



The Little Book of Big Success with Snowflake

RETAIL AND CONSUMER PACKAGED GOODS

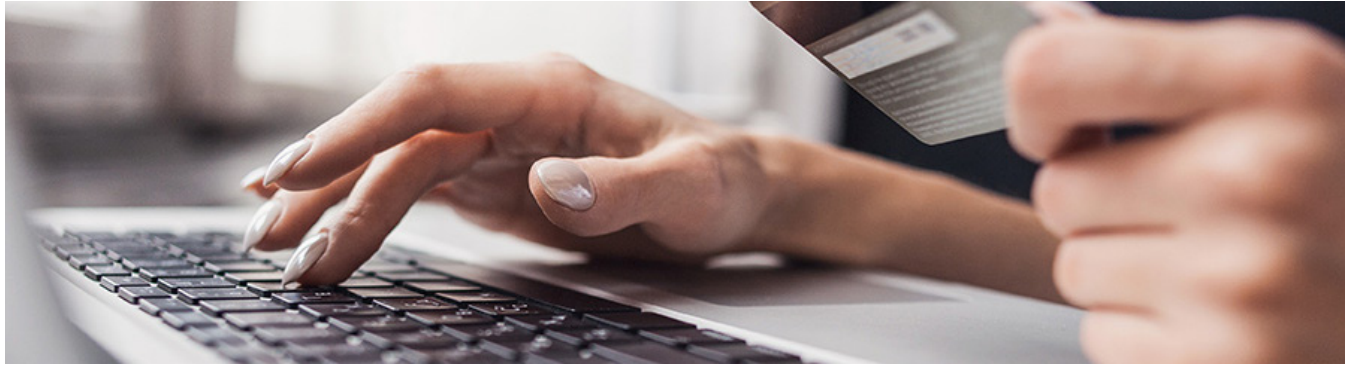
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FORGING AHEAD IN THE AGE OF EMPOWERED CONSUMERS

Retailers, consumer packaged goods (CPG) manufacturers, and ecommerce companies know that today's customers prioritize value and convenience over blind brand and vendor loyalty. A single shopping experience can involve multiple devices and channels, creating a fragmented trail of data for retail companies to analyze so they can learn more about their customers and buying preferences.

To maintain a competitive edge, retail companies and ecommerce players must use data to understand and satisfy customers, streamline operations, boost efficiency, and reduce costs. Retail pioneers are adopting the cloud to transform and scale their operations and analytics capabilities, unlocking data-driven insights to deliver the personalized multichannel experiences that consumers now expect.



REWRITING THE RULES OF RETAIL WITH SNOWFLAKE

CREATE SEAMLESS CUSTOMER EXPERIENCES

Consolidate your omnichannel data to gain a 360-degree view of your customers, deliver personalized experiences, and improve loyalty.

REACH NEW LEVELS OF EFFICIENCY

Drive accurate supply chain planning, demand forecasting, and inventory management with unlimited analytical scale and performance.

DO MORE WITH LESS

Unlock new insights while conserving resources by investing in a simple-to-use, cost-efficient, and easy-to-manage solution.

GET THE MOST FROM YOUR DATA

Snowflake Cloud Data Platform enables retail organizations to get the most value from their data. By ingesting structured and semi-structured data from any data source, Snowflake serves as a centralized data repository for the organization. Snowflake's elastic architecture automatically scales up and down, so all workloads have compute resources to ensure better performance and shorten query times. Because Snowflake is ANSI SQL compliant, it works with essentially any data loading or analytical product.

