

# Uniting the Data Nation with Snowflake

Kent Graziano, Snowflake



CUSTOMER  
EXPERIENCE

OPERATIONAL  
EFFICIENCY  
Data powers

NEW  
INNOVATION

everything...

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# BUT... THERE'S DISCORD IN DATA NATION.



People



Data



Applications



# The people in data nation are divided



People who  
store and curate data

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People who  
secure the data

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People who have to  
get new data

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People who want to  
upgrade the data platform

People who  
analyze data

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The people who want  
to share the data

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People who need new  
data immediately

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People who pay for the  
data platform

# They have different goals



It takes my development team weeks to set up development environments.



VP

VP App Dev



My team needs standards so that they can develop once and deploy anywhere.



Data Science



I want my IT staff to focus on creative solutions – not patching, backup, and recovery.



IT Mgmt

## Why are the people

## in Data Nation Divided?



We need to get products and services in the marketplace faster in order to compete.



LOB



I need my teams to collaborate easily and share information efficiently.



VP BI



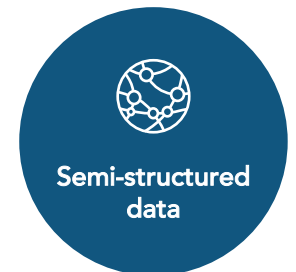
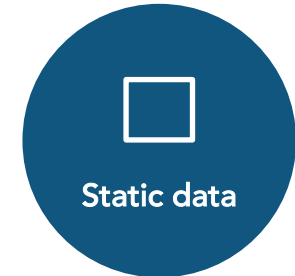
I need a way to rapidly test and identify issues in my apps more effectively.



QA



# Their data is disparate



# Their apps are making things worse



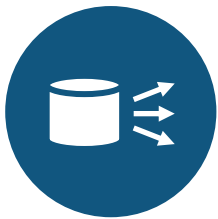
Database that can only support a defined amount of structured data



