

Uniting the Data Nation with Snowflake

Ross Perez, Director of Product Marketing
Snowflake

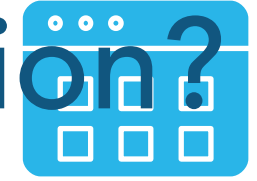
What is Data Nation?



People



Data



Applications

The people in data nation are divided



People who
store and curate data

People who
secure the data

People who have to
get new data

People who want to
upgrade the data platform

People who
analyze data

The people who want
to share the data

People who need new
data immediately

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



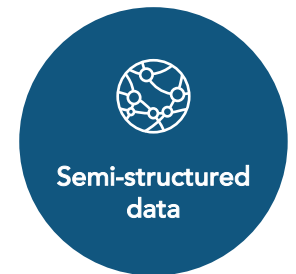
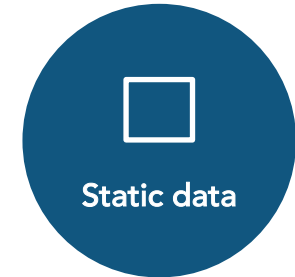
I need a way to rapidly test and identify issues in my apps more effectively.



QA



Their data is disparate



The apps are the source of many problems



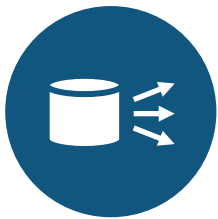
Database that can only support a defined amount of structured data



