




# THE LITTLE BOOK OF BIG SUCCESS WITH SNOWFLAKE

DATA APPLICATIONS EDITION





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# **BUILDING MASSIVE-SCALE DATA APPLICATIONS WITHOUT OPERATIONAL BURDEN**

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Data app developers want to build apps that delight customers with consistent performance and great user experiences. Unfortunately, they often struggle to build apps on data platforms that aren't built for the cloud. When a data platform can't support scalability and concurrency, performance degrades as loads increase, and lack of support for semi-structured data leads to pipelines breaking when schemas change. Engineers also often face burdens maintaining infrastructures and tuning queries, reducing app development time. Whether they're building apps for sales and marketing automation, IoT, application security and health analytics, or machine learning, app developers need a data platform that scales easily, is fully managed, and lets them focus on development.



# EMPOWERING DATA APPLICATIONS WITH LIMITLESS POTENTIAL

## **DELIVER HIGH PERFORMANCE WITH AUTOMATIC SCALING AND UNLIMITED CONCURRENCY**

Spin up an unlimited number of compute clusters that operate simultaneously on shared tables without resource contention, thanks to a multi-cluster, shared data architecture and compute resources that are deployed automatically as workloads increase and are deprovisioned when loads subside.

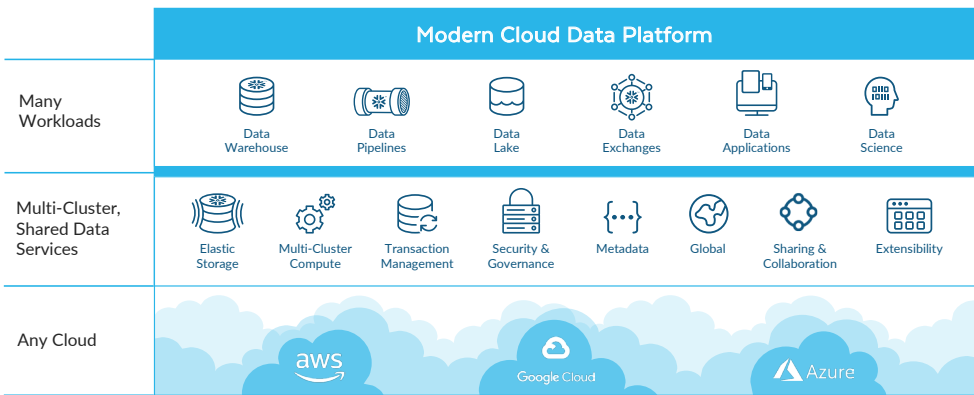
## **QUERY ALL DATA WITH ANSI SQL**

Ingest JSON, Avro, Parquet, and other data without transformations or pipeline downtime, and use ANSI SQL to query structured and semi-structured data in a single location.

## **REMOVE INFRASTRUCTURE BURDEN FROM TEAMS**

Reduce the burden on site reliability engineering (SRE) and DevOps teams by building apps on a fully managed service that performs automatic provisioning, availability management, tuning, data protection, and other operations.

The unique multi-cluster, shared data architecture of Snowflake Cloud Data Platform handles massive-scale SaaS applications. It enables the development of modern apps with unlimited and automatic scalability, concurrency, instant elasticity, and support for all data types—without requiring engineers to manage complex data infrastructures. The results are faster innovation, improved engineering efficiency, and architectural future-proofing that enables the delivery of app developers’ long-term product visions. With per-second pricing, app developers pay only for what they use, and instant elasticity ensures the platform scales up, down, and out efficiently and affordably, ensuring every customer experience is fast, reliable, and modern.



## HOW DATA APP DEVELOPERS ARE USING SNOWFLAKE

### Secure data sharing for expedited customer onboarding and data analysis

- Share live data without moving or copying data sets.
- Query shared data on demand without incurring extra storage costs.
- Eliminate the potential for resource contention with separate storage and compute resources.

### Instant scalability for complete data exploration

- Eliminate resource contention through a multi-cluster, shared data architecture.
- Handle any amount of computing and any number of users with instant elasticity.
- Consolidate multiple sources of truth into a single, secure analytics repository.

### Data democratization for real-time analysis and faster algorithm development

- Provide broad access to data and direct access to more users through standard SQL.
- Query large-scale data sets and all data types from a single location.
- Benefit from the separation of compute and storage for on-demand scalability and adjustable computing power.

# CUSTOMER STORIES

- > Heap
- > Yonder
- > White Ops





## **ACCELERATING CUSTOMER ONBOARDING AND TIME TO INSIGHT WITH SECURE DATA SHARING**

Heap is a SaaS company that powers data-driven decisions for SaaS, ecommerce, and financial services companies by delivering insights into customer behavior. Using Snowflake, it provides optimal user experiences and expedited insights.