Expensive up-front database purchases



Concurrency problems when too many people use the database



Unsecure and challenging methods for sharing data



Specialized skills needed for different tools



Manual, maintenance intensive tools

# There are fresh challenges on the horizon



Applications  
in cloud and  
on-prem



Expanding to  
new markets with  
different  
regulations



Need it all in real  
time for up to the  
minute insight



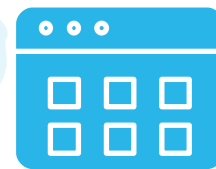


Data

**WE NEED A  
TECHNOLOGY  
THAT CONNECTS  
THE DATA NATION  
GLOBALLY**

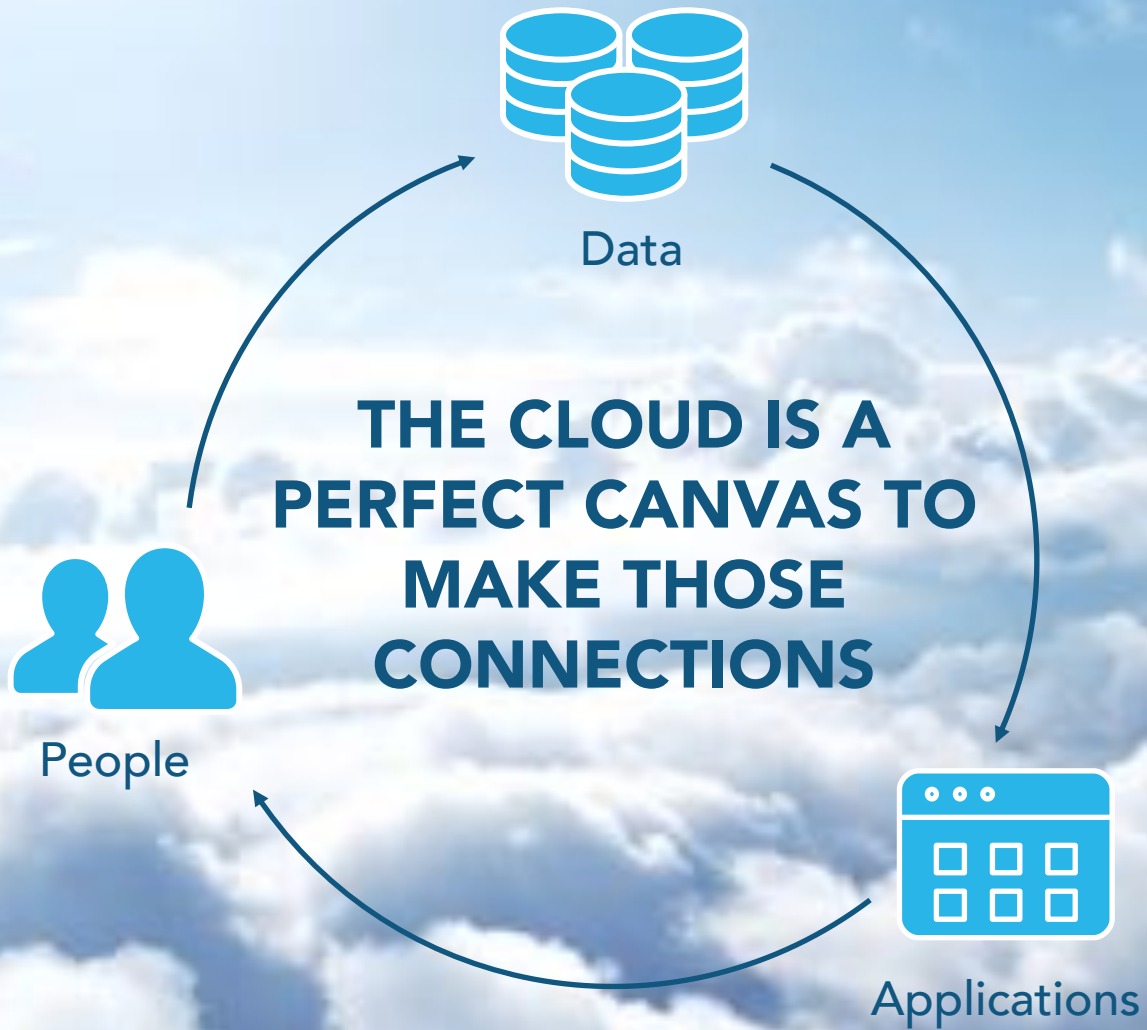


People



Applications





