Snowflake **Fast Facts**

OVERVIEW

Conventional data warehouses weren't designed to keep up with the exploding demand for datadriven insight. They are complex, costly, and inflexible systems that have become obstacles rather than solutions to accessing and analyzing all your data.

Alternative, "Big Data" platforms such as Hadoop are merely toolkits, not complete solutions, that require massive resources to build and maintain. They're even more complex, require specialized skills, and simply weren't designed for data warehousing.

That's why Snowflake was built - a completely new SQL data warehouse designed for the cloud from the ground up that breaks free from the past and supports modern data and applications.

FOUNDED	2012
FOUNDERS	Thierry Cruanes, Benoit Dageville, Marcin Zukowski
CEO	Bob Muglia
EMPLOYEES	160 +
HEADQUARTERS	San Mateo, CA (Silicon Valley)
REGIONAL OFFICES	Seattle, WA and London

MISSION

To safely and efficiently store, transform and analyze business data so anyone can easily and quickly gain data-driven insight

PRODUCT

Snowflake is a SQL data warehouse designed with a patented new architecture to handle today's and tomorrow's data and analytics. Snowflake delivers performance, simplicity, concurrency and affordability not possible with other data analytics platforms.

COMPETITIVE DIFFERENTIATORS

- **Complete SQL database:** broad support for standard SQL. Updates, deletes, analytical functions, transactions and complex joins provide the full capabilities to make use of data.

- **Zero management:** Snowflake eliminates the administration and management demands of traditional data warehouses and big data platforms—no infrastructure to manage and no knobs to tune.

- **Diverse data:** Snowflake's patented technology natively loads and optimizes both structured and semi-structured data like JSON, Avro, or XML and makes it available via SQL without sacrificing performance or flexibility

- **Compelling performance:** Snowflake processes reports and analytics at lightning speed because our columnar database engine uses advanced optimizations to efficiently crunch data.

- **Pay only for what you use:** Usage-based pricing for compute and storage - only pay for the amount of data stored and the amount of processing performed. No more big upfront costs, overprovisioned systems, or idle clusters consuming money.

- **Broad ecosystem:** Native and standards-based connectors including ODBC, JDBC, Javascript, Python, Spark, R, and Node.js unlock the power of cloud data warehousing for developers and tools.

- **Any scale of data, workloads, and users:** Snowflake's patented multi-cluster, shared data architecture separates storage and compute, making it possible to scale up and down on-the-fly, without downtime or disruption.

CUSTOMERS

Snowflake customers are on the frontline of innovation, working to transform and build their businesses with data-driven insights. Customers today include Adobe, Rue La La, University of Notre Dame, PDX, KixEye, WhiteOps, Age of Learning, HotelTonight, PlaceIQ, Ask.com, Blackboard and many more.

PARTNERS

- Strategic alliances with Amazon Web Services (AWS), Tableau, Looker, Informatica
- Partner ecosystem includes dozens of leading consulting and technology companies