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



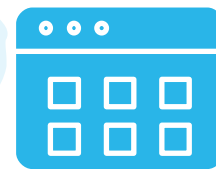


Data

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

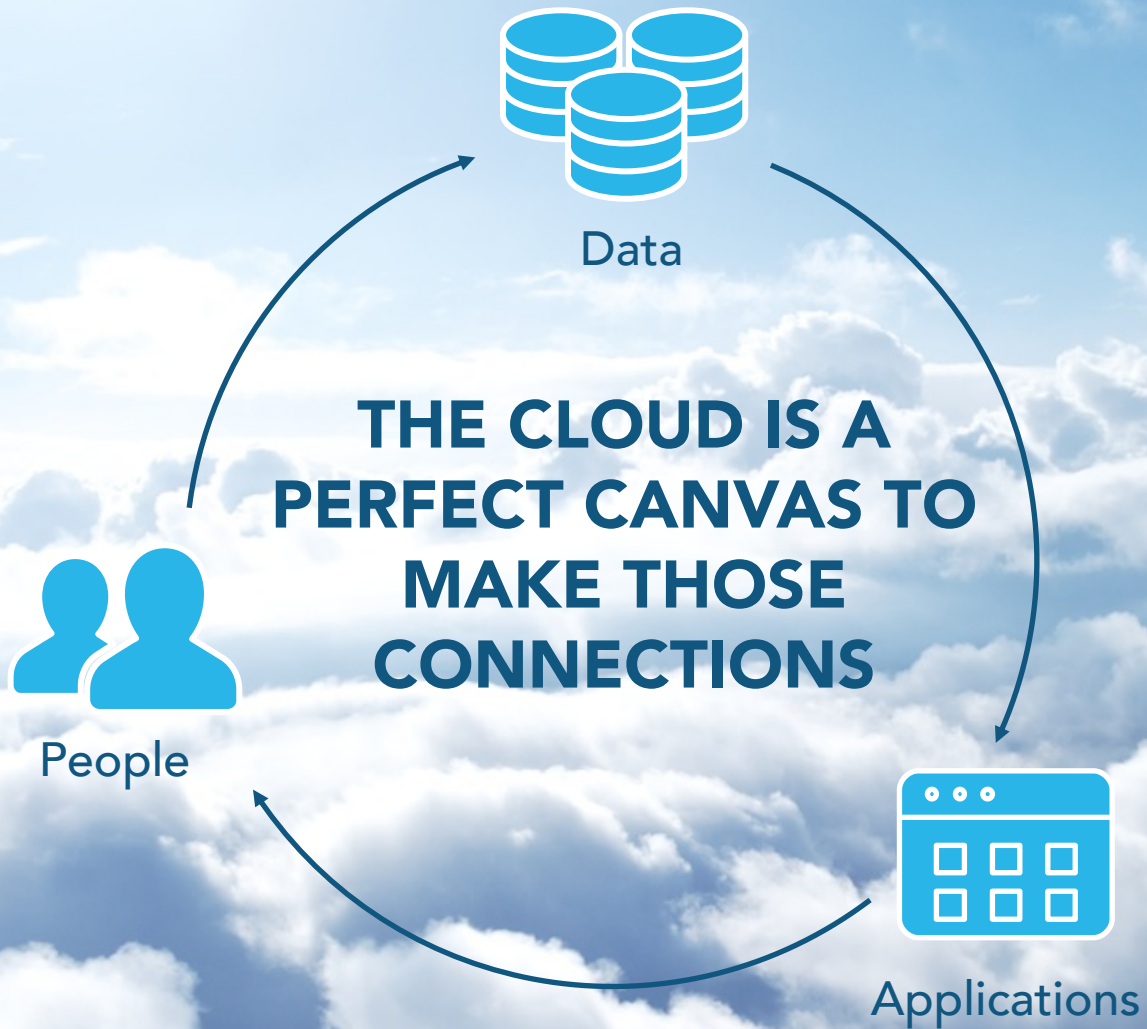


