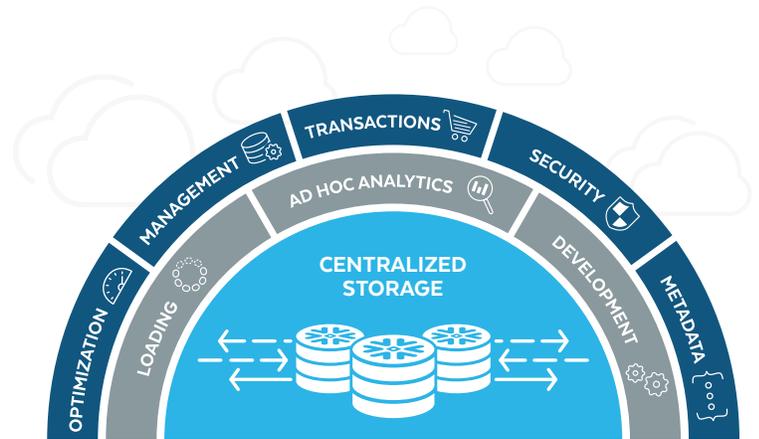# Snowflake Elastic Data Warehouse

DIVERSE AND ACCESSIBLE DATA FOR EVERYONE

Reinventing the data warehouse

Data today comes from diverse sources in diverse forms and needs to be analyzed by a growing number of people as quickly as possible. Those demands are stressing the limitations of traditional data warehouses and platforms.

Snowflake has reinvented the data warehouse, making it possible to bring all your business data together in a unified system that can support all your users and workloads. Built from the cloud up as a software service, Snowflake eliminates the cost, complexity, and inflexibility of existing solutions while allowing you to use the tools, skills and people you already have.

BUILT FOR THE CLOUD, SNOWFLAKE'S UNIQUE ARCHITECTURE PHYSICALLY SEPARATES AND LOGICALLY INTEGRATES COMPUTE AND STORAGE

Snowflake Elastic Data Warehouse

The Snowflake Elastic Data Warehouse is the first SQL data warehouse built for the cloud. Its patent-pending multi-cluster shared data architecture physically separates storage and compute, taking full advantage of the flexibility of cloud infrastructure in ways that are impossible with traditional data warehousing and big data solutions.

Snowflake is a data warehouse as a service that makes it possible for you to:

- Bring all of your business data together in one place for analysis.

- Allow all your analysts, applications — or even your customers — shared access to data, without contention or the need to move or copy data.

- Focus on analyzing your data without worrying about hardware, software, or database tuning.

- Utilize the SQL skills you already have, and leverage your existing ecosystem of tools — from ETL to business intelligence and more.

"With Snowflake's speed, we can now explore this information map at the speed of thought, and move from data, to information, to a decision, 10 times faster."

— *Chris Frederick, Business Intelligence Manager, University of Notre Dame*

KEY CAPABILITIES

Data Warehouse as a Service

Snowflake allows you to focus on collecting, unifying and using your data—we take care of the rest. Snowflake's data warehouse as a service eliminates the need to deploy and manage hardware or software. There's built-in enterprise-class availability, end-to-end encryption and data protection, and no manual knobs to turn. With Snowflake, managing the data layout, maintaining indexes, tuning the system, and worrying about security are things of the past.

Multidimensional Elasticity

Snowflake's unique architecture enables it to support any scale of storage, compute, and users. Scale storage to match any volume of data, and adjust your compute up or down on the fly – even automatically – without disruption or data redistribution. Easily create additional compute clusters to support as many workloads or users as you need without having to move or copy data. With Snowflake you can deliver the perfect amount of resources at the exact time they are needed.

All Business Data

Snowflake automatically optimizes the storage and processing of structured and semi-structured data in a single system. Directly load semi-structured data such as JSON or Avro without transformation or a mandatory fixed schema. Query that data using SQL, even combining structured and semi-structured data in a single query. Snowflake brings the benefits of database optimization to semi-structured data for great performance.

Performance On Demand

Our high-performance columnar database engine uses advanced optimizations to deliver differentiated performance on diverse data. Combine that with our multidimensional elasticity to scale up and down exactly when needed, and you'll see compelling performance at low cost.

KEY BENEFITS AND BUSINESS IMPACT

The Snowflake Elastic Data Warehouse provides:

Maintenance free, self-service data for anyone: Snowflake transparently takes care of infrastructure, availability, optimization, and tuning so that your analysts can focus on getting value from your data.

"Load and go" ease of use: Native support for structured and semi-structured data in an SQL data warehouse means you can simply load data and start analyzing it, no additional transformation required.
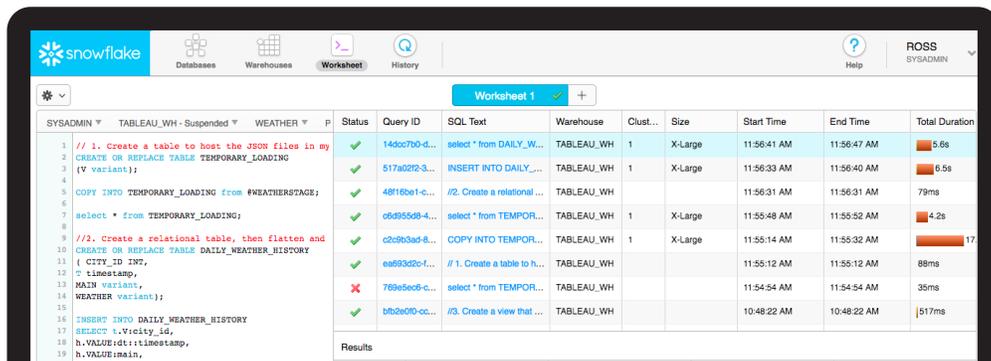
Access to data at any time, for any need: The architecture makes it possible to run diverse workloads simultaneously without contention or performance impact. Load, transform, query, and even share data at the same time.

The Snowflake Elastic Data Warehouse is priced based on the amount of data you store and the compute hours you use. To learn more and to request a trial, visit us at snowflake.net.

STORAGE   COMPUTE   USERS

SNOWFLAKE'S UNIQUE ELASTICITY SUPPORTS ANY
SCALE OF DATA, PROCESSING, AND WORKLOADS

SNOWFLAKE CAN STORE AND PROCESS DIVERSE DATA WITH COMPELLING PERFORMANCE

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