snowflake

Accelerating Insight with the Cloud

Obstacles to Insight

In the midst of rapidly expanding sources and volumes of data, getting value from that data is all too often hampered by challenges that include:

» Making updated data available to analysts is a slow and lengthy process

» Analysts lack easy access to all data including semi-structured data such as JSON, Avro, and XML

» Adding new data sources requires significant time and resources

» Data pipelines and flows are both complex and inflexible, often built using ad hoc and patchwork approaches

» Data governance is inadequate

As a result of these challenges, analysts are unable to get key insights from data in a timely manner and spend a significant share of their time working to bring together data rather than analyzing data.

The Solution

Informatica, Tableau and Snowflake provide a solution to address these challenges.

Informatica   +ableau

DATA MANAGEMENT

Informatica solutions for data integration, data quality, and master data management provide trusted, enterprise-class solutions for transforming and managing data.
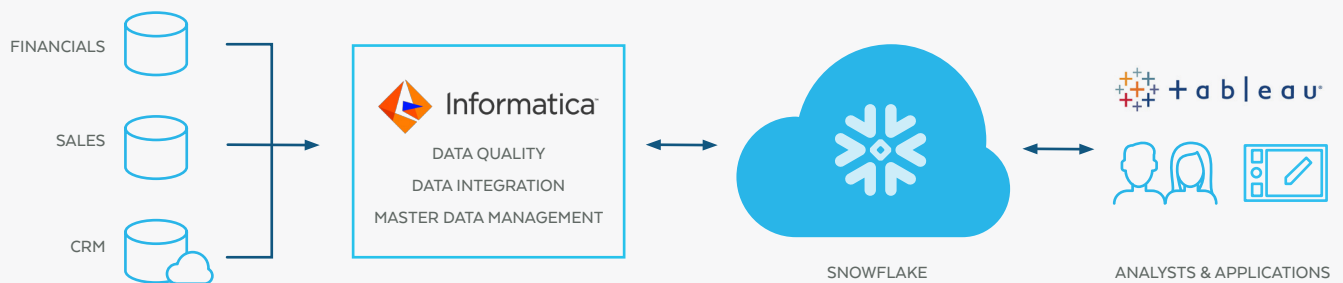
DATA WAREHOUSING

Snowflake provides an enterprise-class data warehousing solution designed for the cloud with a unique architecture that brings together diverse data, workloads, and users in a single system.

BUSINESS ANALYTICS

Tableau software provides data analysis that is easy to learn, easy to use and fast so that users can rapidly discover insights.

Informatica, Tableau, and Snowflake have worked together to deliver optimized integration that ensures that users can easily and effortlessly scale their data analytics. Native connectivity between Informatica and Snowflake provides parallelized data loading that takes advantage of the scale and throughput of the Snowflake data warehouse service. Integration between Tableau and Snowflake products ensures that analysts can directly access data in Snowflake with optimal performance and ease of use.

The Benefits

The combination of Informatica, Snowflake, and Tableau delivers the following:

» Scalable, high-performance data loading, transformation, and analysis.

» Rapid deployment and implementation.

» Interactive ad hoc querying against up-to-date data.

» Easy drill down to detailed, granular data.

» Best-in-class data quality and data governance.

» A solution fully optimized to take advantage of the flexibility, elasticity, and agility of the cloud.

"We are enabling our customers to move to the cloud with an optimized, highly scalable cloud environment leveraging Snowflake's data warehouse expertise, ensuring the highest quality data governance standards."

— Don Tirsell, VP of Alliances, Informatica

"The next battleground will be taking large sets of data and running real-time analytics against that data irrespective of where that data resides. With Snowflake we enable customers to interactively and visually explore those large datasets easily."

— Dan Jewett, VP of Product Management, Tableau Software

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Snowflake Computing, the cloud data warehousing company, has reinvented the data warehouse for the cloud and today's data. The Snowflake Elastic Data Warehouse is built from the cloud up with a patent-pending new architecture that delivers the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud – at a fraction of the cost of traditional solutions. Snowflake is headquartered in Silicon Valley and can be found online at snowflake.net.

Informatica™

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

+ableau®

Tableau Software (NYSE: DATA) helps people see and understand data. Tableau helps anyone quickly analyze, visualize and share information. More than 32,000 customer accounts get rapid results with Tableau in the office and on-the-go. And tens of thousands of people use Tableau Public to share data in their blogs and websites.