

SOLUTION BRIEF

Delivering Compelling Gaming Experiences

Data insights make it possible to engage, interact, and build loyalty with customers in new and changing ways.

Data has become easy to generate and affordable to store, making it possible to gather massive amounts of data about visits, downloads, activations, interactions, conversions, loyalty and more. However, getting fast, up-to-date analytics has become increasingly difficult due to the limitations of current data warehousing and big data solutions.

Snowflake delivers a powerful, flexible, scalable engine to store and process this data. Snowflake's data warehouse built for the cloud is self-service easy, scalable on-the-fly, able to handle diverse data without requiring transformation or pre-processing, and delivers all that at a fraction of the cost of traditional solutions. That helps you focus on getting insights that can help you improve products, engage and retain users, and improve monetization.



Focus on insights, not infrastructure

Rather than spending time and scarce resources building and maintaining your data platform, leverage the decades of experience and expertise that went into creating the Snowflake data warehouse. Snowflake allows you to focus on improving products, experiences, and revenue.



Create an integrated view of data

Rather than stitching together multiple systems and components in order to get game event data, player data, transaction data, and other data in one place for analysis, use Snowflake to bring together data in a single system, one that can load that data in its native form, transform it as needed, and make it available for high-performance querying.



Make data available faster

Snowflake's support for diverse data and cloud elasticity simplify the data pipeline, reducing the latency from data arrival to when that data can be used. Data scientists can have immediate access to raw data even while further transformation for reports and dashboards takes place, all in one system.

DOUBLEDOWN INTERACTIVE CASE STUDY

DoubleDown replaces Hadoop data ware lake and traditional data system with one Snowflake data warehouse



DoubleDown Interactive is a leading provider of fun-to-play casino games on the internet.

DoubleDown uses data to find insights that influence game design, enable rigorous marketing campaign evaluation and management, improve understanding of player behavior, assess user experience, and uncover bugs and defects.

DoubleDown's challenge was to take continuous data feeds from their games and integrate that with other data into a holistic representation of game activity, usability and trends. Integrating that data was complex—it required many sources with separate data flow paths and ETL transformations

for each. DoubleDown also had latency, throughput, and reliability challenges with their data pipeline.

By replacing their noSQL environment with Snowflake, DoubleDown was able to:

- » Reduce the time to process new data from over 24 hours to 15 minutes
- » Eliminate failures and instability that had plagued their previous environment
- » Reduce the cost of their environment by nearly 80%
- » Use more granular data to create new features and analyses

To learn more, read the DoubleDown case study.
www.snowflake.net/customers/doubledown/

SUMMARY

Putting data insights into the hands of your product, marketing, and business analysts faster and more easily means better decisions can be made based on data, leading to a more agile team that has the power to respond quickly to market trends and customer behavior.