



# THE LITTLE BOOK OF BIG SUCCESS WITH SNOWFLAKE





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# DATA WAREHOUSE MODERNIZATION

- > Capital One
- > HotelTonight
- > Rue Gilt Groupe





# CAPITALIZING ON THE VALUE OF COMPLEX QUERIES

Capital One is a bank holding company specializing in credit cards, auto loans, banking and savings products.



**Being able to set up our system in a resilient fashion on Snowflake, so we can fail over from the east to the west and give our customers that extra protection, was very important to us.”**

**LINDA APSLEY**

VP of Data Engineering

## GOAL

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Give personalized, unique, data-driven experiences to customers.

## PAIN POINT BEFORE SNOWFLAKE

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Speed: it took too long to access data.

## CAPITAL ONE DATA WAREHOUSING BEFORE SNOWFLAKE

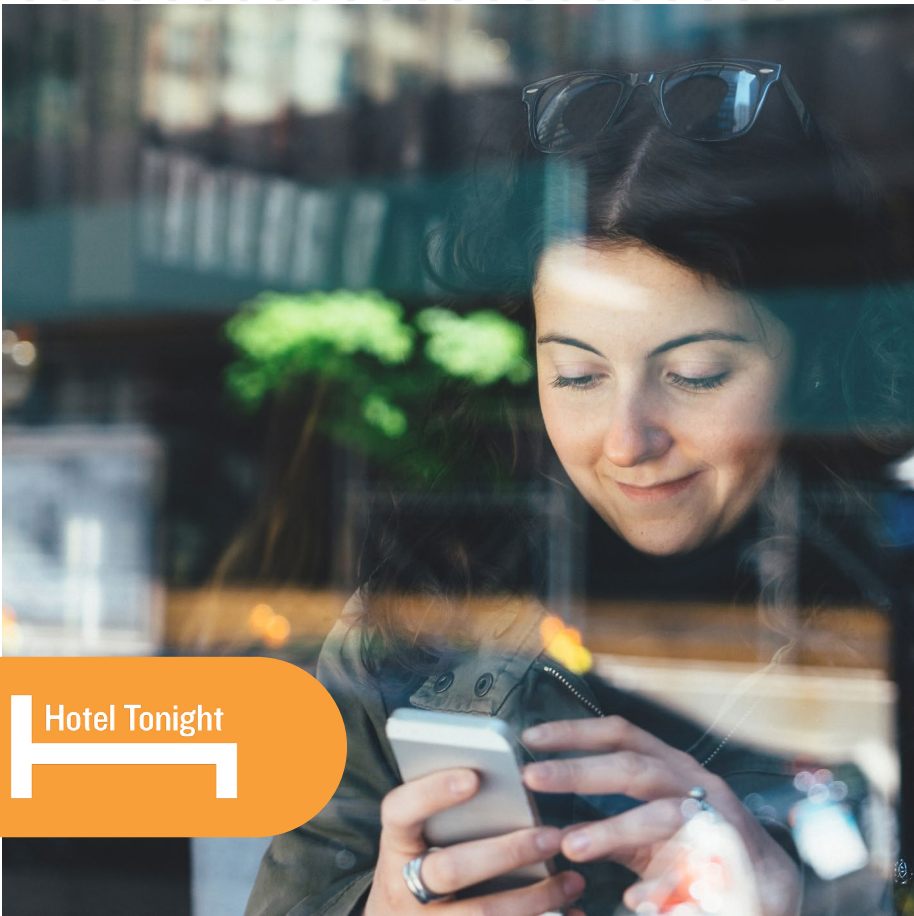
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- The old on-premises system was capable but did not provide enough resilience. Capital One wanted to failover its system once a month, not just when a disaster occurred.
- The company wanted to move to the cloud to get more data and to have a greater ability to use its data in innovative ways.

## RESULTS WITH SNOWFLAKE

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- The system provides high concurrency for a large number of data users and for a large number of applications.
- Capital One can scale out with Snowflake to handle complex queries very quickly.
- The company set up systems in a resilient fashion on Snowflake so it could fail over from the East to the West and give customers extra protection for their assets.
- The SnowPro dashboard enables data transparency. Different lines of businesses running applications on their systems can run dashboards that help them understand the data flows, identify problems, and determine spending.



 Hotel Tonight

# PREDICTING DEMAND FILLS BEDS

HotelTonight provides a last-minute hotel booking application that helps savvy travelers find the best hotels at the best rates, and helps hotels move their last-minute rooms that would otherwise go unsold.