Unite the Data Nation in the cloud with





CREATE BETTER  
EXPERIENCES



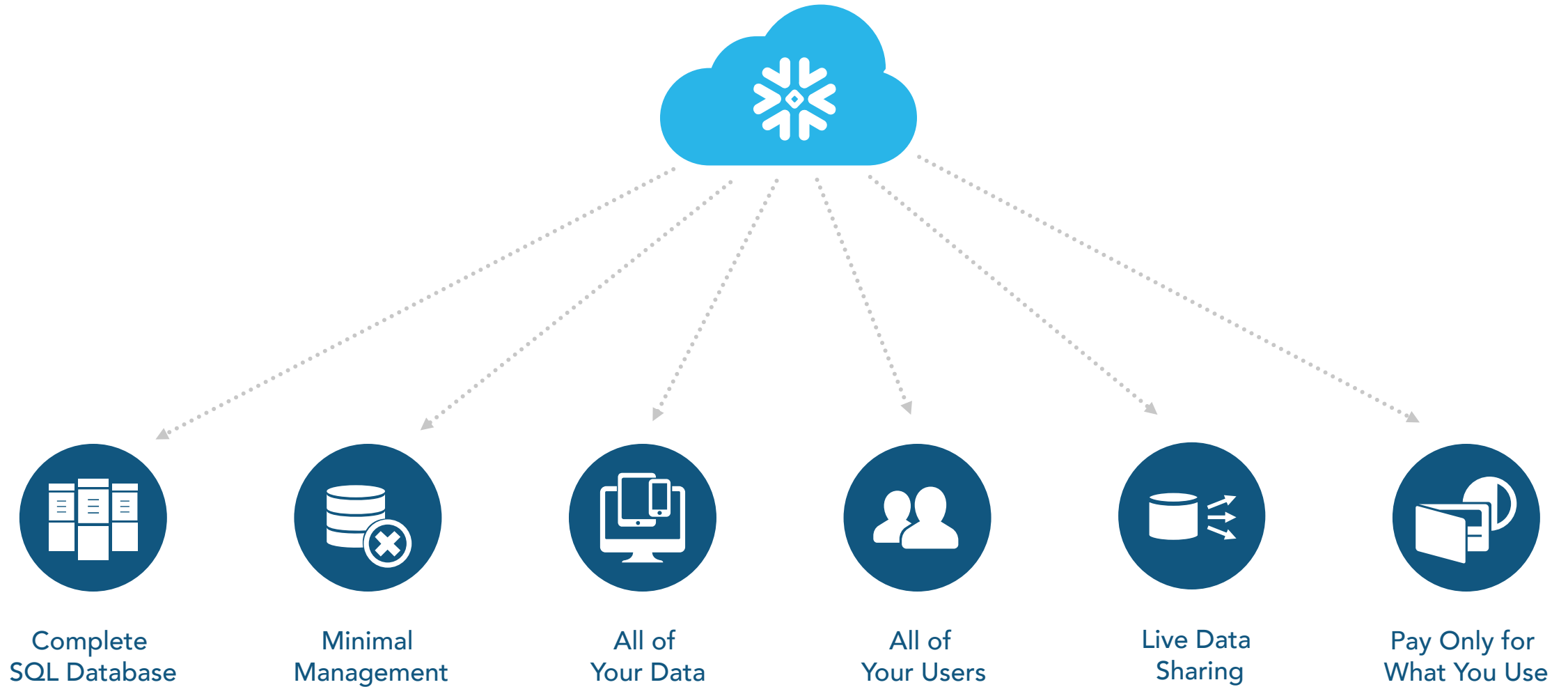
IMPROVE  
EFFICIENCY



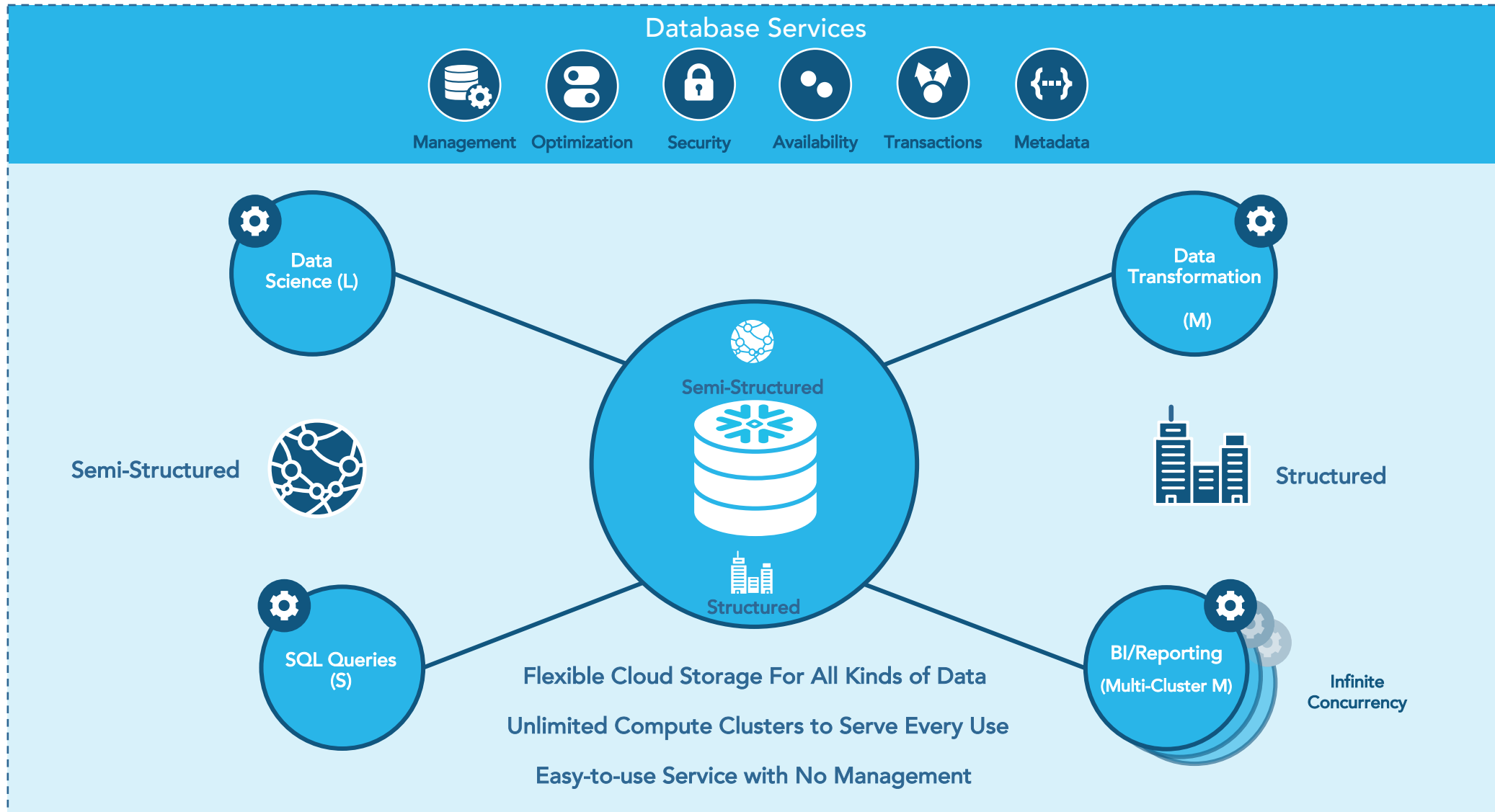
DRIVE  
INNOVATION



# How can Snowflake help Unite the Data Nation?

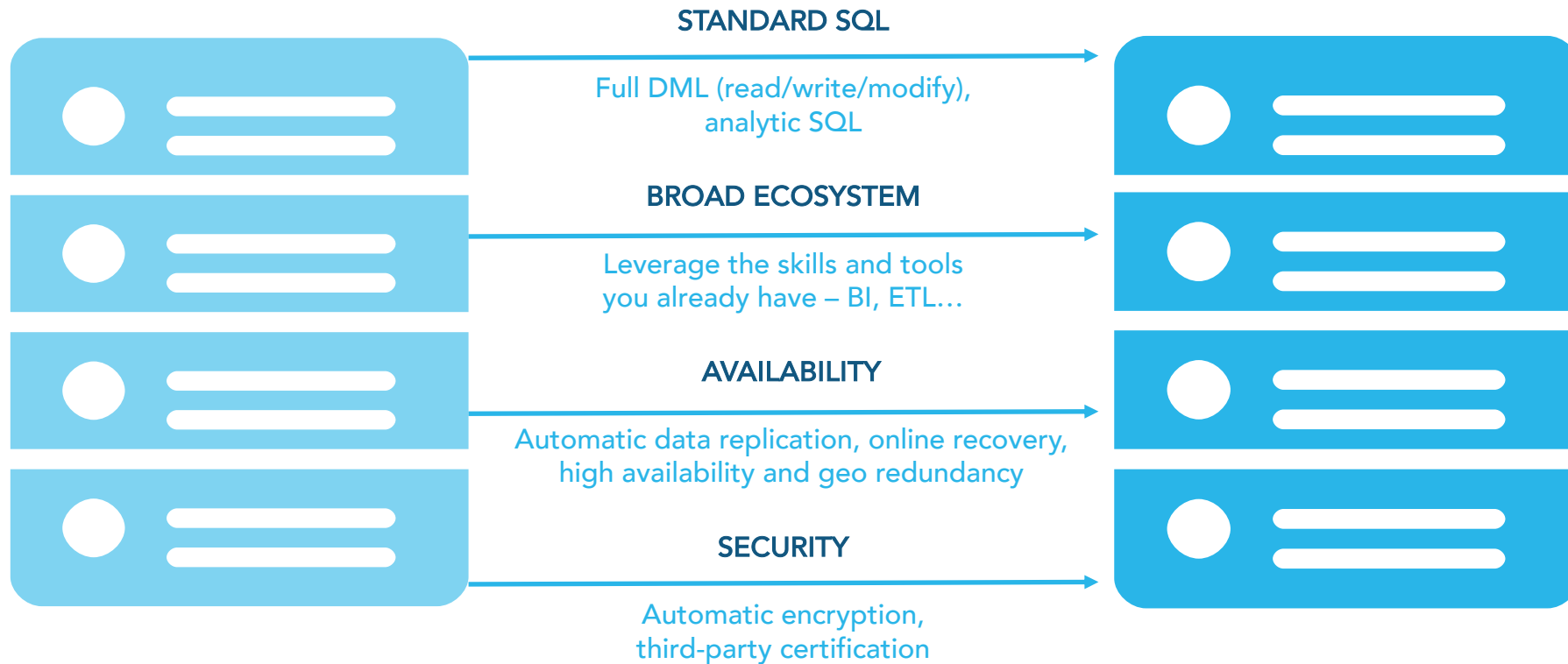


