

# The Analytics Dream Stack

## Speed of thought analytics using Snowflake + Tableau



Tableau users know that the value of data increases with the number of people who have access to it. Snowflake is a fast and friendly data warehouse built for the cloud that Tableau customers can use to analyze their data and find insights. Since Snowflake was designed from the start for the cloud, you can scale your analytics environment to meet any scale of analysts' needs.

### HOW TABLEAU USERS CAN BENEFIT FROM SNOWFLAKE'S DATA WAREHOUSE BUILT FOR THE CLOUD



#### SAVING TIME

##### Consistent performance, 24 hours a day.

Snowflake is able to scale-up compute power in seconds so that business users get the performance they need when they need it.

##### Access commonly used reports quickly.

Snowflake globally caches all query results, enabling fast performance for queries used by Tableau visualizations and reports.



#### EASY ACCESS TO CURRENT AND HISTORICAL DATA

##### Direct access to historical data.

Snowflake's low cost, fast, and infinitely scalable storage layer enables you to analyze more historical data than typical data warehouses.

##### No need to wait until next day for new data to be loaded.

Snowflake's unique architecture allows customers to implement new data ingestion processes like 24/7 loading. This lets end users "see" their data in near real-time vs the traditional nightly batch.



#### EXPLORING MORE DATA

##### Explore non-traditional data sets that are not currently available.

Rather than having multiple systems for traditional and non-traditional data, Snowflake easily brings diverse data together, allowing users to instantly query data such as JSON without complex ETL.

##### Explore data at higher granularity.

Snowflake's low cost, fast, infinitely scalable storage layer makes it affordable for customers to analyze all business data including raw data.



#### ANSWERING MORE QUESTIONS

##### Easily scale analyst user base from a small to a large number of team members.

Unlike other traditional data warehousing solutions, Snowflake allows you to scale your analyst user base easily, with the push of a button.

##### Infinitely scale analysts' ability to run more queries.

Snowflake can easily scale your environment, again with a push of a button, without purchasing up front capacity.

*“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

## SNOWFLAKE: DATA WAREHOUSE BUILT FOR THE CLOUD

Snowflake, a data warehouse built for the cloud, brings together all of an enterprise's data, and makes it easily available for analysis to all users and systems. Tableau users can easily connect to Snowflake data sources using the Snowflake native connector in Tableau. In addition, with Snowflake's ability to easily ingest and process semi-structured and structured data, Snowflake can provide easy access to data from mobile applications and devices, modern applications, websites, IoT, sensors and other sources to your analysts.

Snowflake customers can take advantage of Tableau's direct connectivity to avoid extracts and leverage the scalable performance of Snowflake's data warehouse. Snowflake users can also blend and join other data sources with data residing in Snowflake.

See how Tableau and Snowflake make a difference to analysts.

Check out [snowflake.net/partners/tableau](https://snowflake.net/partners/tableau)



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## ABOUT SNOWFLAKE

Snowflake Computing's data warehouse built for the cloud delivers the performance, concurrency and simplicity needed to store and analyze all of an organization's data in one place. Snowflake's technology combines 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: Your data, no limits. Find out more at [snowflake.net](https://snowflake.net).

## ABOUT TABLEAU

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.

*“Snowflake + Tableau allows us to quickly explore datasets of well over a billion rows without any need to worry about writing optimized SQL, adding indexes, or adding complicated steps to our data pipeline.”*

Andy Gilbertson, VP Business Intelligence @ PerBlue