People



Applications

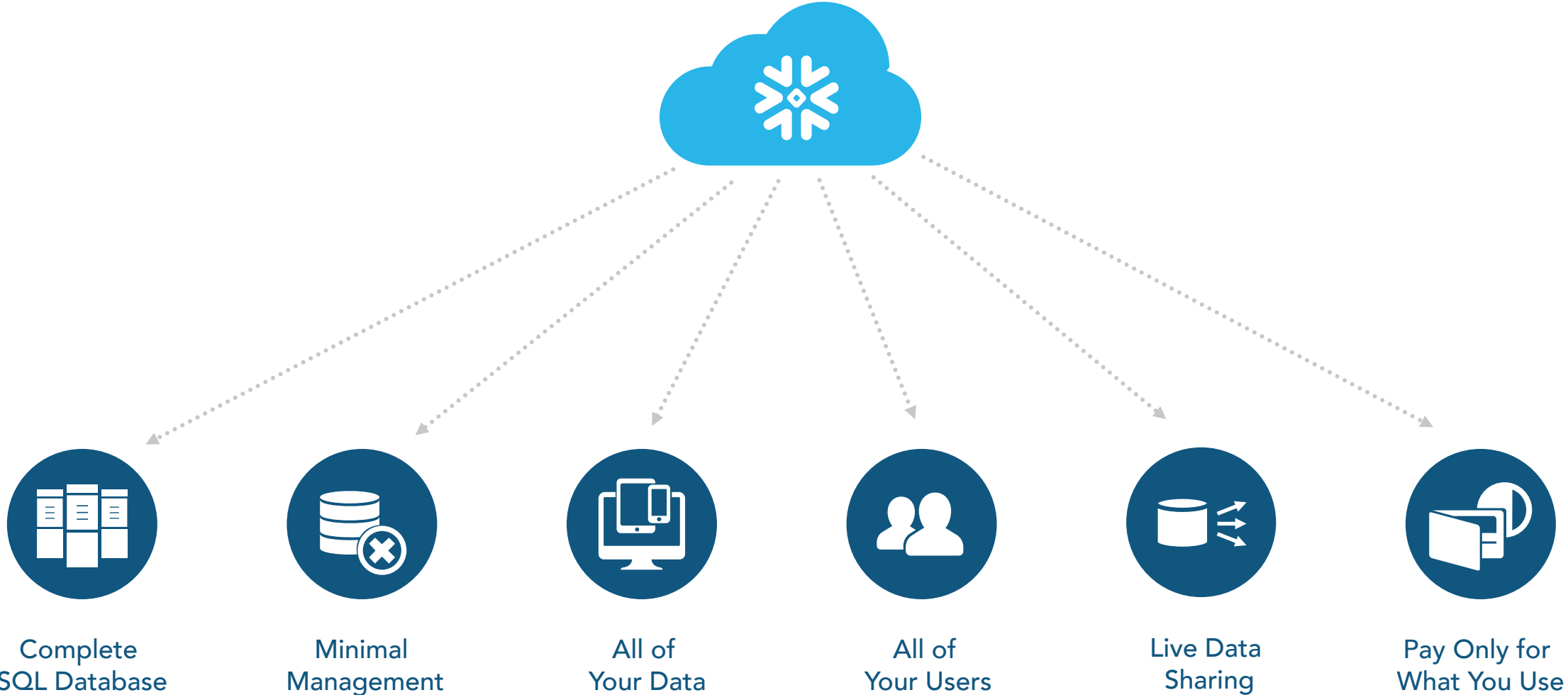




Unite the Data Nation in the cloud with

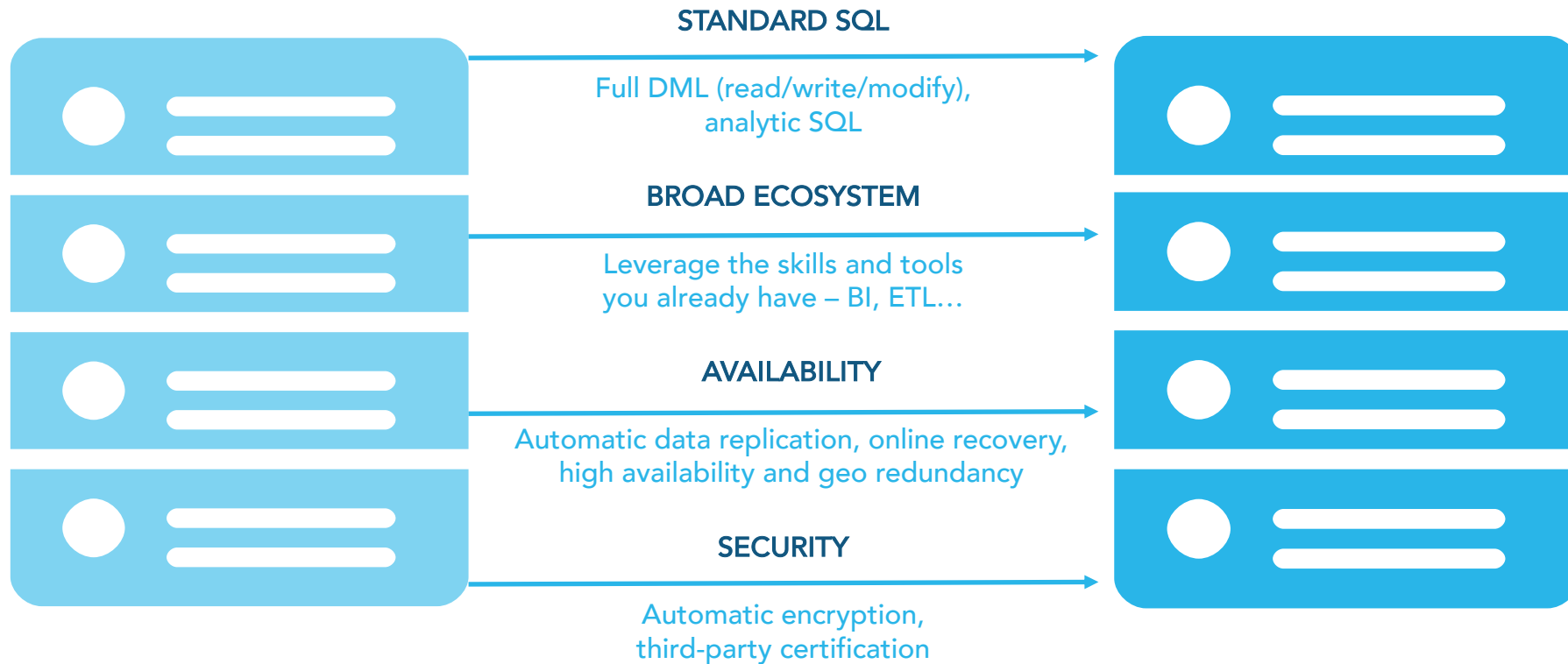


How can Snowflake help Unite the Data Nation?





