

A photograph of three business professionals (two women and one man) sitting around a table in a meeting, engaged in conversation. The image is overlaid with a blue tint. The text "Data for Breakfast" is written in a white, cursive font across the center of the image.

# Data for Breakfast



# ABOUT HASHMAP

Data & Cloud Consulting Services Provider in US, Canada, India, Australia

- **2012** Founded and Today **130** Hashmappers
- **187** Projects over the last **7** quarters across **30** Industries
- **Big Data** origins

# OUR STORY



Snowflake's #1 value for Hashmap is that a company full of data engineers now has one place to examine our multi-cloud footprint and monitor security, costs, and compliance using SQL.

---

*Randy Pitcher*  
*Data & Cloud Engineer*



## Scenario

We were hacked!

## Pain Points



Unauthorized AWS charges

Limited/no signal vs noise detection

Isolated, siloed, “opinionated” cloud logs

No consistent views into what’s happening

Lack of a proactive posture

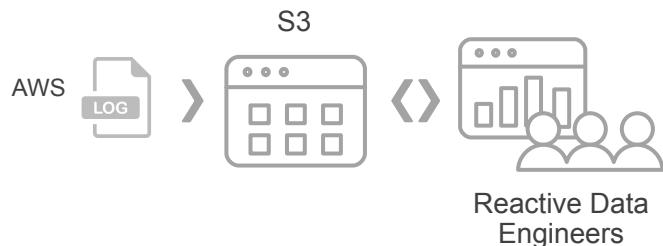


## Solution

Replaced reactive / do nothing with continuous monitoring using Snowflake and SnowAlert for increased visibility and compliance for security and costs across multiple clouds

# GETTING TO VALUE

## BEFORE



## Previous bottlenecks

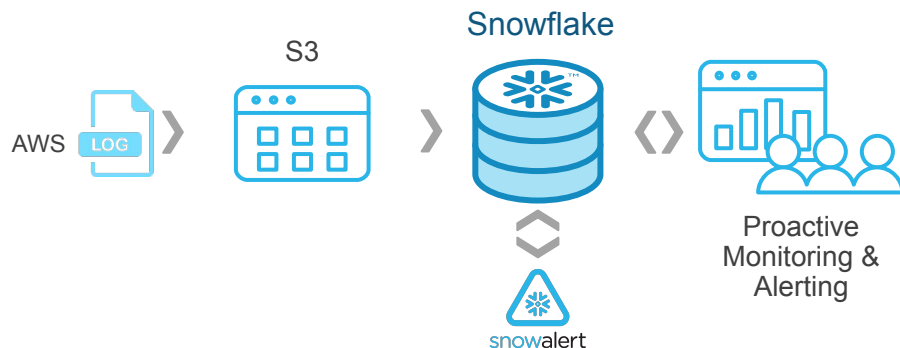
Issues buried with 1000s of other logs

Context was limited

Lack of focus

Specialized skills needed

## AFTER



## Snowflake value

Simplicity

Continuous separation of the signal and noise

Self service (accessible to the entire team)

Security and cost compliance across multiple clouds

# CLOSING THOUGHTS

Snowflake and SnowAlert allows us to find cloud security and cost “needles in the haystack”

- Simple: Automated separation of the signals and noise
- Speedy: Proactive
- Sustainable: It just works!
- Self Serve: All users, all data, SQL tools

Kelly Kohlleffel

[kelly@hashmapinc.com](mailto:kelly@hashmapinc.com)

[linkedin.com/in/kellykohlleffel](https://www.linkedin.com/in/kellykohlleffel)

713-628-6030

# THANK YOU

*Data for Breakfast*