ALL YOUR DATA QUICKLY ACCESSIBLE TO ALL YOUR USERS

EXAMPLE DATA SOURCES

POINT-OF-SALE SYSTEMS



INVENTORY/WAREHOUSE
MANAGEMENT SYSTEMS



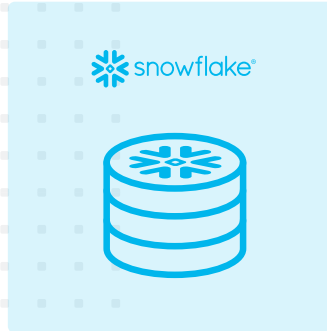
LOYALTY PROGRAM
SOFTWARE



PARTNERS/THIRD-PARTY
LOGISTICS PROVIDERS



WEB/MACHINE/
LOG DATA



EXAMPLE BI/ANALYTICS



INVENTORY TRACKING
AND MANAGEMENT



IN-STORE
REPORTING



SALES/MARKETING/
FINANCE ANALYTICS



SUPPLY CHAIN
OPTIMIZATION



DATA SCIENCE

HOW COMPANIES ARE USING SNOWFLAKE ACROSS RETAIL

Retail and wholesale companies

- Optimize pricing models.
- Report on performance and inventory.
- Analyze and share data with partners.
- Reduce costs.

CPG manufacturers

- Exchange data and strengthen partnerships.
- Increase revenue through targeted marketing.
- Integrate data to understand consumer trends.

Ecommerce organizations

- Track buying and shopping cart abandonment.
- Offer real-time recommendations and promotions.
- Forecast demand and product availability.

CUSTOMER STORIES

- Sainsbury's
- Rakuten Rewards
- River Island
- Purple
- Rent the Runway



Sainsbury's

DEMOCRATIZING DATA AND BUILDING MULTICHANNEL CUSTOMER JOURNEYS

Sainsbury's PLC is a food and general merchandise retail giant in the United Kingdom. Snowflake enables Sainsbury's to attain data-driven insights across its many brands to create differentiated, personalized customer experiences.

GOAL

Use data to understand its customers and offer a great experience wherever and whenever customers shop.

PAIN POINT BEFORE SNOWFLAKE

Massive amounts of disparate data were siloed across Sainsbury's operating companies, and queries were prohibitively slow.

SCENARIO BEFORE SNOWFLAKE

- Outdated, siloed legacy data systems constrained data availability.
- Long query times prevented data from being available in real time.

RESULTS WITH SNOWFLAKE

- Data is democratized and shared across all of Sainsbury's operating companies.
- Queries that once took six hours now take three seconds.
- Snowflake interacts well with other components of the data ecosystem, enabling Sainsbury's to create new data products.



Snowflake really stood out for its history of innovation and its very customer-centric approach to the evolution of the product.”

HELEN HUNTER
Group Chief Data Officer,
Sainsbury's PLC



Rakuten

PROVIDING SECURE AND CONTROLLED DATA COST-EFFECTIVELY TO ALL USERS

Rakuten Rewards is the world's largest online cash-back shopping rewards company. Through Snowflake, Rakuten Rewards is revolutionizing data sharing among its employees and vendor partners while controlling costs.

GOAL

Manage and share massive amounts of data cost-effectively and securely.

PAIN POINT BEFORE SNOWFLAKE

Rakuten's on-premises data infrastructure could not scale to meet the massive growth in data, and it inhibited data sharing among internal departments and external vendors.

SCENARIO BEFORE SNOWFLAKE

- Ingesting and analyzing massive amounts of data created resource contention among users.
- Providing controlled, secure data to internal groups and vendors was difficult and expensive.

RESULTS WITH SNOWFLAKE

- The cloud-based infrastructure allows easy and cost-effective scaling up and down.
- The infrastructure enables controlled, secure bidirectional data sharing without moving or copying data.
- Departments can work on sophisticated and process-heavy projects without impacting other departments.
- Merchants have better insight into how the Rakuten Rewards program is working for them.



One of the things that we loved about Snowflake was the movementless data sharing.”

MARK STANGE-TREGEAR
VP Analytics,
Rakuten Rewards



RIVER ISLAND

MOVING TO A MODERN DATA-DRIVEN, MULTICHANNEL RETAIL BRAND

River Island is a London-based multichannel fashion retailer that has transitioned from a single-channel, product based company to a modern multichannel digital brand. Snowflake enables River Island to use data to gain a competitive advantage.