Complete SQL Data Warehouse





Minimal Management

✓ NO Infrastructure

✓ NO Tuning

✓ NO Optimization

✓ NO Indexing

✓ NO Storage worries

✓ NO Vacuuming

✓ NO Partitioning

✓ NO Required porting

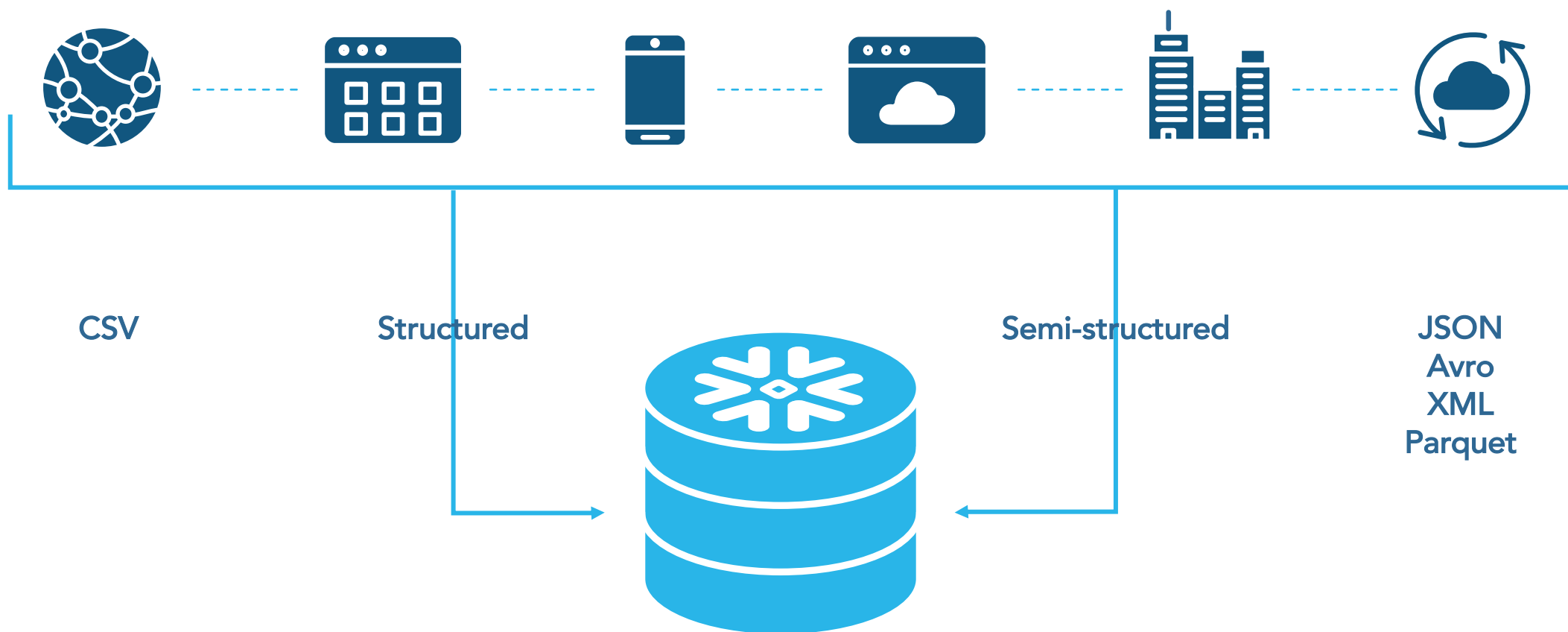
✓ NO Workload mgmt.

✓ NO Manual backups

It Just Works!

