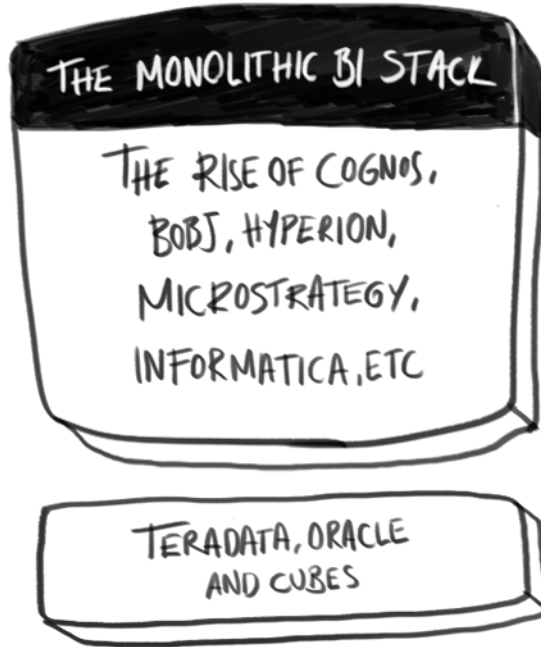




# The New Struggle To Get Value From Data

# Some History

# FIRST WAVE



# The First Struggle: Getting Access

## Drivers

- Slow, expensive hardware
- IT-centric
- Manual data entry

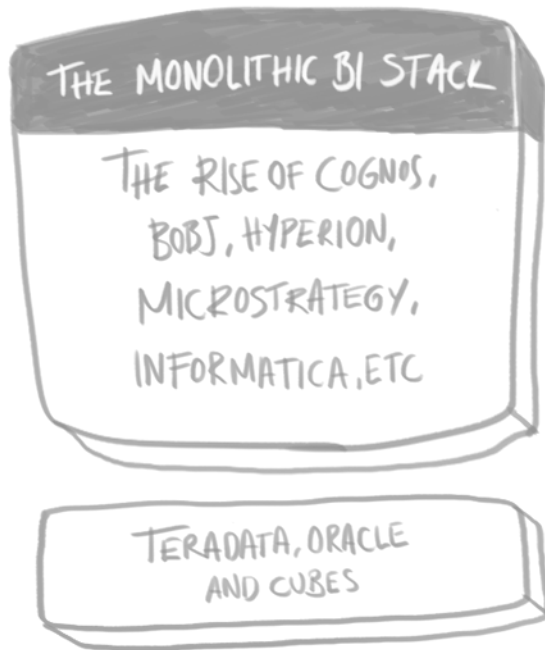
## Struggles

- Inflexibility
- Cost
- Preparation Costs

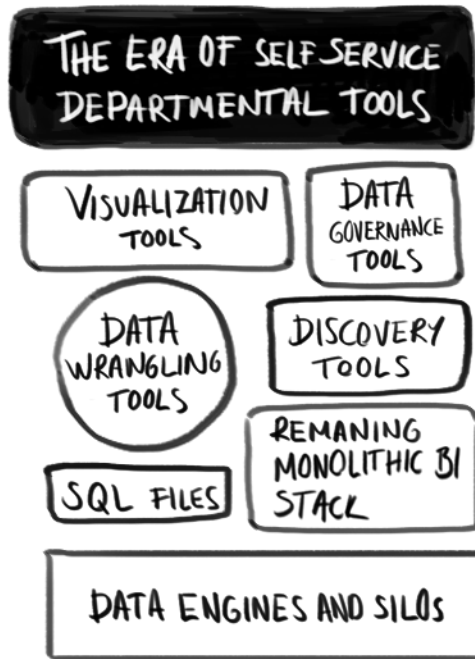
## Advantages

- Reliable answers
- Pixel-perfect
- It was *something*

# FIRST WAVE



# SECOND WAVE



# The Next Struggle: Getting Aligned

## Drivers

- PCs
- IT bottleneck
- Growing data volumes

## Struggles

- No shared model
- Dependent on data extracts
- Tool explosion

## Advantages

- Agility
- Faster time-to-insight
- Higher-resolution



But...

# ...what if?

1. Storing big data got cheap?
2. Querying big data was fast?
3. Warehouses scaled elastically?
4. Ops was handled?
5. You paid for what you used?