“

**Having the ability to do ad hoc analysis on top of this warehouse, on top of this huge data set, and throw the computational power at it on demand... has driven our product and features forward in some really interesting ways.”**

**JONATHAN GEGGATT**  
Data Engineering  
Manager

## GOAL

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Make data available to everyone in the company as quickly as possible.

## PAIN POINT BEFORE SNOWFLAKE

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Running a report or doing any analysis would take hours or just simply fail.

## HOTELTONIGHT DATA WAREHOUSING BEFORE SNOWFLAKE

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- The previous data warehouse could be scaled vertically to solve a problem, but it was painful to scale back down. Scaling would require a lot of downtime.
- It was difficult for employees to get the data they needed to do their jobs, because it took hours to run a report or do an analysis.

## RESULTS WITH SNOWFLAKE

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- Now, HotelTonight can scale for ad hoc analyses and get timely results.
- The company can also predict demand, enabling better discounts from hotels and enabling hotels to sell bookings that would have gone unsold.
- Access to more and better data has driven its app's features in new and interesting ways.



RUE GILT  
GROUPE

## 360 DEGREES OF BETTER DECISION MAKING

As an ecommerce, flash-sale, members-only site, Rue Gilt Group brings high-end brands to its more than 16 million members.



**The other factor that really resonated with all of us is the separation of compute from storage. It is just fundamentally so unique. It's revolutionary."**

**ERICK ROESCH**

Director of BI  
& Data Warehouse

## GOAL

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The company wanted all facets of the business—structured data, external data feeds with demographic data, census data, and geolocation data—brought into one place on a real-time basis.

## PAIN POINT BEFORE SNOWFLAKE

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The company's legacy data warehouse couldn't access clickstream and email data.

## RUE GILT GROUPE DATA WAREHOUSING BEFORE SNOWFLAKE

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- The company had to endure the cost, headache and delays of running a Hadoop cluster, data lake and data warehouse to enable its data.
- By running multiple systems, Rue Gilt Groupe could not obtain a 360-degree view of its customers.

## RESULTS WITH SNOWFLAKE

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- The marketing department now has a 360-degree view of customers and can perform more targeted marketing, identify the performance of each campaign, and push promotions based on customers' personalized preferences.
- On the merchandising and planning side, with the additional insight of website activity, the company can view accurate product sales to make more informed purchasing decisions.
- Live site visitation and purchasing data allow planners to assess product interest and customize the site to provide each member with a unique shopping experience.
- Traditional development activities and processes have become simpler, which has allowed the company to streamline its development processes.

# ACCELERATING ANALYTICS

- > Overstock.com
- > Seriously Digital Entertainment
- > Vibes
- > WhiteOps
- > Zeeto





# METRICS FOR MEETING THE NEEDS OF MILLIONS

Online retailer Overstock.com sells excess inventory, including brand name bed-and-bath goods, home décor and furniture, at discounted prices.



**We see a lot more collaboration between groups thanks to Snowflake Data Sharing.”**

**CRAIG KELLY**  
Group Product  
Manager

## **GOAL**

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**Deliver 4 million products per month to the company's 35 million website visitors.**

## **PAIN POINT BEFORE SNOWFLAKE**

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The old systems took too long to deploy and required a large amount of coordination among different parts of the organization, which prevented the company from achieving a single source of truth that all business users could access.

## **OVERSTOCK.COM DATA WAREHOUSING BEFORE SNOWFLAKE**

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- The company cobbled together a number of legacy data warehouses, Hadoop, and various big data tools.
- Data scientists and analysts used separate systems. It took weeks to get answers to crucial questions.

## **RESULTS WITH SNOWFLAKE**

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- Every group in the organization now uses a single data source and can scale compute resources up and down, on the fly or automatically.
- The speed of getting answers from systems and deploying models into production now only takes days, hours, or even minutes.
- With the Snowflake Data Sharehouse, the company can make customer data and customer insights securely available to partners to run in their data science models and combine with other data sets.
- With Snowpipe, the company can easily bring new data into the data warehouse, and with the elastic compute, it can spin up new clusters as needed.



*Seriously*

## **MONETIZING CLICKS WITH METRICS**

Seriously Digital Entertainment combines a world-class creative team with a mobile-first experience to develop great games, tell great stories, and build the next generation of entertainment experiences. It also builds global entertainment franchises that come to life first as best-in-class mobile games.