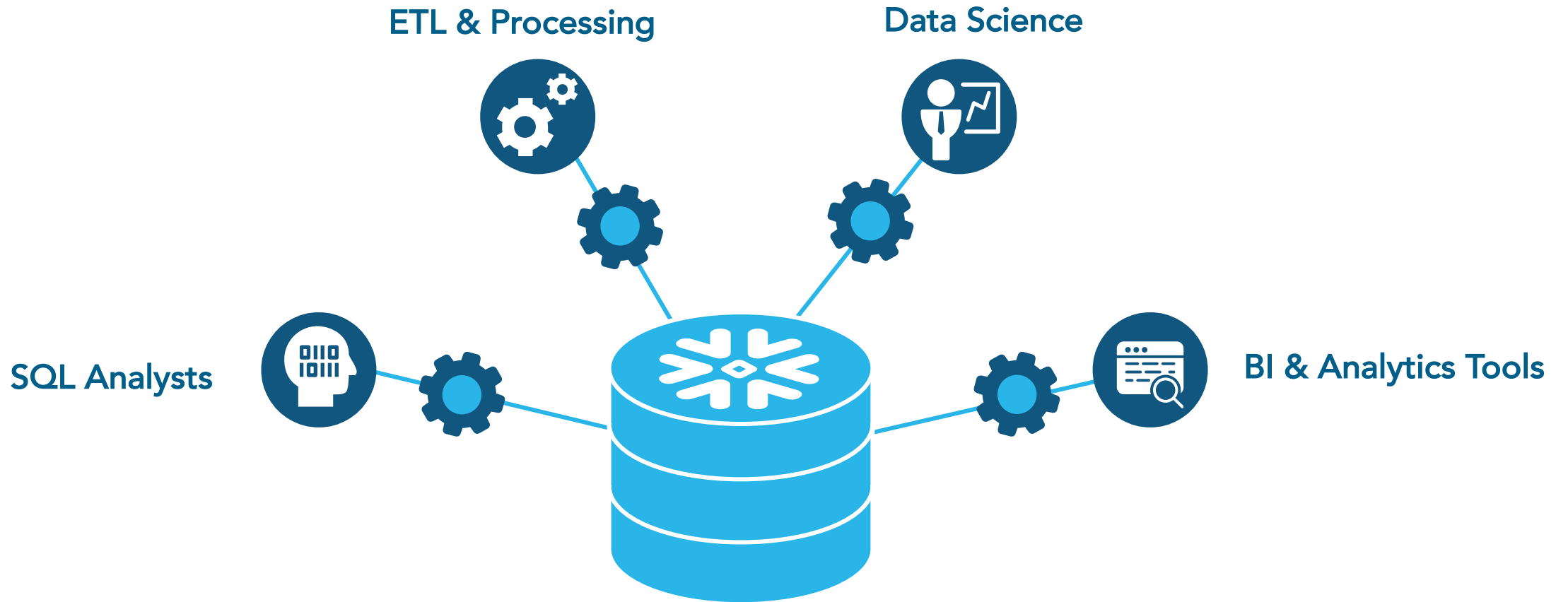


All your data



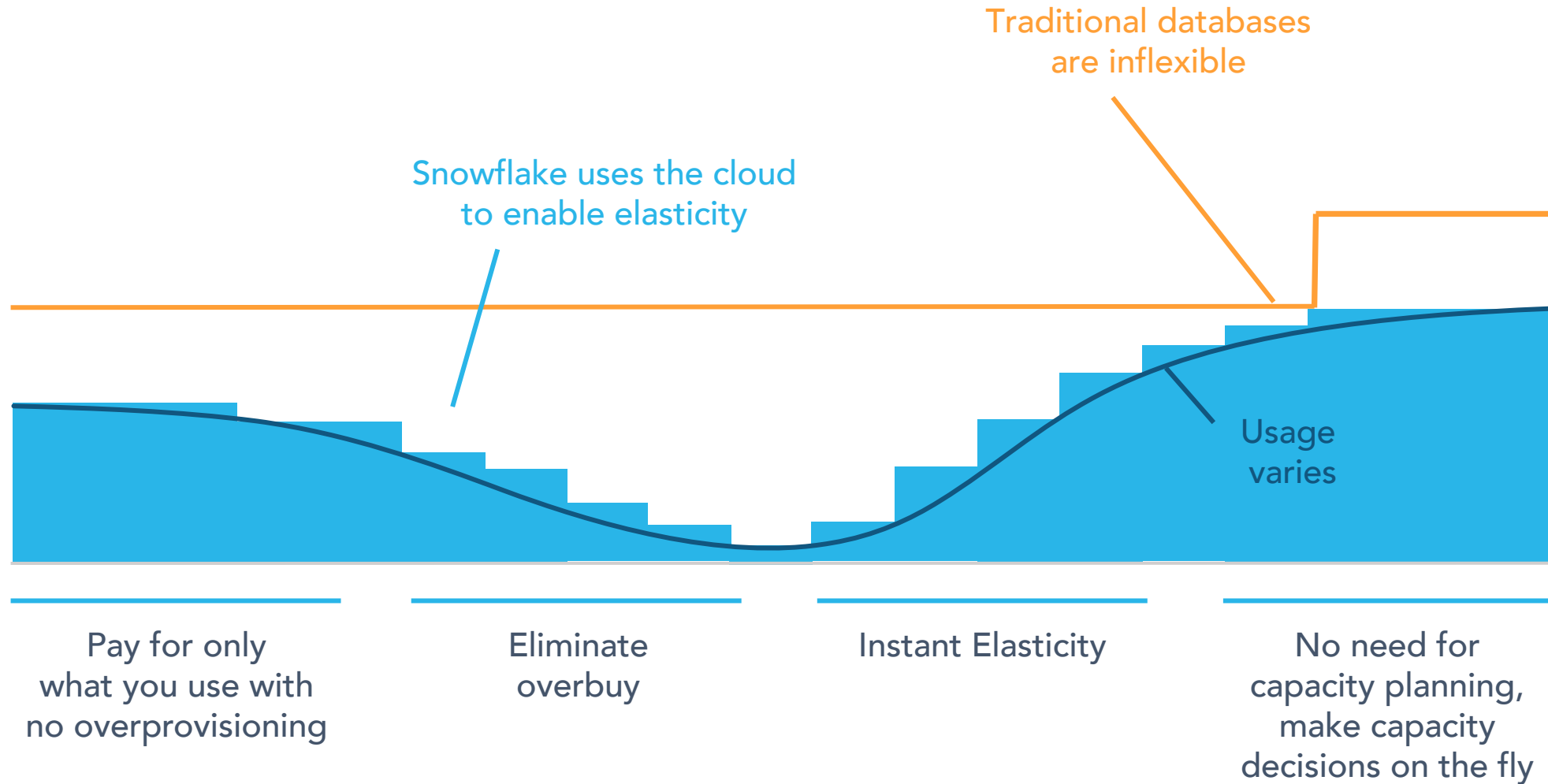


All Your Users





Only pay for what you use

