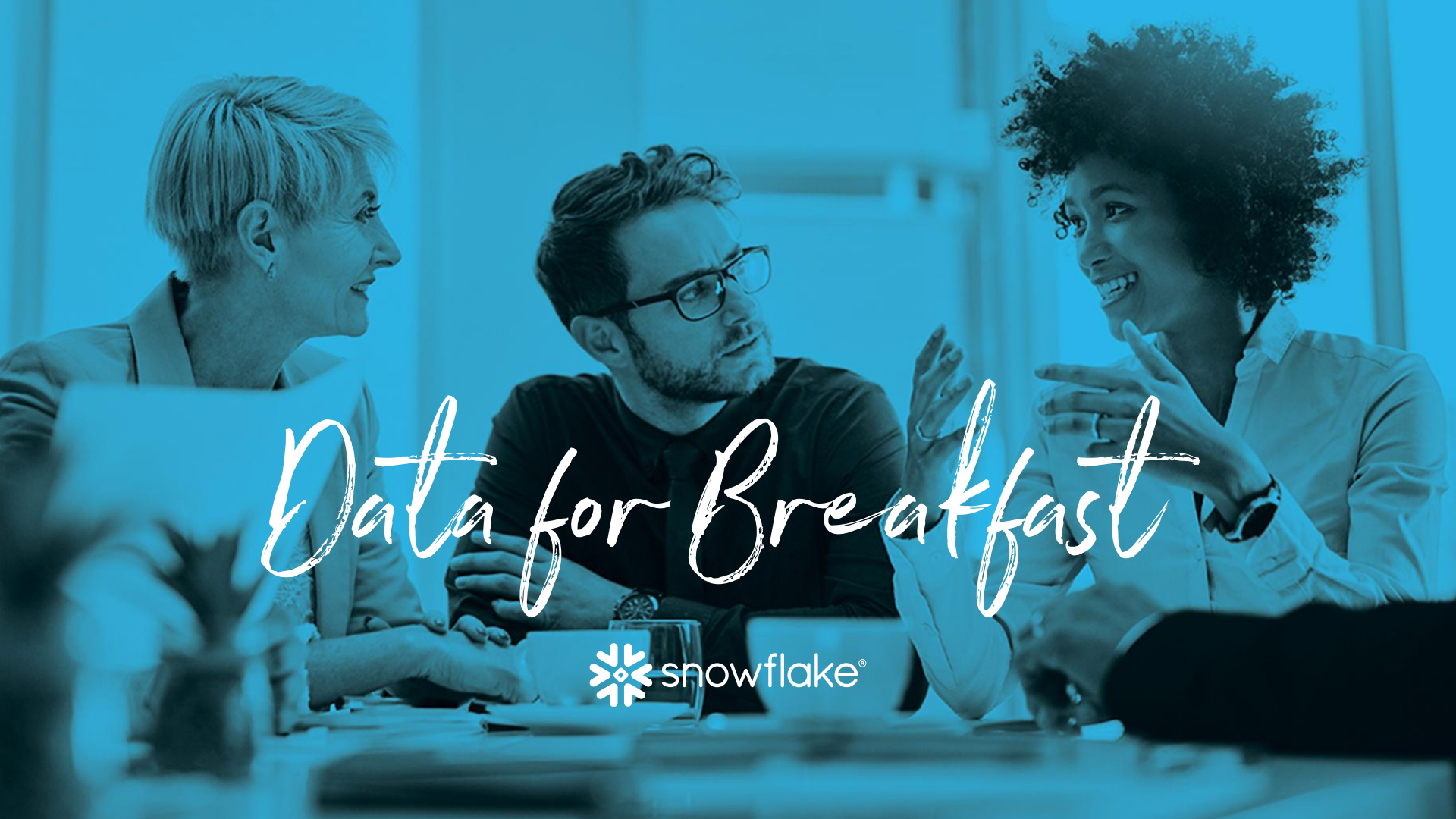

Data for Breakfast
snowflake®

ABOUT XEVO

Defining the connected car experience

- Xevo is a Tier 1 automotive supplier and leader in connected car software and smart user experiences. Our powerful AI software solutions use analytics and data insights to provide an AI-enhanced driving experience for consumers, and monetization opportunities for automakers, merchant partners, and service providers.

- Now a part of Lear Corporation, a global leader in automotive seating and e-systems, Xevo is positioned to provide the next generation of the connected vehicle experience.

OUR SITUATION BEFORE

Snowflake has allowed us to shift our focus from putting out fires and solving problems to design and delivery of new insights.

Edmund von Allmen
Manager of Data Science & Data Engineering

Scenario

Process, analyze and monetize the telemetry from millions of cars, associated phones, and the services backing them.

Pain Points

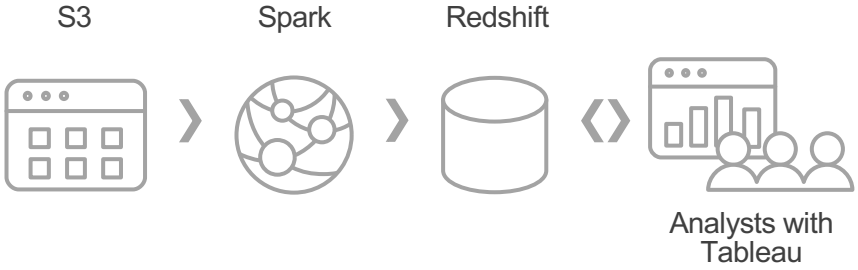
- Each data pipeline is unique
- Inability to scale
- Advanced skill sets required
- Data format can change fast
- JSON!

Solution

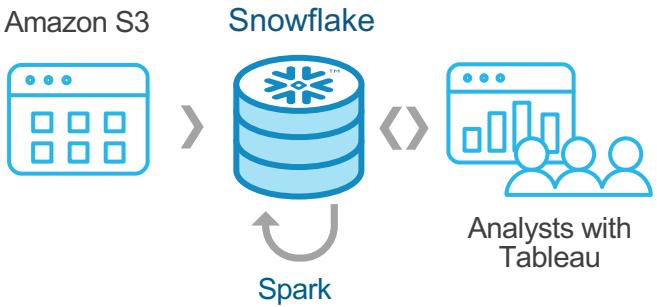
Replace Redshift & EMR/PySpark entirely with Snowflake

OUR SITUATION BEFORE

BEFORE



AFTER



Previous Challenges

- Development cost on Spark high, can be long
- Regular downtime to grow Database size
- Concurrency challenges
- High cost

Snowflake Value

- Simplicity – Development costs a small fraction
- Scale and Uptime
- Accessible to the entire team
- Seamless JSON ingestion and transformation

Evaluation -> Business Case

Considerations and approach for the evaluation:

- Snowflake architecture makes the choice easy; you need to build the business case
- Approach as you would develop: Iteratively
    - Focus on drop-in replacement first
    - Ecosystem is large, don't delay adoption to evaluate the full ecosystem
- Call out future value-adds
    - Many new scenarios opened
    - Opportunities for additional savings/cost
- Be careful of direct query speed comparisons - Likely misleading
- It's ok to mis-estimate commitment

CLOSING THOUGHTS

A few numbers for comparison

- Cost was initially estimated @ ~6% of Redshift – This was right for a drop-in replacement
- Actual cost with additional usage is ~25% of Redshift
- Development time is between 10% and 20% of previous cycles
- **Additional query speed has drawn many more to explore and use the data**

THANK YOU

Data for Breakfast