# How is this possible? A Brand New Architecture





# Complete SQL Data Warehouse



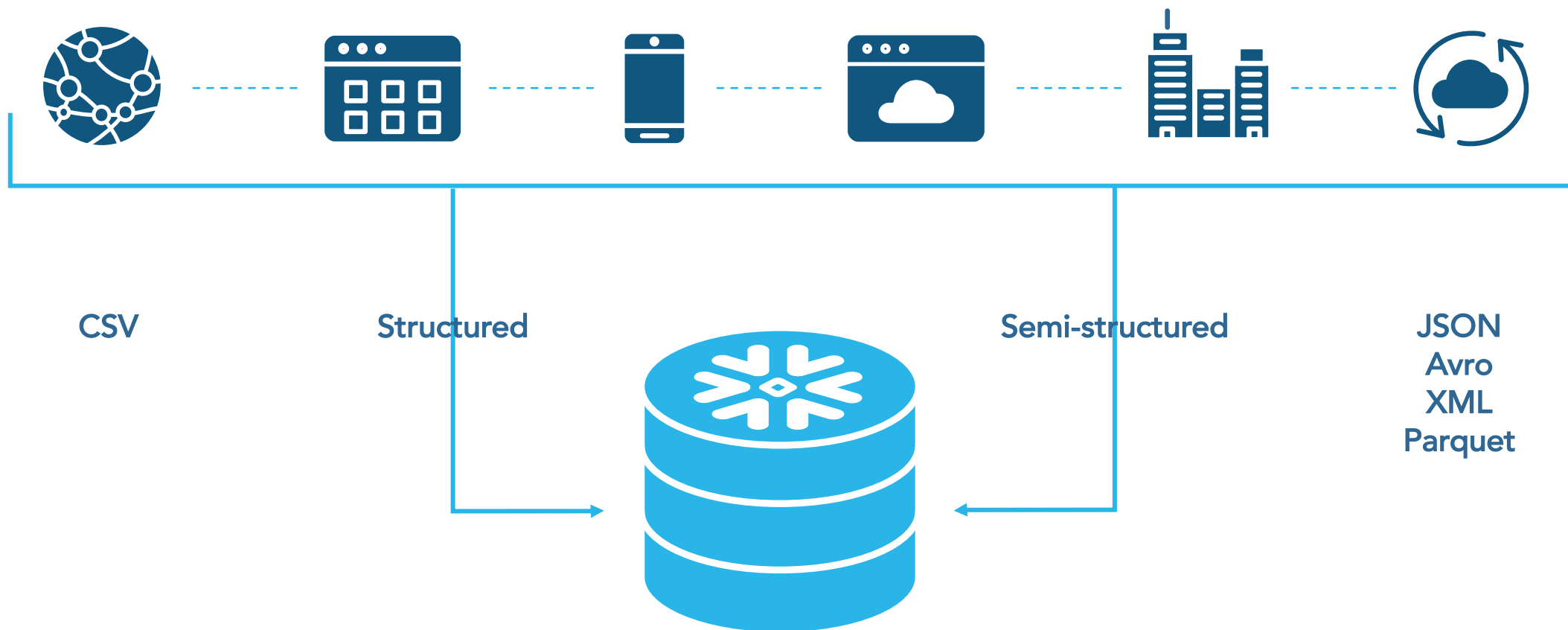


# Minimal Management

- ✓ NO Infrastructure
- ✓ NO Tuning
- ✓ NO Optimization
- ✓ NO Indexing
- ✓ NO Storage worries
- ✓ NO Vacuuming
- ✓ NO Partitioning
- ✓ NO Required sorting
- ✓ NO Workload mgmt.
- ✓ NO Manual backups