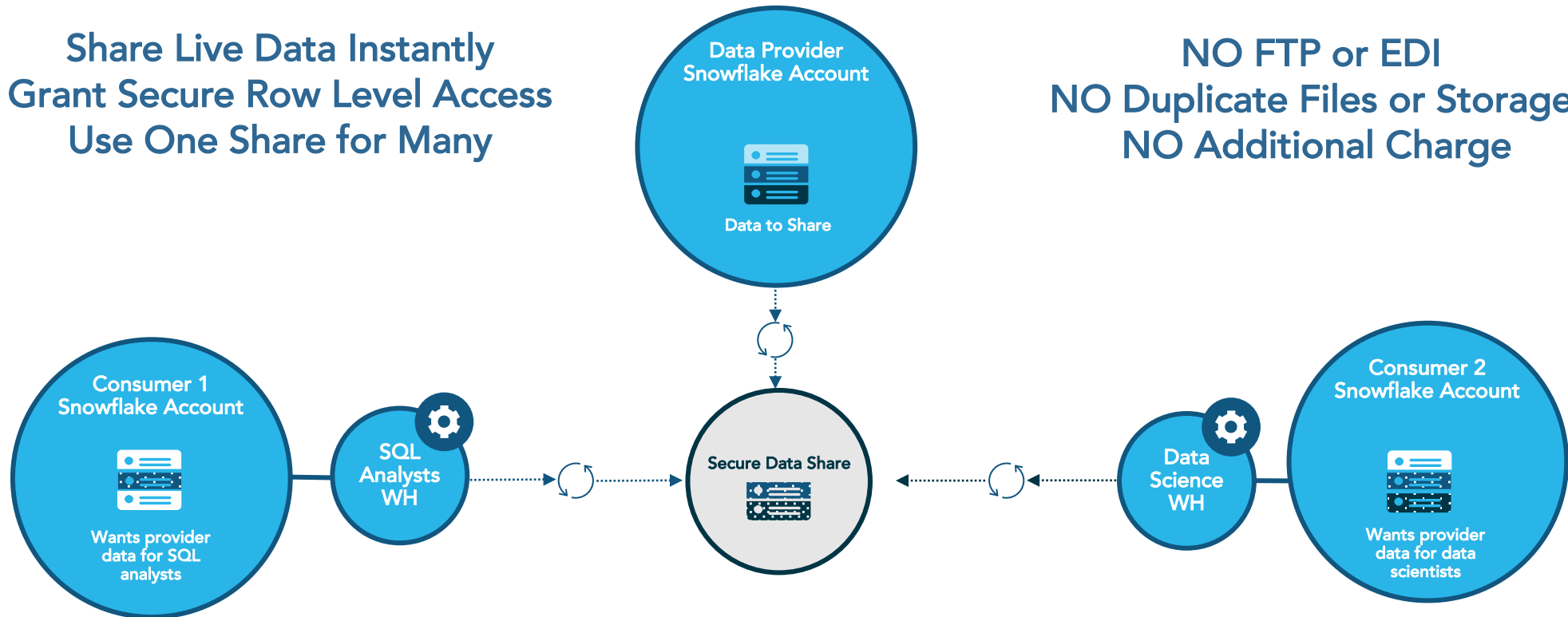




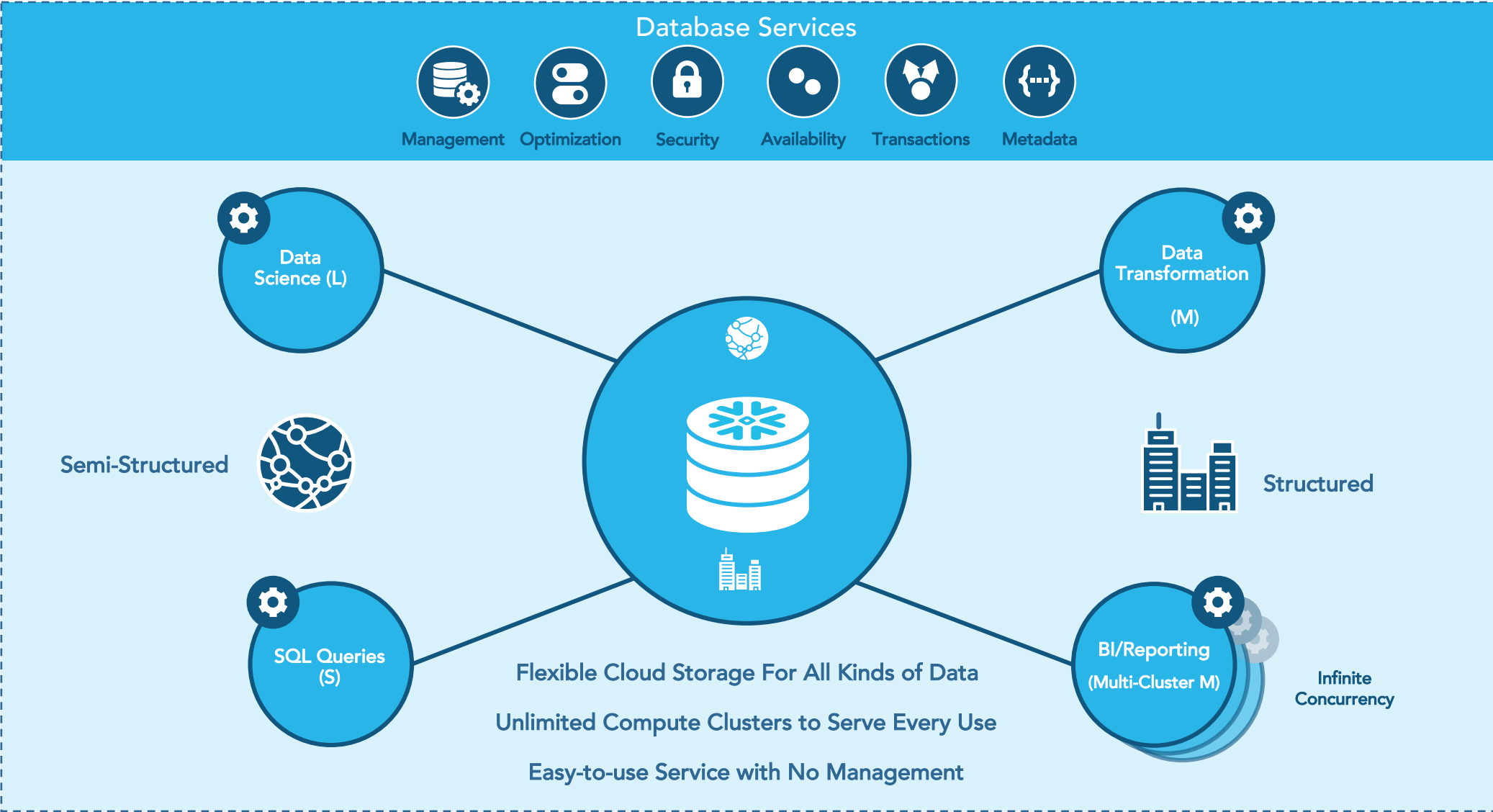
Live Data Sharing

