



Cervello

an **AT&T** company

Data for Breakfast



FROM ZERO TO 
SNOWFLAKE
in 90 minutes

YOU WILL NEED

- Self Service Account with ACCOUNT ADMIN role
- Access to the scripts we will be loading:

<https://bit.ly/2JJZl3J>

- Optional- guide to follow along

<https://bit.ly/2LC3mcY>



AGENDA

- Cervello Introduction
- Snowflake Introduction
- Hands-on Lab
 - > Prepare lab environment
 - > Snowflake UI
 - > Create a database, table, external stage, file format
 - > Resize, create, and use warehouse
 - > Multi-clustering
 - > Run queries, results cache, zero-copy cloning
- Q&A





- Translating business objectives into **technology solutions for competitive advantage**
- Experts in **advising, architecting and implementing data management solutions**
- **Leading cloud and on-premise insights and analytical solutions**
- Implementing **best-of-breed enterprise performance management**



- **Top Tier 1 Global Consulting Firm**
Gearbox between technical solutions and business needs, focused on maximizing value and driven to deliver quickly
- **Industry Center of Excellences**
Hands-on industry experience, deep vertical consulting skills and profound understanding of business best practices
- **Advanced thinking** on how to build a future-proof organization and operating model that enables Data to become a true strategic topic



10 years
Working In The Cloud



15+
Snowflake Engagements



160+
*Technology Consultants
Across Boston, Dallas, London, New York, and Bangalore Locations*



100+
Big Data & Analytics Engagements

SNOWFLAKE SOLUTION

SQL data warehouse built for the cloud



All data centralized,
shareable

- All data, structured and semi-structured
- Single source of truth
- Securely share live data with partners



Unlimited, automatic
scale and speed

- Separation of storage & compute
- All workloads get proper, isolated resources
- Handles spikes



Simple, cost effective
infrastructure

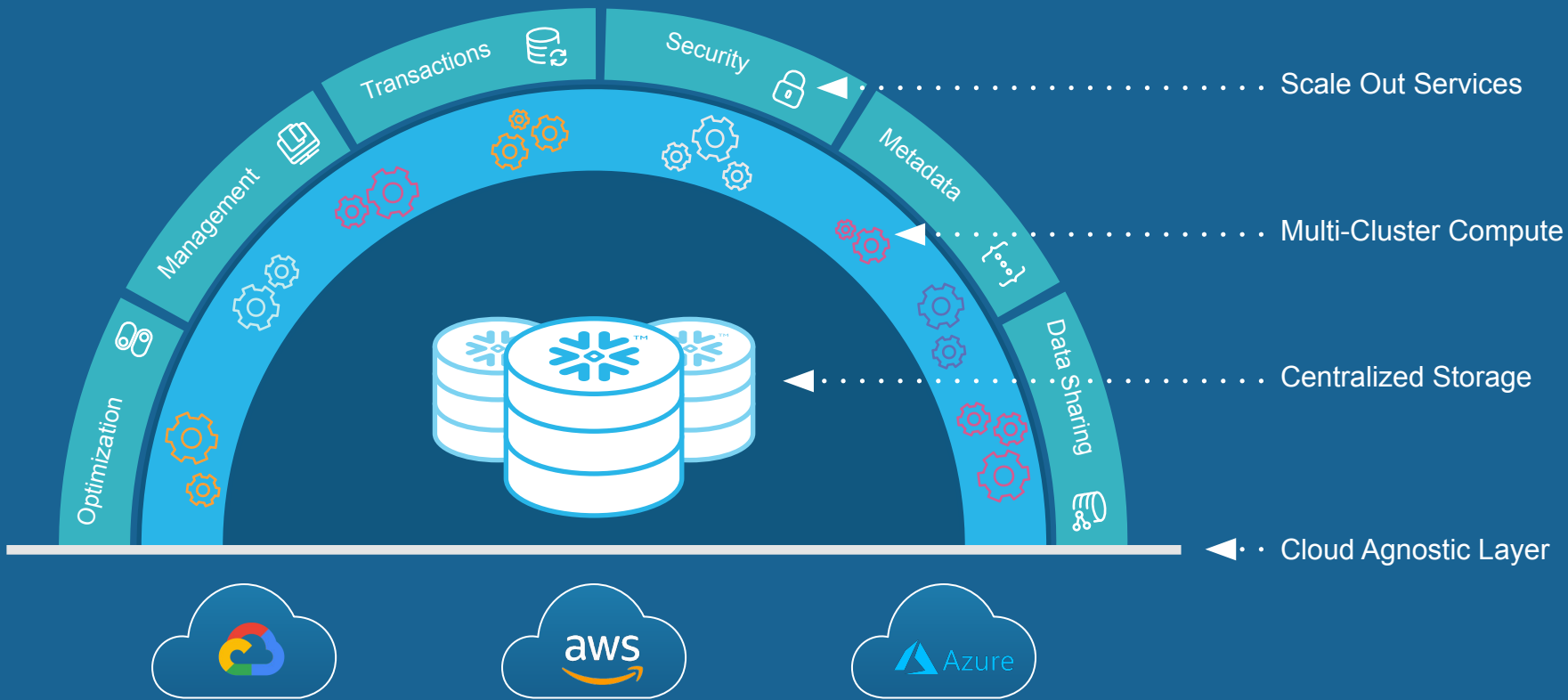
- No hardware
- Fast time to value
- Less maintenance
- Pay as you use
- Complete SQL