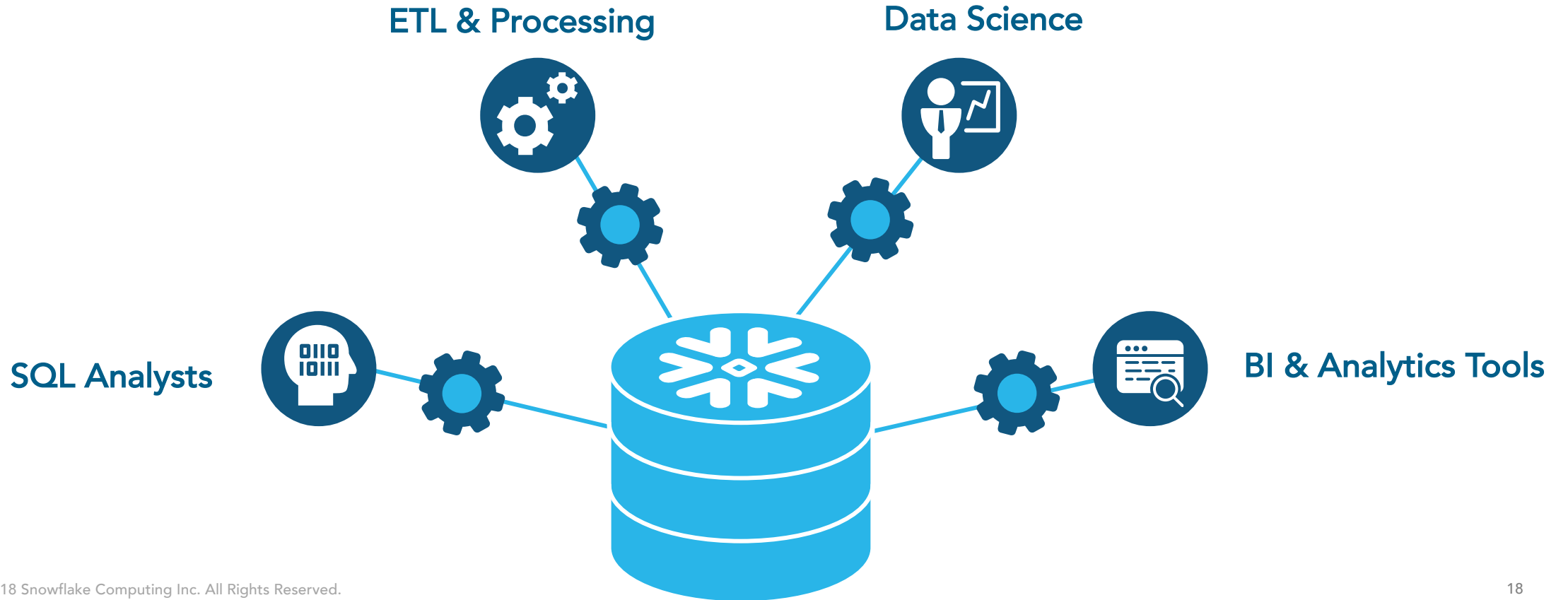


# All your data



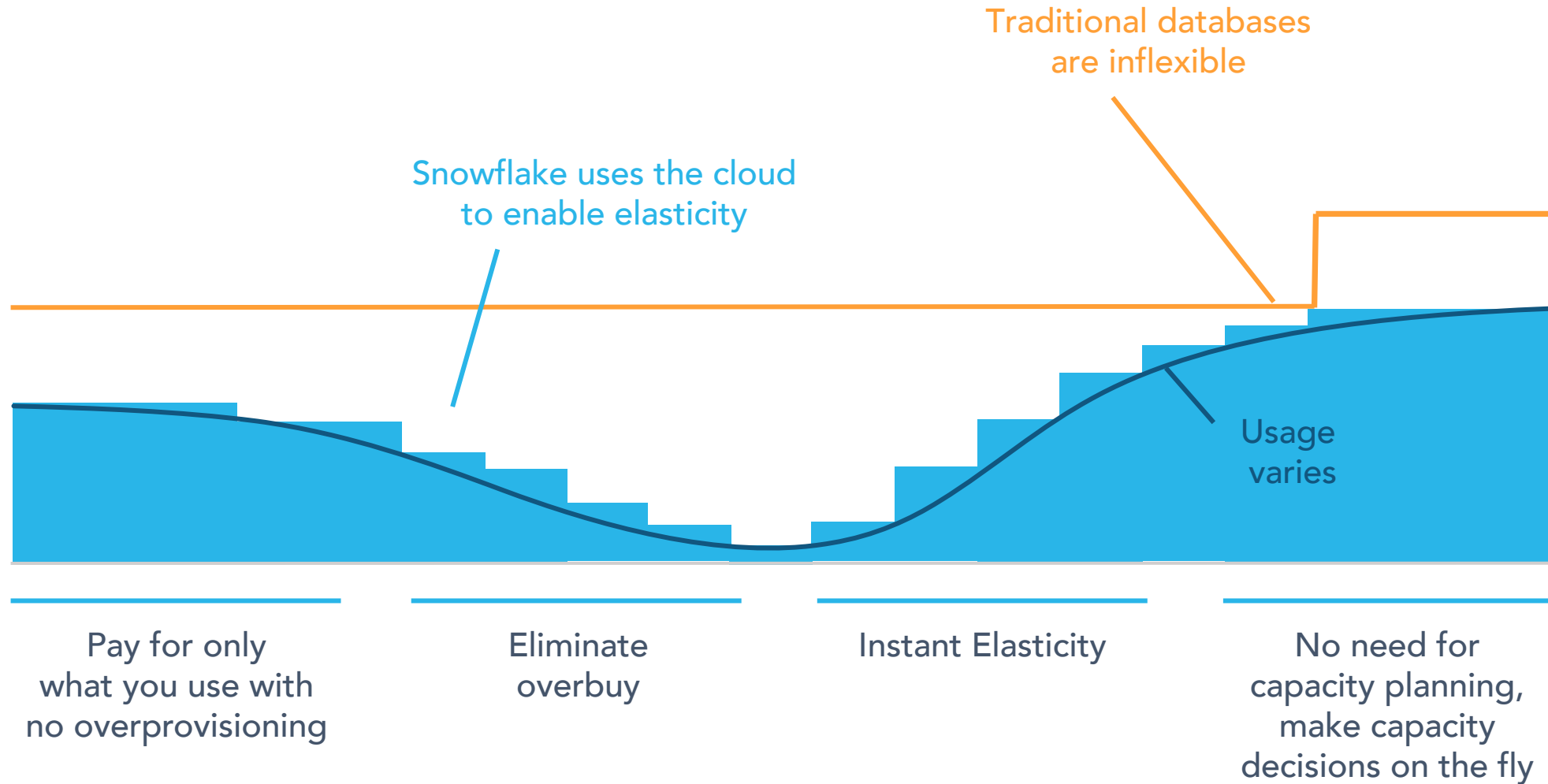


# All Your Users





# Only pay for what you