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



How is this possible? A Brand New Architecture



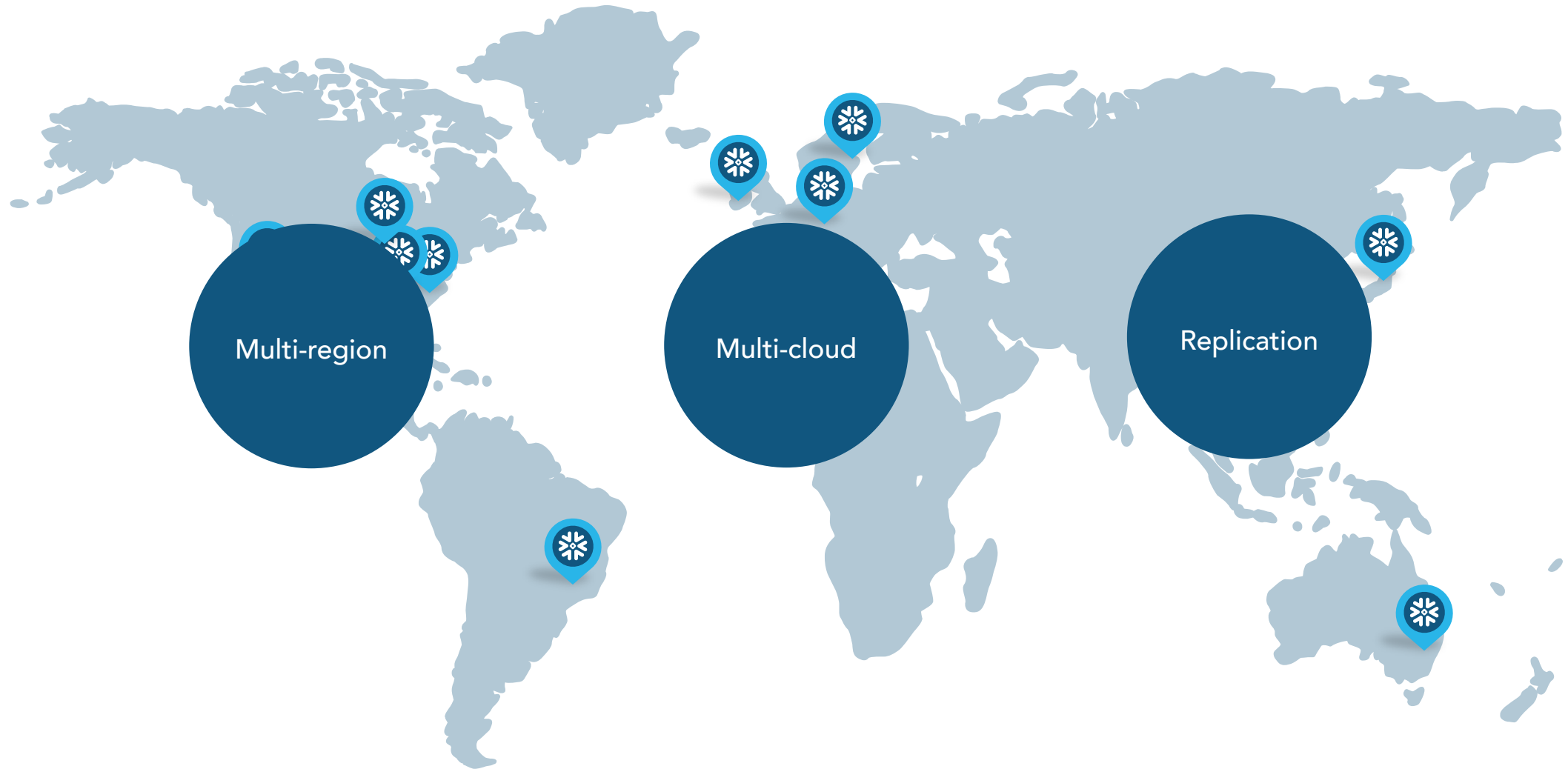
Innovation for

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



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

Ask us how to start for free.