“

**We're now sending almost ten times as much data as we did before, without any performance issues.”**

**ROBERT PARVIAINEN**  
Lead Data Scientist

## GOAL

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Use an intuitive cloud-built data warehouse solution to monetize clicks and downloads, which is important because the gaming industry is dominated by the “freemium” business model.

## PAIN POINT BEFORE SNOWFLAKE

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The company's legacy data warehouse prevented its business users from accessing all of its data to obtain timely insights.

## SERIOUSLY DIGITAL ENTERTAINMENT DATA WAREHOUSING BEFORE SNOWFLAKE

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- Performance slowed if more than one user queried the same data at the same time.
- Seriously could only access 10 percent of its data warehouse in order to avoid huge costs.
- The company couldn't connect marketing campaign data and gamer activity because those data sources lived in different databases.
- Seriously needed an intuitive cloud-built data warehouse solution that offered a much more scalable and flexible data architecture.

## RESULTS WITH SNOWFLAKE

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- The company's users can now access almost 10 times as much data as it did before, without any performance issues, and queries run much faster.
- Seriously saves money due to Snowflake's per-second, pay-as-you-go business model.
- When Seriously runs large queries, the company can switch to a larger virtual warehouse (compute cluster) by switching automatically or on the fly.



vibes

# SLICING AND DICING DATA TO BUILD NEW PRODUCTS

Vibes helps mobile marketers create highly personalized engagement conversations with their subscribers by enabling them to tap into widely used channels—such as texts, push notifications, and customized in-app messages—to deliver targeted messaging.

CUSTOMER STORIES



**I have great engineers and I want them to focus on innovating and building products that bring value to the company. That's what Snowflake allows me to do."**

**DEERAJ HARIDAS**  
Director of Platform Analytics

## GOAL

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Optimize agility and eliminate obstacles to growth with a highly elastic, low-maintenance data warehouse solution.

## PAIN POINT BEFORE SNOWFLAKE

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Vibes needed a highly elastic, low-maintenance solution to address all of the items on its data warehouse wish list.

## VIBES DATA WAREHOUSING BEFORE SNOWFLAKE

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- The company's legacy data warehouse lacked sufficient elasticity to innovate and grow at any scale.
- Vibes engineers spent half their time on routine data warehouse management tasks, rather than on innovating.

## RESULTS WITH SNOWFLAKE

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- Engineers now focus 80 to 90 percent of their time building new products and slicing and dicing data to improve insights.
- Marketers can now track their mobile marketing initiatives in real-time, measure their outcomes across all mobile channels, and gain immediate and actionable insights.
- Unlimited storage supports Vibes' growing customer base, while enabling the company to retain more detailed historical data for analysis.
- Vibes can now onboard new customers with very little latency and instantly scale compute up or down for seasonal fluctuations in campaign activity.
- Different user groups can access the same data at the same time with no performance impact, even while event data is being loaded into the warehouse.



# MITIGATING AD FRAUD THROUGH RAPID ANALYSIS

White Ops constantly works to uncover and characterize new fraud patterns, which requires storing and processing massive amounts of data.



**In very real ways, Snowflake helps us improve our competitive advantage and better focus on our core competency: the fast delivery of a broad spectrum of ad-fraud detection algorithms for our customers.”**

**TAMER HASSAN**  
Co-founder and CTO

## GOAL

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Speed up delivery of a spectrum of ad-fraud detection algorithms to customers.

## PAIN POINT BEFORE SNOWFLAKE

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Latency was an issue and so was the need for the Hadoop team to write custom map-reduce code for each request.

## WHITE OPS DATA WAREHOUSING BEFORE SNOWFLAKE

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- White Ops had previously relied on NoSQL systems, including Hadoop and MongoDB, to store and process data.
- When White Ops security engineers had a big data question, they had to send a request to the Hadoop team and wait for a developer to build a custom map-reduce job, which created a huge bottleneck.
- Many times, requests for data and new analytics were not made, or they weren't completed fast enough.
- Latency for results was at least 24 hours.

## RESULTS WITH SNOWFLAKE

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- Scaling occurs where and when needed. White Ops can now adjust the computing and storage power for its users based on their need.
- Snowflake's native support for optimized storage and processing of both structured and semi-structured data allows White Ops to add data from multiple sources to a single place for analysis.
- Ad fraud detection algorithms have been accelerated from 24+ hours to less than 2 hours.
- Improved system performance has enabled White Ops to simplify its testing and QA of code changes.