use

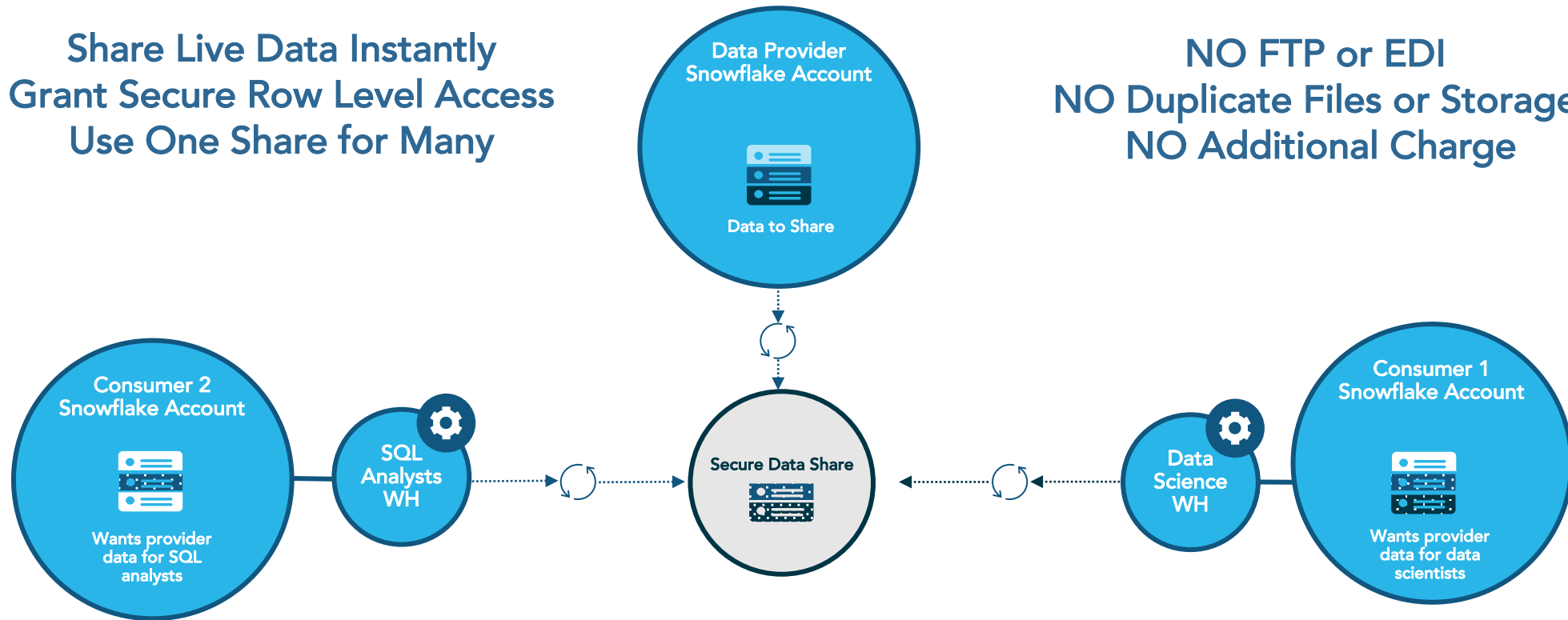




# Live Data Sharing

Share Live Data Instantly  
Grant Secure Row Level Access  
Use One Share for Many

