# Perfecting your Data Platform in the Cloud

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It's time to perfect your data platform, and you already know your upgrades will start in the cloud. The potential of the cloud is clear: it keeps you nimble, lets you expand faster, and adapt to any need, all with less management and cost. But, it's easy to end up with a data platform that wasn't built for the cloud — or optimized for it — and miss out on most of those advantages. Here's an easy to follow checklist that will help you ensure your data and analytics needs are taken care of well into the future.

- ☐ **Choose a scalable and reliable platform**
  - Build on a foundation that can support the huge volume of data you are going to need to store and query.
  - Plan for future integrations with the business intelligence, machine learning, and data management tools you'll need.
- ☐ **Plan for the future and automate scale**
  - Choose a data platform that can expand storage automatically, and scale compute resources up and down dynamically, and automatically, without downtime. Fast growing businesses don't have time for their database to catch up.
  - Avoid products that require data migration and reloading.
- ☐ **Stick with SaaS**
  - Who has time to manage infrastructure?
  - Avoid old technologies that require time consuming tuning, indexing, and vacuuming.
  - Take advantage of usage based pricing for lower CapEx.
- ☐ **Choose a modern database built for the cloud from the ground up**
  - Most cloud databases were architected for on-premises deployments and either can't expand compute independent of storage, or require downtime and significant effort to do so.
- ☐ **Make sure you have full support for standard anti-SQL**
  - Your people already know SQL, and your other tools already support it. Make sure your database has full support for the SQL your people and platform are already using.
  - Don't use NoSQL systems as a data warehouse; they weren't designed to be one and require specialized skills.
- ☐ **Plan for all kinds of data**
  - JSON, AVRO, Parquet, are all common formats. Your database should support them as well as it supports relational data.

"Having the ability to do ad hoc analysis on top of this huge data set, and throw the computational power at it that we need to on demand, has really allowed us to take some advances in our engineering team and in our company."

*— Jonathan Geggatt, Data Engineering Manager, Hotel Tonight*

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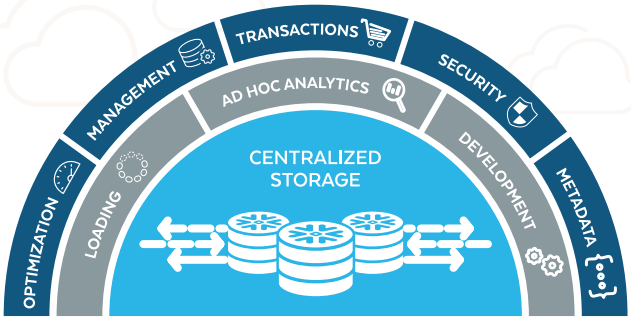
# Snowflake: your turn key data warehouse in the cloud

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 on AWS with a diverse network of BI and data management partners**

- Snowflake is built on S3 and EC2, giving you infinite scale to grow both your data and compute.

☑ **Scale storage, compute and address concurrency on the fly**

- Snowflake can automatically scale compute resources (and storage) to match any need.

☑ **Complete service with no management overhead**

- With Snowflake there's no need to manage servers or services. Sign up, log in, add users and load data in minutes.
- With automatic optimization, Snowflake "just works" without any need for you to tweak or tune.

☑ **Architecture built and optimized for the cloud**

- Store more data, scale your compute up or down, and add independent compute resources for each team that you can suspend and resume at any time. And you can do it while avoiding downtime and significant effort.
- Predictable pricing based on the storage and warehouses you use - no surprises from query based charges.

☑ **Full support for standard SQL and SQL-based tools**

- Your team can use the SQL they already know.
- Snowflake partners with leading BI and data management tools.

☑ **Native support for semi-structured data**

- Whether you have JSON, Avro, XML or Parquet data, you can store it and use it in Snowflake without special skills or preparation. You don't even need special knowledge since you can process and query your semi-structured data with SQL.

**TRY SNOWFLAKE TODAY, WITH $400 IN FREE CREDITS TO STORE AND EXPLORE YOUR DATA.**

**https://www.snowflake.net/free-trial**

"Snowflake really gives us the confidence that even when we're experiencing the exponential growth that we have, we will never have to worry about our infrastructure being able to support that."

*— Tolga Gesli, Director of Data, Offer Up*