

SOLUTION BRIEF

Snowflake Cloud Data Warehouse for Retail – Move swiftly, creatively, and decisively

Vibrant, creative, fast moving, and adaptive to constant change are characteristics you would expect from a successful retail operation. You should expect this of your data warehouse solution too.

However, when your data warehousing solution struggles to support the full range of data that are required for of all your stakeholders—from marketing to merchandise planners to distribution to retail executives—the struggles slow down your organization’s ability to build insights and make decisions. Slow reports, incomplete views of your customers, and a lack of detail regarding customer experiences with your brand can result in failures to swiftly capitalize on new retail trends and opportunities.

Snowflake’s innovative data warehouse, built for the cloud, delivers a solution to the inflexibility, slow performance, and complexity associated with not only traditional data warehousing solutions, but also with Hadoop-based data lakes as well. With Snowflake, you can give all your users access to all the data they need, easily and rapidly to maintain an active pulse on your customers and to keep you on top of new innovations and market opportunities.



Accelerate business intelligence

Even as you create more dashboards and reports to track your retail business, Snowflake’s elasticity and performance optimizations run those dashboards and reports consistently with outstanding performance. Significantly boost the performance of analytics that enable you to deliver improved customer experiences.



Consolidate omnichannel data

Snowflake allows you to be quick and nimble with the flexibility to bring on board and warehouse data from multiple sources and channels, such as customer profile information, email, order data, website click stream data, social media data, inventory data and more. Maintain and analyze the data all on one platform.



Identify new trends quickly

With your data on one system, you don’t have to struggle with integration and interoperability issues that slow you down. Eliminate system bottlenecks and multiple process touch points for your data flows. Dive deeper into your data and explore relationships that can lead to new retail business opportunities.



Create a full view of your customers

With the traditional approaches of today, you’d have to maintain an enterprise data warehouse for all your customer corporate data and order data separate from your data lake for other customer attributes like click patterns and web pages visited. Snowflake enables you to avoid impartial views of your customers.



Allocate all your attention on your business

Worry less about your underlying infrastructure, as well as low-level database and data warehouse management tasks. Snowflake’s zero management platform means you can spend more time driving your business rather than managing your infrastructure.

RUE LA LA CASE STUDY

Rue La La consolidates a legacy data warehouse and a Hadoop cluster with an elastic Snowflake cloud data warehouse built for the cloud



Rue La La is a flash sales retail website with over 18 million members. Prior to Snowflake, Rue La La had two systems – an enterprise data warehouse for traditional customer login information and order data, and a Hadoop cluster for clickstream, email, and other varieties of data. Dealing with two systems, besides the technical hurdles of its Hadoop system being inaccessible to its data warehouse, Rue La La found it difficult to see a full 360° view of its customers.

With Snowflake, Rue La La merged all its data onto one platform and achieved:

- » A full 360° of its customers
- » Personalized and better targeted marketing campaigns
- » The power to more efficiently plan merchandise inventory and avoid costly residual markdowns
- » The flexibility to scale its data warehouse exactly to the needs of its business

SUMMARY

Snowflake, built for the cloud, provides retailers a robust and fast, yet simple elastic warehouse to support all customer and corporate data on one platform. Without the burden of low-level database management tasks, retailers can query data from multiple sources – clickstream, social media, order data, and more – to create a full view of customers and their relationships with your products.

With Snowflake, you can easily track sentiments for your brand from a variety of channels. You can consolidate data from multiple functions and services, such as sales and marketing, to better establish the effectiveness of merchandising promotions. Very cost effectively, even for long retention periods, you can collect and analyze the data you need to customize retail experiences for individual customers. Within your organization, easily satisfy, in a self-service manner, the analytic needs of multiple stakeholders, from executives to marketing to product planners.

Snowflake enables you to move swiftly, creatively, and decisively to act on data and build insights on retail trends that can drive sales.