

SNOWFLAKE FOR ANALYTICS APPLICATION DEVELOPERS

Power analytic applications or services with a ready-made, cloud-built data warehouse

SUPERCHARGE ANALYTIC APPLICATIONS OR SERVICES WITH A HIGH-PERFORMANCE ENGINE



Built-in performance optimizations enable you to deliver the powerful, low latency platform you need to power analytic applications or services at any scale. There's no infrastructure for you to manage.

EASILY TRACK USAGE AND HOT SPOTS



Snowflake includes integrated usage tracking, by time or by accumulated usage, allowing you to easily administer cost allocations and charge backs.

CONSOLIDATE NEW DATA SOURCES



With Snowflake, you can load structured data and semi-structured data like JSON within the same data warehouse. Your customers can execute complex queries and joins. No transformations required.

PAY ONLY FOR WHAT YOU USE, WHEN NEEDED



Scale at the time of need. No need to pre-size a configuration in advance, which saves you infrastructure costs. Incur compute charges by the second and only when active. Pass the cost savings on to your customers.

IMPLEMENT ADVANCED DATA PROTECTION



Employ data protection, processing fail-over, end-to-end data encryption and more to protect customer data. Deliver a HIPAA, SOC 2 Type II, PCI DSS compliant and FedRAMP Ready platform without effort on your part.

SIMPLIFY INFRASTRUCTURE MANAGEMENT



Allocate more of your valuable database and data engineering resources on creating new products and services. Snowflake requires zero management, and features data warehouses that automatically scale.

New opportunities for analytic services are growing rapidly. The analytics-as-a-service industry alone is projected to grow to \$23.5B by 2021, a 37.6% compounded annual growth rate. More customers means more demand and more competition.

Staying ahead of the curve and winning requires a nimble business model with technology to match. Unfortunately, building an analytics service with traditional warehouse approaches exposes you to risks, including the inability to scale quickly and on demand. Traditional approaches, whether on-premises or in the cloud, that require you to build clusters inherently have limited capacity to scale. New hardware or infrastructure must be added. This involves downtime, disruption to your service and to your customers, and potentially, lost profits. Relying on cloud-based data warehouses services doesn't mitigate scaling risks either because these solutions suffer from the same capacity and scaling issues, or they don't provide you the control you need to meet the needs of a wide variety of customers.