Faster, better
decision making

- Unlimited queries & users
- Fresh and complete data
- Optimize revenue & costs



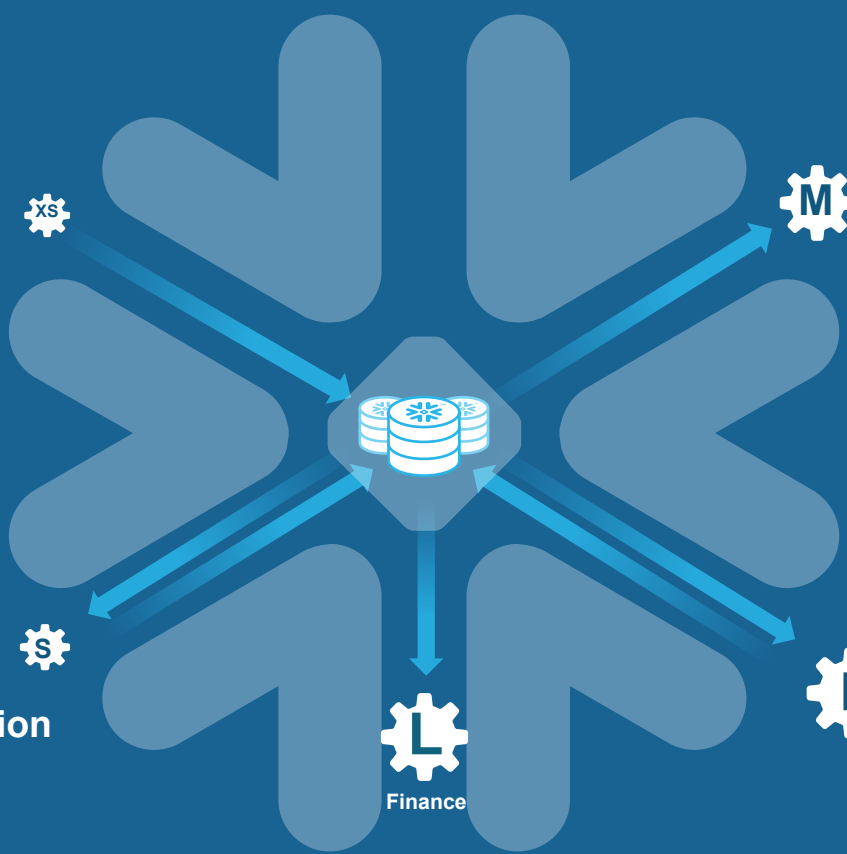


How Snowflake Works

Structured & Semi-Structured



Marketing Analytics / Reporting / BI



Data Transformation



Finance



Data Science



**LET'S DIVE INTO
SNOWFLAKE!**



WHAT WE ACCOMPLISHED TODAY

- Navigating the UI
- Creating databases, tables, views, data warehouses, and clones
- Loading & querying structured and semi-structured data
- Multi-clustering and workload isolation
- Undoing user errors
- Role based access control



NEXT STEPS



THANK YOU!