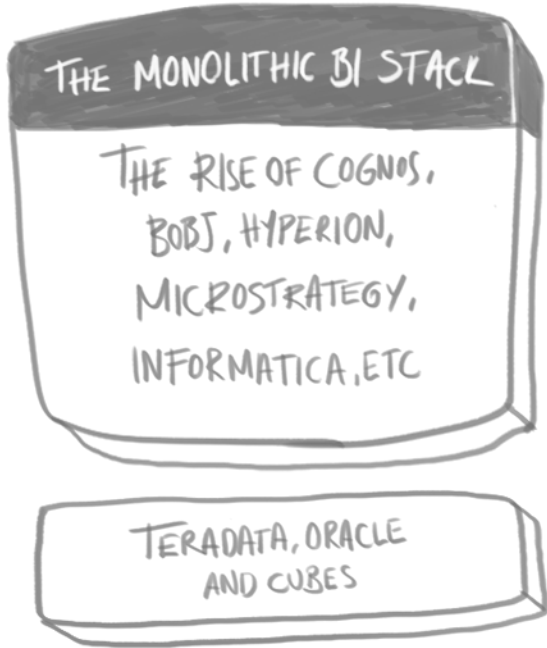
The background features a complex network of white dots and thin lines, creating a starry or molecular-like pattern. Some dots are larger and more prominent, while others are smaller and scattered. The lines connect these dots, forming various geometric shapes and paths across the blue gradient.

Then...

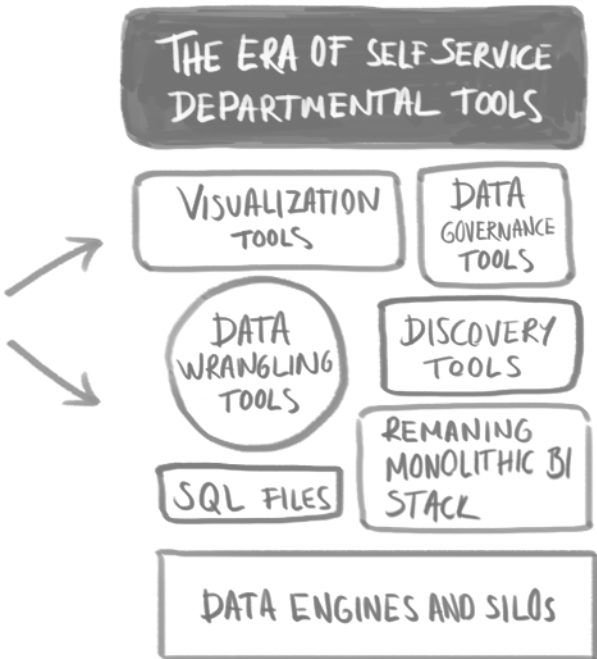
# ...you would want?

1. A tool that leverages the warehouse directly
2. Data definitions that keep everyone on the same page
3. A platform that makes collaboration easy
4. A data model that is as agile as your business
5. A language to abstract away low-level concerns

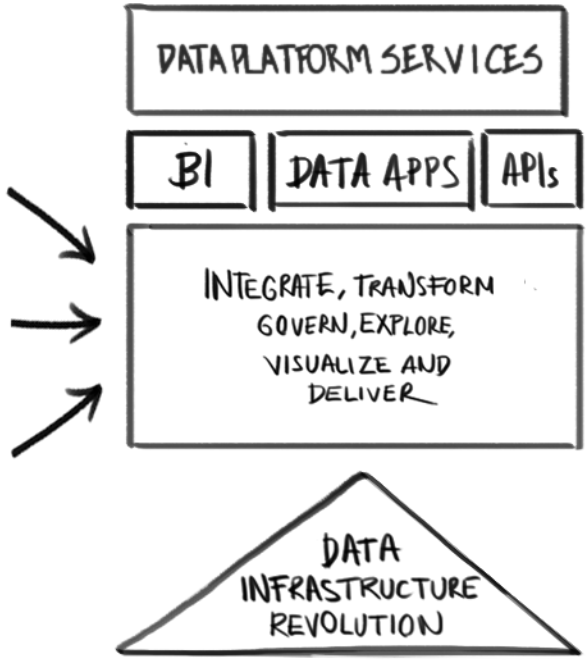
# FIRST WAVE



# SECOND WAVE



# THIRD WAVE



# The New Struggle: Getting Value from Data

## Drivers

- Cheap, Powerful Warehouses
- No limits on concurrency
- The Internet

## Struggles

- Requires new tools
- New way of working
- Insight abundance

## Advantages

- Reliable answers
- Agility
- Best-in-class tools
- Full resolution



# Winning The Struggle with Looker & Snowflake

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