# OPTIMIZING ANALYTICS FOR BETTER INSIGHTS

Zeeto optimizes digital advertising via analytics, and it surveys website visitors and uses the insights gained to help customers bid on highly targeted advertising.



**Being able to iterate and produce results in hours instead of days, and days instead of weeks, has been transformational.”**

**MATT FERGUSON**  
Chief Technology Officer

## GOAL

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Expand data monetization channels with less infrastructure and gain deeper insight into the impact of online advertising.

## PAIN POINT BEFORE SNOWFLAKE

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Zeeto had to purge critical business-performance data because customer demand was outpacing the capacity of its rigid infrastructure.

## ZEETO DATA WAREHOUSING BEFORE SNOWFLAKE

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- Zeeto’s engineering team took up to five days to conceive, design, and deliver a report to the management team.
- Zeeto had no way of knowing whether its old platform was making good decisions on behalf of its customers; for example, why did it choose a particular ad and what were the other ad options?
- Its previous analytics platform was costly.

## RESULTS WITH SNOWFLAKE

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- Zeeto’s engineering team can now produce a report—from idea to launch—in a matter of hours.
- The CEO can access system reports that are updated every 15 minutes across all publishers and advertisers.
- Zeeto’s business users now receive data and insights they were unable to acquire with the previous legacy platform.
- Account managers use the data to coach advertisers on their bidding strategies and click-through rates.
- Zeeto rebuilt its CMS platform and replaced Google Analytics with its own analytics platform using a Snowflake data warehouse, saving up to \$13,000 per month.

# BUILD YOUR DATA SHAREHOUSE™

- > Akamai
- > Localytics







# LIVE DATA SHARING FOR FAST ACCESS TO CRITICAL INFORMATION

As the world's largest content delivery network, Akamai delivers 95 exabytes of data to billions of end-user devices each year and captures real-user performance and business metrics from around the world.



**We now can scale up to 100 times our current capacity with nothing more than a ‘heads up’ phone call.”**

**ERIC ELLIS**  
Senior Software Architect

## GOAL

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Acquire a modern, managed data warehouse solution that can scale at a moment's notice and cost a small fraction of Akamai's on-premises solution.

## PAIN POINT BEFORE SNOWFLAKE

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The cost of growing and maintaining its on-premises data warehouse was spiraling out of control.

## AKAMAI DATA WAREHOUSING BEFORE SNOWFLAKE

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- Because Akamai captures exabytes of real-user performance and business metrics from around the world, the company had exceeded its storage limits.
- They had 16 database servers and couldn't afford for any of them to fail.
- Scaling up by adding two servers here and two servers there became a management and cost nightmare.

## RESULTS WITH SNOWFLAKE

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- Akamai now has a zero-maintenance and fully elastic cloud-built data warehouse that can scale up, down, and out automatically or with a click of a button.
- Akamai can affordably retain more historical data, and can extract, load, integrate and analyze data in seconds.
- Secure, governed, live data sharing in real time enables Akamai's business users and applications access to more data for deeper insights.
- The Akamai sales force is now free to aggressively seek large customers without worrying about the system's ability to support them.



 Localytics

# DISTRIBUTING THE WEALTH OF SHARED DATA

Localytics provides an embedded solution so application providers can analyze their customers' behavior, better serve them with more targeted notifications, and optimize the user experience.



**Snowflake Data Sharing is a remarkable product. It's revolutionary in how easy it makes it to share and distribute data.”**

**MICHAL KLOS**

Director of Engineering

## GOAL

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Securely and reliably share data with and distribute data to Localytics' clients.

## PAIN POINT BEFORE SNOWFLAKE

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It was cost prohibitive to quickly scale and handle petabytes of incoming data.

## LOCALYTICS DATA WAREHOUSING BEFORE SNOWFLAKE

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- Localytics' legacy data warehouse stifled its growth.
- The company had many challenges scaling its legacy system, which was becoming cost-prohibitive.
- The company wasn't able to provide the required latency for the data that was needed.

## RESULTS WITH SNOWFLAKE

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- Localytics is able to give clients robust, reliable, and near-instant access to their own data.
- Because all the data is posted in Amazon S3, the company doesn't have to move its data. Rather, it can provide a reference to the data in one account to a different Snowflake account, so data can be accessed by multiple parties securely without moving it.
- Localytics can give its clients direct access to a Snowflake UI, which enables its clients to write their own advanced analytics use cases.
- Snowflake's Data Sharing makes it easy to securely share and distribute data to clients.