GOAL

River Island had difficulty making sense of massive amounts of data from multiple physical and digital outlets.

PAIN POINT BEFORE SNOWFLAKE

To maintain a competitive advantage, River Island needed to make sense of massive amounts of data from multiple physical and digital outlets.

SCENARIO BEFORE SNOWFLAKE

- Batch-processed data made it difficult to make timely decisions.
- The inflexible database infrastructure could not accommodate the volume of data from multiple sources.

RESULTS WITH SNOWFLAKE

- River Island has access to near real-time data and can take action quickly.
- Flexible resource allocation means that users can access data without impacting others.
- Cloud-based processing enables River Island to pay only for the resources it uses.
- Access to more data provides faster insight into shopping trends.



The people that use data to their advantage...and make sense of it through tools like Snowflake and Looker will have a competitive advantage.”

DOUG GARDNER
CIO, River Island



GETTING PRODUCTS TO CUSTOMERS FASTER

Purple, the creator of the renowned Purple Mattress, is a leader in comfort innovation. Snowflake enables Purple to understand its market and supply chain so it can deliver products to its customers faster.

GOAL

Expand product lines and use more distribution channels while ensuring prompt deliveries.

PAIN POINT BEFORE SNOWFLAKE

Because Purple's database systems could not keep up with increasing data, it could not access the information it needed to understand customer demands.

SCENARIO BEFORE SNOWFLAKE

- Data from marketing, production, and customer service departments was siloed.
- As Purple's sales grew, timely production and delivery became more challenging.

RESULTS WITH SNOWFLAKE

- A single source of data connects marketing, production, and customer service departments.
- Data-driven insights enable the company to forecast demand and manage supply chains.
- Daily production improved by 40%, leading to faster deliveries and improved customer satisfaction.



Data is mission-critical to all that we do. Relying on Snowflake helps us to ensure that we... deliver the best possible products and experience to our customers.”

SAVANNAH HOBBS
Communications Director,
Purple



RENT THE RUNWAY

REINVENTING RETAIL THROUGH DATA-DRIVEN INSIGHTS

Rent the Runway, an online high-end dress rental retailer, offers a subscription-based service that now has over 25,000 customers. Using Snowflake and Tableau, it is disrupting the online haute couture market with insights gleaned from fast and reliable data.

GOAL

Get insights hourly from fresh data using a platform-as-a-service product.

PAIN POINT BEFORE SNOWFLAKE

Many of the company's processes were bogged down and took more than a day to run.

SCENARIO BEFORE SNOWFLAKE

- Rent the Runway's legacy three-node Vertica cluster wasn't scaling well enough to provide the company with the data-driven insights it needed.
- The company's Vertica license constrained how much data it could use.

RESULTS WITH SNOWFLAKE

- Rent the Runway's data analysis team can look at data sets they couldn't look at before.
- The data analysts, many of whom can write SQL code, can easily query data and use analytics functions in Snowflake.
- The company can add compute inexpensively where and when it is needed.
- Data analysis results are available hourly now, so time to insight is much faster.



The biggest thing is ad hoc analysis. I can quickly put things on Amazon S3 and it's available without writing a lot of complex ingestion logic."

JAY GROSSMAN

Data Engineering Lead,
Rent the Runway

THE DATA-DRIVEN FUTURE OF RETAIL AND CPG

To win the hearts and minds of today's consumers, retail, CPG, and ecommerce companies must use data to understand their customers. Snowflake helps retailers break free from the limitations of legacy data architectures. But having the right tools is not enough. Creating a data-driven mindset ensures that retailers can meet consumer needs and provide the personalized experiences that foster sales and customer loyalty.



ABOUT SNOWFLAKE

Snowflake's cloud data platform shatters the barriers that prevent organizations of all sizes from unleashing the true value from their data. Thousands of customers deploy Snowflake to advance their organizations beyond what was 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 other 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).

