

SOLUTION BRIEF

Snowflake for Hadoop Replacement – Big data warehousing and big data analytics made simple

Toss the complexity. Go for simplicity.

With the goal of becoming the platform of choice for all things big data processing, Hadoop platforms started with the best of intentions. However, while Hadoop technology has fostered innovations in big-data processing and new generation distribution-based platforms have come a long way since Hadoop's early days, its reputation for being very complex to implement, provision, and use remain.

Challenges such as constant care needed to maintain the platform, to a maze of different software packages required to extract insights, to the inability to construct a robust, enterprise data warehouse have become too much for companies to handle.

As a result, enterprises considering alternatives to Hadoop turn to Snowflake. Snowflake is built for the cloud and is delivered as a highly elastic, easy to use service.

With Snowflake, there is no complicated software stack to certify, provision, and maintain. Enterprise data warehouse management, data protection and availability, and data security are all built-in. Plus, with just a click or two, you can dial up performance and concurrency, dynamically, on-the-fly, or you can set up Snowflake to handle performance scaling automatically.



Eliminate the complexities

Deploy a data architecture that is a true data warehouse-as-a-service, built for the cloud. Consolidate multiple data platforms and data marts into a single, scalable data warehouse solution. Streamline DW capital expenditures while dramatically simplifying your environment.



Gain insights faster from your data

Natively ingest and load diverse corporate data such sales, ERP, CRM, weblogs, clickstream, and event data and immediately begin processing. Deliver dramatic performance across a range of query types, simple to complex, and virtually no barriers to any level of concurrency.



Power analytics with robust ANSI SQL

Whether structured data or semi-structured like JSON, run your analytics with the standard, relational ANSI SQL known to millions of users and business intelligence tools. Utilize full DML semantics and enable low latency ACID transactional consistency. All from one, easy to use query engine.



Focus on delivering higher value

No need to stress over testing and certifying a dozen or more distribution software components, provisioning systems, managing clusters, constructing serializers and de-serializers, or securing and protecting data. Nearly eliminate all low-level admin tasks that drain your time.



Support SLAs with confidence

Independently scale storage, compute, or user resources at the time of need. There's no need to pre-configure or pre-size or peak demand months in advance, which can lead to unnecessary costs. Scale compute resources up or out—automatically or on-the-fly. Turn off when not needed.

IAC PUBLISHING LABS CASE STUDY

IAC Publishing Labs replaces a Hadoop data lake and a traditional data warehouse system with a single Snowflake instance in the cloud



The business intelligence (BI) team at IAC Publishing Labs provides centralized analytics across several premiere, global web-based publishing businesses. Through their main web pipeline alone, the BI team manages more than 300 million events, nearly 100 million keywords and marketing terms for bidding and monetization, and imports more than 1.5 terabytes of raw data daily. After frequent frustrations with a fragile, difficult to scale performance and concurrency Hadoop system, the BI team concluded that a move to an “as a service” architecture provided the most value to the business and would meet its scalability needs. In addition, IAC Publishing Labs determined it could consolidate its corporate-wide data warehouse needs onto the same Snowflake platform.

IAC Publishing Labs' impact with Snowflake:

- » Implemented full production within three months after evaluation and selection
- » Improved loading data frequency from every five hours to every 15 seconds
- » Boosted data processing performance times from three to four hours once a day to five to 10 minutes every hour
- » On-boards businesses quickly, with immediate monetization of data
- » Allocated more time on strategic data planning with internal business partners

To learn more, read the IAC Publishing Labs case study: www.snowflake.net/customers/iac-publishing-labs/

“Switching to Snowflake and the ability of the BI team to pull data into the data warehouse from various sources and combine the data very easily with the overall business picture has significantly increased the BI team’s credibility and reputation that we can keep up with the rest of the business.” — Erika Bakse, Head of BI, IAC Publishing Labs

SUMMARY

Compared to Hadoop platforms, whether on premises or in the cloud, Snowflake is delivered as a cloud data warehouse service. Database management, data protection and availability, data security, and more are all built-in as part of the Snowflake service. Unlike Hadoop-based platforms, Snowflake requires no software stack to certify, provision, and maintain and provides a single, robust ANSI environment to query all of your diverse data.

With Snowflake, you can allocate more of your time and resources on higher value, strategic data intelligence and data engineering projects and not on low-level system building or cluster or software management activities. Eliminate the need to be a platform manager when your core competency is creating products, solutions, and services.