READY FOR WHATEVER COMES YOUR WAY

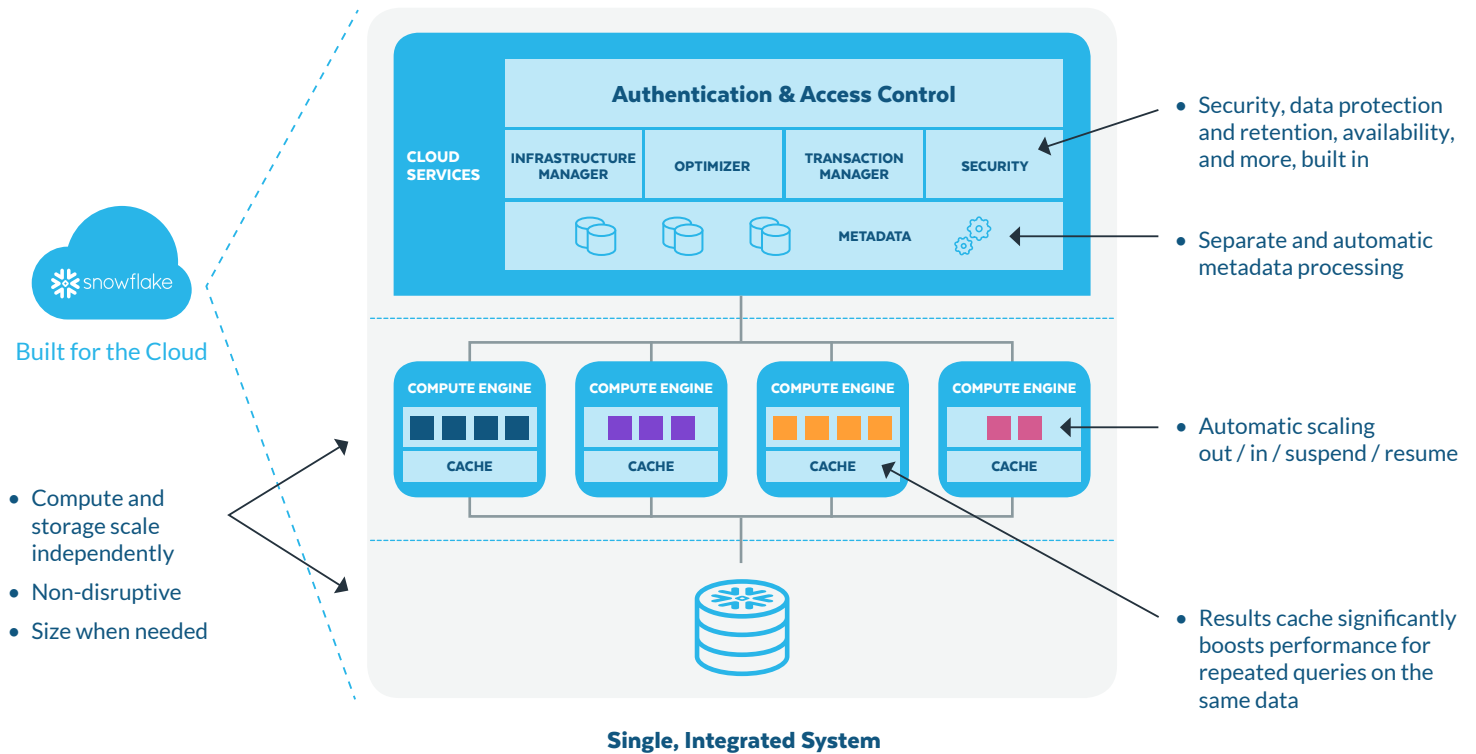
Snowflake is the only data warehouse built for the cloud, delivered as a service, and operating around the clock, 24x7. Snowflake powers your analytics at any scale, including the capability to automatically scale without a database administrator's involvement and the ability to combine structured and semi-structured data like JSON.

THERE IS NO INFRASTRUCTURE TO BUILD

Imagine, an unlimited number of compute engines that automatically turn on or off and scale to meet sudden shifts in demand for your application or service.

Partner with Snowflake and expand your potential.

Snowflake's Multi-cluster Shared Data Architecture



CUSTOMER SUCCESS



PDX, Inc. offers a SaaS application to pharmacies and pharmacy chains across the US. It's embedded analytics application enables pharmacies to streamline their operations and provide better patient outcomes and better customer service. Prior to Snowflake, PDX struggled with a legacy RDBMS solution that was incapable of handling over 5 million new or changed healthcare records per day.

In a proof of concept test, Snowflake outperformed the competition, right out of the box.

With Snowflake, analytics visualization tools now run alongside new data loading without contention or performance impact and business intelligence across pharmacy chains improved.

ACTION	LEGACY DATABASE (existing)	HADOOP ON CLOUD	SNOWFLAKE
Initial stage load	1800 mins	Incomplete	12 mins
Process large file	60 mins	18 mins	8 mins
ETL process	86 mins	Incomplete	12 mins
EDW processing	780 mins	Incomplete	7 mins
Record processing	200K / hr	Incomplete	16M / hr

“We feel very confident that whatever we run into, we’ll be able to scale Snowflake to meet the performance requirements of our pharmacy customers.”

JOHN FOSS, Vice President, Strategic Products – PDX, Inc.

ABOUT SNOWFLAKE COMPUTING

Snowflake is the only data warehouse built for the cloud, enabling the data-driven enterprise with instant elasticity, secure data sharing and per-second pricing, across multiple clouds. Snowflake combines the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud at a fraction of the cost of traditional solutions. Snowflake: Your data, no limits. Find out more at [snowflake.com](https://www.snowflake.com)