**Onboarding customers with Snowflake requires a fraction of the engineering effort and cost. We've experienced exponential growth in Heap Connect for Snowflake compared to other data warehouse integrations."**

**CONNIE YUAN**  
Product Manager,  
Heap

## GOAL

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**Enable live, secure data sharing without copying or moving data sets.**

## PAIN POINT BEFORE SNOWFLAKE

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Heap's data warehouse integrations lacked scalability and didn't support seamless data sharing, which created inefficiencies for solutions engineers and huge delays for customers.

## SCENARIO BEFORE SNOWFLAKE

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- During onboarding, Heap solutions engineers spent countless hours connecting to data warehouse clusters, replicating data sets, and troubleshooting warehouse permission issues.
- Heap's previous system took months to onboard clients with large data sets, which delayed time to first insight and revenue realization.

## RESULTS WITH SNOWFLAKE

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- New customers are onboarded in a matter of minutes—not weeks or months—with Snowflake Secure Data Sharing.
- Live event data is queryable within moments of authorizing Heap as a data provider, and instant scalability enables Heap to handle any amount of computing.
- Customers save money by paying only for the compute resources needed to query shared data, not for shared data storage costs.
- Heap has elevated customer satisfaction levels and enabled expedited use of event data in business intelligence reports, statistical analyses, and predictive models.



yonder Y

## **PROVIDING ACTIONABLE BRAND MONITORING WITH CULTURAL CONTEXT AND SPEED**

Yonder is an internet company that delivers actionable cultural insights to clients through the analysis of 50 million social posts per day. Using Snowflake, it provides a self-service analytics dashboard that increases customer satisfaction.



**Snowflake is at the heart of everything we do at Yonder. Every part of the company uses analytics powered by Snowflake.”**

**CHIP YOUNG**  
Data Architect,  
Yonder

## **GOAL**

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**Elevate client insights by scaling data exploration.**

## **PAIN POINT BEFORE SNOWFLAKE**

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Slow and cumbersome legacy tools, coupled with heavy database administration, crippled performance and diverted resources away from analytics.

## **SCENARIO BEFORE SNOWFLAKE**

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- Record synchronization and deduplication were never-ending tasks because Yonder’s legacy analytics stack relied on multiple platforms.
- Data scientists spent hours waiting for queries to run during peak periods, which stifled innovation and productivity.

## **RESULTS WITH SNOWFLAKE**

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- With a streamlined ETL process, Yonder loads millions of records every hour in less than 10 minutes.
- Queries run exponentially faster: A query that took 30 minutes before runs in 16 seconds now.
- Yonder now provides a self-service analytics dashboard, powered by Snowflake, that elevates client satisfaction and helps the company scale.
- A full-time database administrator is no longer needed, which saves Yonder at least \$150,000 per year.



## **DETECTING AD FRAUD FASTER WITH DATA DEMOCRATIZATION**

White Ops provides cybersecurity services by monitoring advertising traffic to prevent advanced bot and malware fraud. Using Snowflake, it delivers ad-fraud detection algorithms to customers more quickly.

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**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,  
White Ops

## GOAL

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**Speed the generation and delivery of new ad-fraud detection algorithms.**

## PAIN POINT BEFORE SNOWFLAKE

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Traditional data tools slowed data analysis, restricted data usage, and impeded White Ops' ability to uncover and characterize new fraud patterns in a timely manner.

## SCENARIO BEFORE SNOWFLAKE

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- White Ops' reliance on NoSQL systems created bottlenecks for researchers and data analysts who could not access any data directly.
- Only developers could write custom MapReduce code for big data requests, which caused latency and slow responsiveness to customers.

## RESULTS WITH SNOWFLAKE

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- Detection teams can examine large-scale data sets and query all data (historical, current, structured, and semi-structured) from one location.
- New algorithms are put into production in two hours rather than 24 hours, which has drastically reduced the cycle time for product releases and accelerated the output of algorithms.
- Standard SQL democratizes access to data and increases the involvement and alignment of White Ops' teams.
- White Ops' QA process has been simplified, which improves system health and the quality of results.



# THE DATA-DRIVEN FUTURE OF DATA APPLICATIONS

As data app developers ditch traditional, installed application software and upgrade to SaaS applications, they have an incredible opportunity to entice new customers and capture market share. However, to meet the expectations of today's app consumers and differentiate their apps by delivering a highly performant service, they must build data apps that lower costs, provide seamless integrations, scale without additional software or servers, are frequently upgraded, and require little maintenance. When data app developers adopt a cloud-built data platform, they future-proof their data stacks, guaranteeing support for organic growth and enabling them to provide remarkable customer experiences that are fast and agile and facilitate data-driven decision-making.





## ABOUT SNOWFLAKE

Snowflake's cloud data platform shatters the barriers that have prevented organizations of all sizes from unleashing the true value from their data. More than 2,000 customers deploy Snowflake to advance their businesses beyond what was once possible by deriving all the insights from all their data by all their business users. Snowflake equips organizations with a single, integrated platform that offers the only data warehouse built for the cloud; instant, secure, and governed access to their entire network of data; and a core architecture to enable many types of data workloads, including a single platform for developing modern data applications. Snowflake: Data without limits. [Find out more at Snowflake.com](https://www.snowflake.com).



