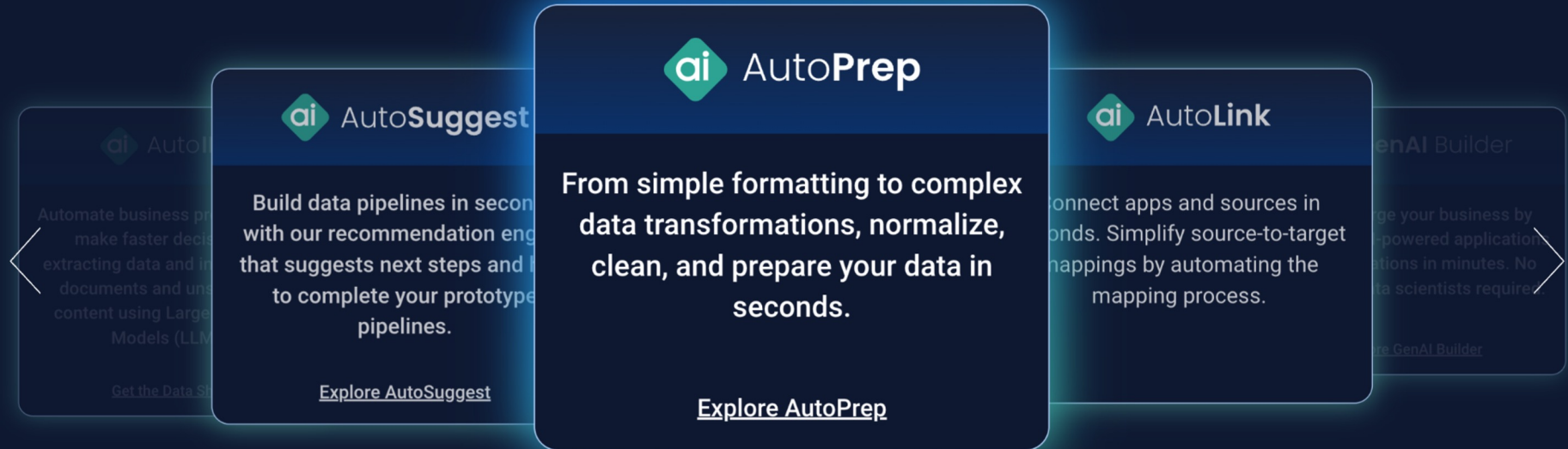
## IT

Enhance your internal knowledge base with GenAI-powered search capabilities that return relevant, up-to-date responses to queries.

# But wait, there's more...

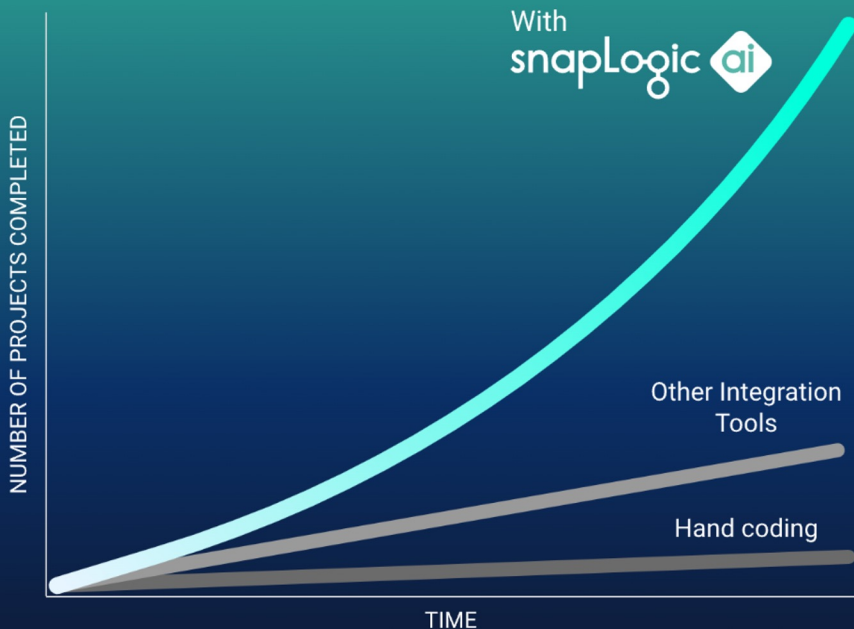


## SNAPLOGIC AI SOLUTIONS



# SnapLogic: Integrate at the speed of thought

Generative integration helps integrate, automate, and orchestrate 100X faster



## AI that simplifies the complex

SnapLogic AI's suite of tools harnesses the strength of advanced AI to predict, map, and normalize your data. Then, leveraging Generative AI technology, large language models (LLMs), and natural language processing, we enable users to securely construct integrations 100X faster.

Use AI powered Generative Integration to:

- Build data pipelines faster, like a lot faster.
- Synchronize data from app-to-app, in a snap.
- Normalize large, complex data sets with just a click
- Build multi-step data pipelines through a prompt interface.

If you can think it, you can integrate it.



## WORKSHOP EVENT

# Make the Most of Your Data with AI-Optimised Conversions

with SnapLogic, AWS and Snowflake

Brisbane | March 21 | 8am

