

Big Data does not have to equal Big Effort

"We need to become a more data-driven organization!"

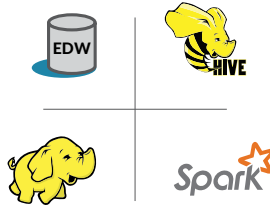
– CEO

"It's taking an army of people just to maintain the system! We will do our best to scale soon."

– DW Manager

"Hang on... It's coming. We can only test during off-hours."

– Dev/Test Manager



"Why is the system slow? Our data is getting stale."

– Financial Analyst

"Queries have slowed down since we've added the new group... Who knows Hive?"

– Business Analyst

"The EDW is getting full and costing way too much to keep all of our data there."

– BI Manager

"Your data engineers are spending all their time optimizing and pruning, when they can be developing actual business value."

– Tevye Krynski, Director of Data Engineering, HotelTonight

TYPICAL BIG DATA CHALLENGES

- Constantly battling performance issues
- Difficult to manage and scale
- High platform license costs
- Processing JSON and other semi-structured data
- Struggles with increasing solution complexity
- And more

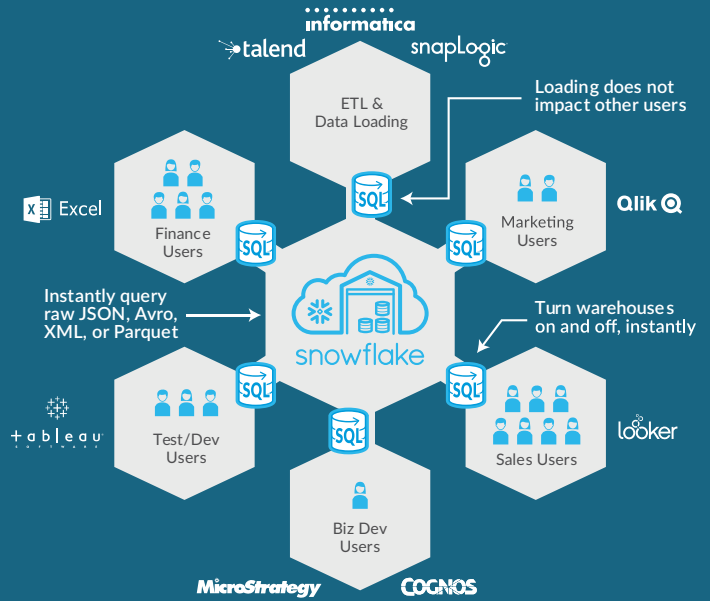
WHAT IF YOU COULD HAVE...

- The flexibility of Hadoop, without the complexity
- The fastest EDW, without the high costs
- An environment as easy to set and manage as a desktop app
- Full-fledged security, end to end encryption, and high availability

...ALL BUILT IN?

Snowflake's simple approach solves the Big Problem with Big Data

- One central repository and ANSI SQL data warehouse (as low as \$23/TB compressed)
- Separate and independent compute clusters (scale up, own, out, on or off— automatically or on the fly)
- No contention. Ever
- Pay only for what you use
- Zero administration
- Native JSON support that actually works!
- Built-in data encryption, security, and protection



CUSTOMER SUCCESSES



WITH SNOWFLAKE

- Eliminated bottlenecks and scaling pain-points
- Consolidated multiple cloud data marts
- Now handling larger datasets and higher concurrency with ease

"Snowflake gives our business users a powerful, self-service tool to explore and analyze diverse data, like JSON, quickly and with ease."

— JP Lester, CTO



Publishers of Ask.com, Dictionary.com, About.com, and other premium websites

WITH SNOWFLAKE

- Consolidated global web data pipelines
- Replaced 36-node data warehouse
- Replaced 100-node Hadoop cluster

"We went from an obstacle and cost-center to a value-added partner providing business intelligence and unified data warehousing for our global web property business lines."

— Erika Bakse, Head of BI

Discover the data warehouse without limits. [Learn more at snowflake.net](http://snowflake.net)