



SOLUTION BRIEF

Building Better Software through Analytics

Today's software companies require a multifaceted approach to data warehousing.

A data warehouse must not only support traditional internal reporting and business intelligence needs, it must also provide the foundation for analytics services integrated with software products and services used by external customers. However, data warehouse technologies developed ten to twenty years ago lack the scalability, flexibility, and the fast response times necessary to serve that broad range of needs.

Snowflake's data warehouse as a service meets these diverse needs for data analytics. Using Snowflake, software companies can both deliver rapid data insights to internal users and deliver data-driven software applications to their external customers.



Consolidate onto one platform

Whether for internal reporting or for application-driven analytics, Snowflake enables you to deploy one platform for multiple purposes. You can simply and easily allocate one warehouse for each task.



Grow and scale easily

Support all of your diverse data and users. Automatically or on-the-fly, scale up, down, out, or off as your business needs dictate – Snowflake does the work for you.



Simplify management

Eliminate the complexity common with other big data warehousing and analytic approaches. With no knobs to turn or required tuning, you can focus your time and resources on delivering more value and services from data.

JANA CASE STUDY

Snowflake replaces Hadoop data warehouse and traditional data system with one Snowflake data warehouse



Jana mCent Android app provides free, unrestricted internet access to more than 30 million smartphone users in emerging markets. Jana's product managers use data to constantly analyze usage of features in mCent to determine how to optimize and improve user experience.

Jana turned to Snowflake because their existing analytic database was unable to keep up with their growth—as the system scaled, queries became

slower and slower and table scans became unfeasible. In addition, more and more administration time was required to add capacity and backup systems and to administer their environment.

Using Snowflake, Jana is able to:

- » Expand access to analytics to 80% of their employees
- » Accelerate time to market for new features
- » Reduce administrative effort by 25%

To learn more, read the Jana customer case study.
www.snowflake.net/customers/jana/

CUSTOMER QUOTE

“The fact that 80% of our employees actually access the database is astounding to me. I think that is a testament to how easy it is to access Snowflake,”

— Craig Lancaster, CTO, Jana

SUMMARY

Snowflake's cloud data warehouse provides software companies a platform for storing and processing data that can easily scale with them as they grow. Whether for internal analytics to support product planning or exposing analytics directly to customers, Snowflake provides the performance, scalability, and ease of use that software organizations need to support their internal and external customers.