



SOLUTION BRIEF

Snowflake: A new blueprint for the modern data warehouse

Replacing your legacy database with a scalable and powerful data platform in the cloud

Companies today are struggling under the weight of their legacy data warehouse. These old and inefficient systems were designed for a different era, when data was a side project and access to analytics was limited to the executive team.

Modern companies are placing data analytics in the center of every activity—from applications to operations—and arming teams with the business intelligence and analytics tools they need to understand their businesses. The problem is that legacy data warehouses are fundamentally incapable of scaling to support the volume of data, use cases and overall complexity of modern, data driven

organizations. The ubiquity of semi-structured data has only compounded these challenges.

Snowflake was built for the cloud with a brand new architecture: multi-cluster, shared data. It was designed to handle any data volume at blazing speed and virtually unlimited scale. With Snowflake, you can store, transform and analyze structured and semi-structured data together. You can swiftly spin-up any number of independent virtual compute clusters to support multiple concurrent use cases. Snowflake's data architecture also features an easy to use services layer that helps you manage your data and users effortlessly, with built in security, encryption, data protection and high availability.



Store all of your data

Store semi-structured data, like JSON, Avro, and XML, alongside your relational data. Query all your data with standard, ACID-compliant SQL and dot notation.



Support all of your users

Support concurrent use cases with independent virtual warehouses that reference your common data. Scale up or down any virtual warehouse on the fly; turn them off if you don't need them.



Avoid management

No indexing, tuning or optimization necessary. Snowflake takes care of your data for you so you can focus on enabling your team and delivering data to the business.



Pay as you go

You pay for what you use, it's as simple as that. Pay a low rate per month for each TB of data, alongside an hourly charge for the data warehouses you utilize.



Use standard SQL

Use standard SQL to query, transform and modify data, or to connect Snowflake with other tools. Modify, drop, undrop, and insert or delete rows like you would with any standard RDBMS.