NO FTP or EDI  
NO Duplicate Files or Storage  
NO Additional Charge



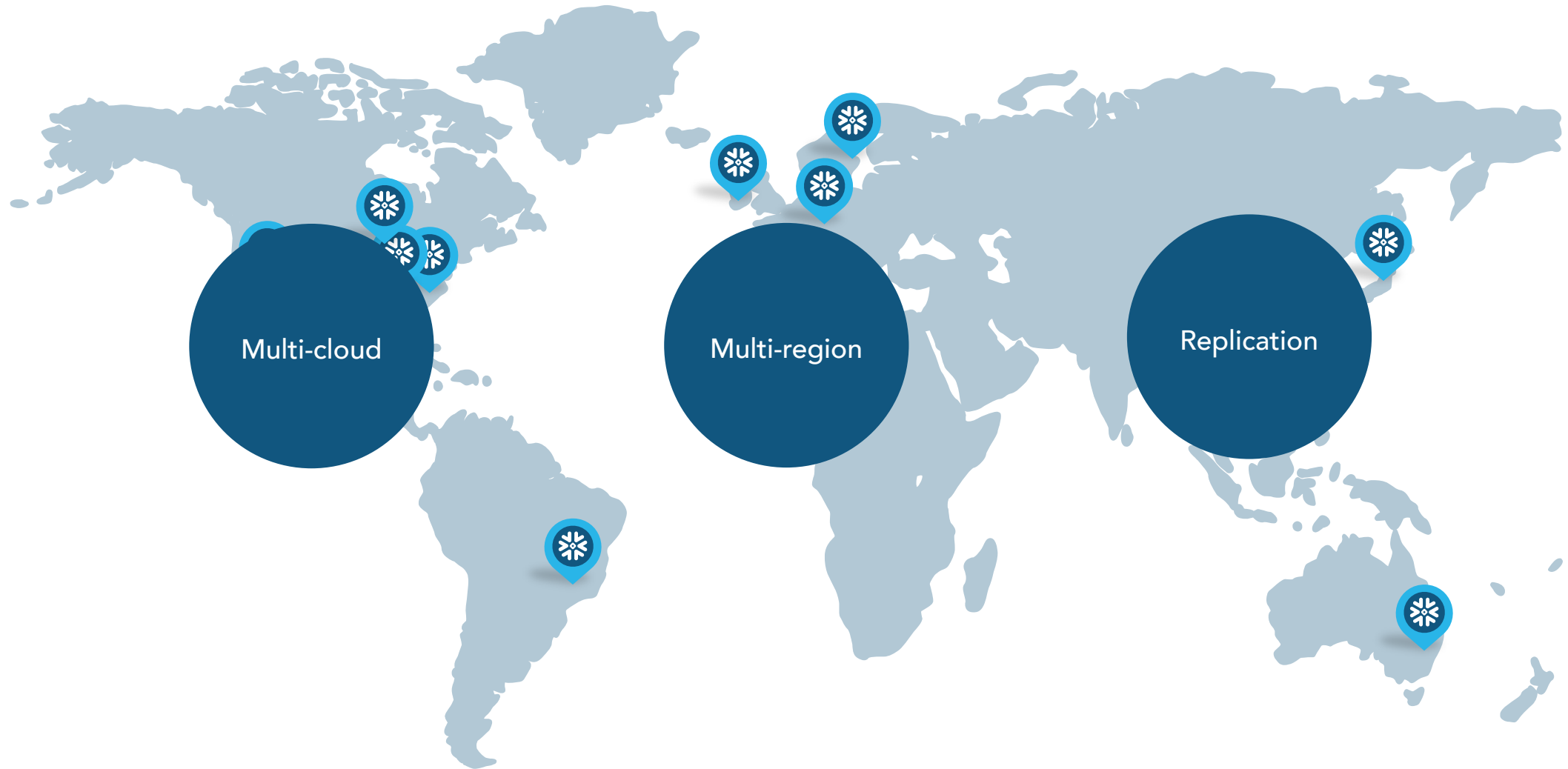
Innovation for

the future



# Global data warehouse

Regions by EOY 2019



# Real-time analytics



# Over 1000 Customers



Blackboard



acoordantmedia



## Moving to the cloud



Using Snowflake to move data analytics to the cloud

## Accelerating enterprise BI and analytics



Moved from legacy data warehouse systems (appliance & cloud) to Snowflake

## Modernizing data platforms



Replaced data warehouse appliance + Hadoop with Snowflake

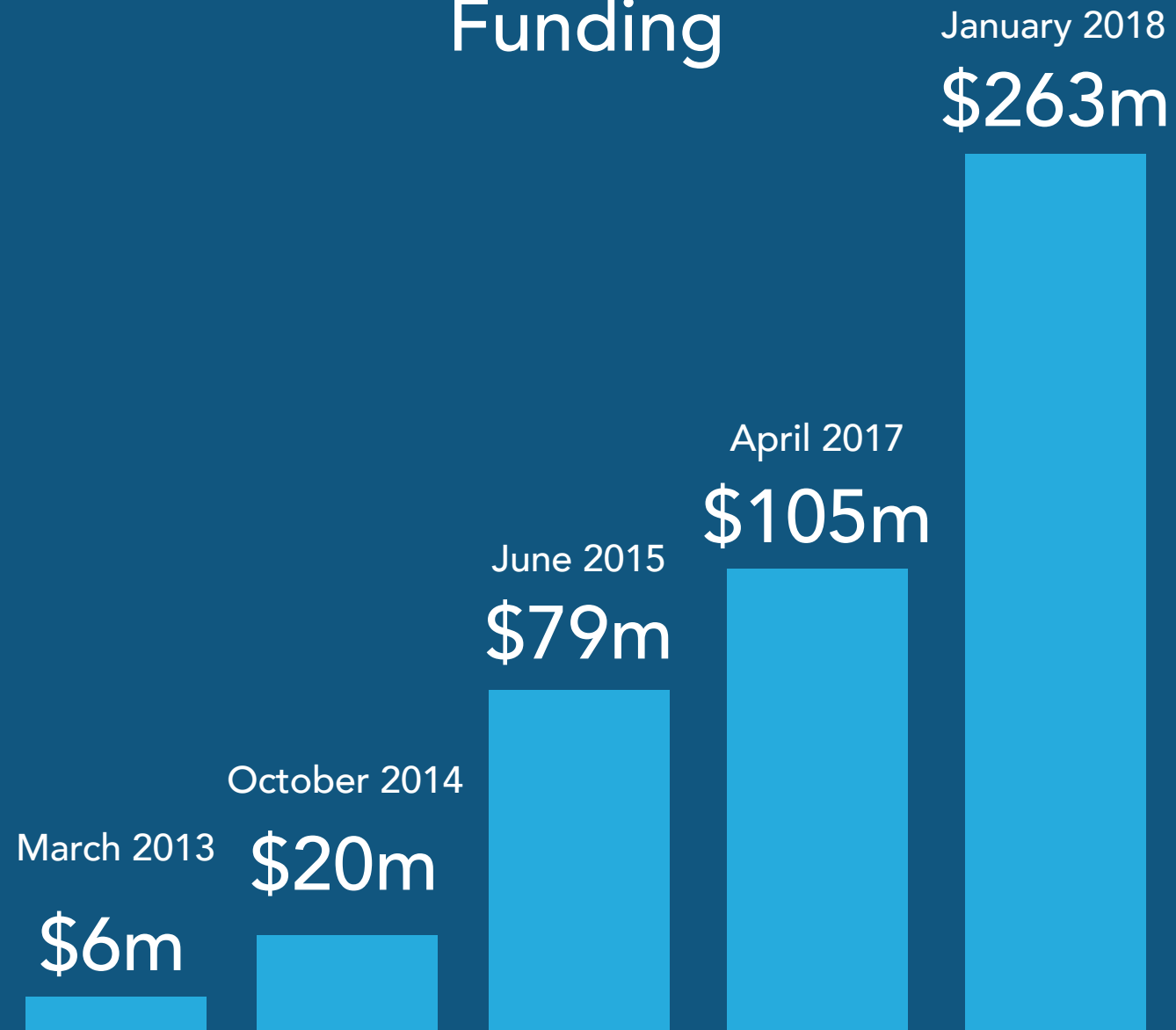
## Building new analytic applications



Delivered new analytic application to pharmacies using Snowflake



# Funding





How will you unite **your** data nation with Snowflake?

**Ask us how to start for free.**