❄ snowflake

Delivering Universal Access to Your Data

One View of Your Business

Data can't deliver insights until it's brought together and made available to data users. However, making diverse data available for analysis has become one of the biggest challenges you face. The explosion in the number of sources, the diversity of data forms, and the need to support rapidly growing numbers of analytics users and workloads make it difficult or impossible to deliver access to data and insights.
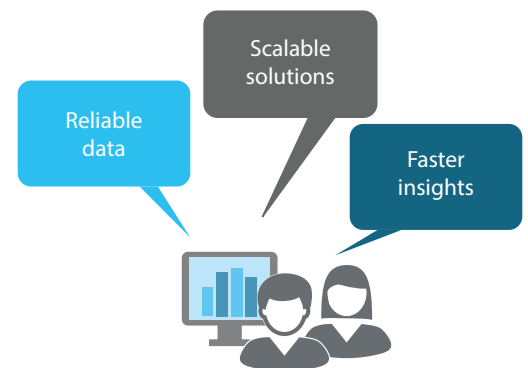
Snowflake and Informatica offer a solution to these challenges with proven data management solutions for bringing together diverse data with the agility and scalability needed to provide universal access to data and analytics.

Why Snowflake + Informatica

Snowflake's cloud-native data warehouse combined with Informatica's data integration solutions allows you to connect and combine data from a broad range of both cloud and on-premises sources while ensuring the quality and consistency of that data. That makes data available faster and more easily for analysts and applications, without compromising data quality.

Snowflake's native integration with Informatica brings the broad ecosystem of data available through Informatica's data integration offerings into Snowflake's cloud data warehouse. This integration fully leverages Snowflake's unique capabilities, giving Informatica PowerCenter and Informatica Vibe the ability to provide highly scalable data movement and in-database transformations that leverage Snowflake's unique scalability and elasticity.
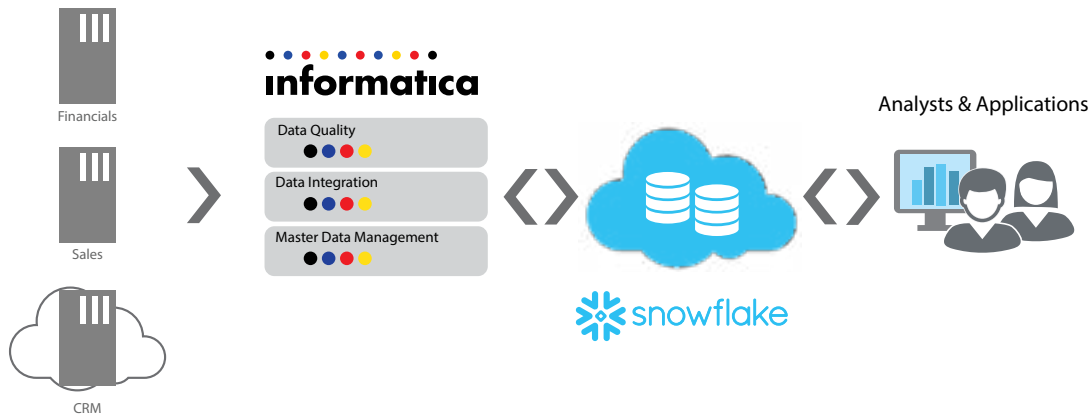
Benefits

The combination of Informatica and Snowflake delivers the following:

* A solution fully optimized to take advantage of the flexibility, elasticity, and agility of the cloud
* Scalable, high-performance data loading, transformation, and analytics
* Best-in-class data quality and data governance

"Snowflake's integration with Informatica made perfect sense to us. We already had Informatica expertise, and using Snowflake with the Informatica connector allowed us to quickly bring together complex data sources in a trusted and scalable platform so that we can solve the toughest big data problems out there."

Raphy Mathias, Director of Insights and Analytics
Research Now

> *"Snowflake and Informatica together provide a path for businesses to accelerate adoption of the cloud with an enterprise-class, scalable, and flexible solution for bringing together and analyzing data from the universe of sources that is available to them today."*
>
> Don Tirsell, VP, Cloud Alliances
> Informatica

About the Snowflake Elastic Data Warehouse

The Snowflake Elastic Data Warehouse is a cloud-native data warehouse designed for modern data and analytics. It delivers the capabilities of enterprise data warehousing, the flexibility of big data solutions, and the elasticity of cloud at a fraction of the cost and complexity of alternatives.

Snowflake's solution is based on three key innovations:

* A unique architecture designed to take full advantage of cloud flexibility and elasticity
* A database engine that handles both structured and semi-structured data (e.g. JSON, Avro, XML) without sacrificing performance or flexibility
* Adaptive technology that delivers data warehousing as a service, without the knobs and tuning required by alternatives

Key Use Cases

* Consolidate datamarts & data silos
* Simplify and accelerate data pipelines
* Enable exploratory & ad-hoc analytics at any scale

About Snowflake

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.

About 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.

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