



The Little Book of Big Success with Snowflake

CLOUD DATA PLATFORM

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HARNESSING THE POWER OF THE CLOUD FOR ALL YOUR WORKLOADS

Despite modern approaches to data management and analysis, many analytics solutions create and rely on disparate data silos, which increases complexity for IT staff and delays time to value for businesses. Many companies move their data and analytics to the cloud but still struggle with combining multiple data types and diverse analytics initiatives into a cohesive strategy.

A true cloud data platform capitalizes on the best of modern data warehousing and data lakes, so companies can shift from managing infrastructure to managing data. Snowflake Cloud Data Platform makes it easy to collect, store, integrate, and share diverse data types from disparate sources to empower teams with the resources, flexibility, and insights they need to glean insights from their data.



BENEFITING FROM A CLOUD DATA PLATFORM BUILT FOR THE FUTURE

HANDLE ALL TYPES OF DATA

Easily load, integrate, and analyze all types of structured and semi-structured data inside a unified repository that seamlessly operates across clouds and across regions, while supporting numerous different workloads and applications.

COLLABORATE WITH ALL STAKEHOLDERS

Your business units can collaborate with each other and with customers and external business partners by seamlessly and securely sharing data to make timely, data-driven decisions.

RUN MANY TYPES OF WORKLOADS

Snowflake's elastic architecture automatically scales up and down, so all types of workloads have the compute resources they need to ensure high performance and short query times.

Snowflake helps organizations of all sizes to break free from the limitations of conventional software solutions and drive innovation. By ingesting structured and semi-structured data from any data source, its patented multi-cluster, shared data architecture easily and securely enables a wide variety of workloads—data warehouses, data lakes, data pipelines, and data exchanges—and many types of business intelligence, data science, and data analytics applications. With Snowflake as your foundation, you can shift your focus from managing a sprawl of disparate infrastructure to deriving insights from all your data and democratizing insights across all your users with a simple, powerful, and flexible solution.



HOW USING SNOWFLAKE PROVIDES VALUE

Single, unified platform

Snowflake's multi-cluster, shared data architecture consolidates data warehouses, data marts, and data lakes into a single source of truth that powers multiple types of analytics.

All your data

Data sets are stored in the cloud, at scale and in their native formats, without complex transformations, supporting a range of use cases.

Fully managed service layer

Authenticate user sessions, manage resources, enforce security measures, compile queries, enable data governance, and ensure atomicity, consistency, isolation, and durability (ACID)-compliant transaction integrity.

Instant, efficient, and nearly infinite scale

Elastically scale compute resources dedicated to each workload, automatically or on the fly, to preserve peak performance and take advantage of per-second pricing to avoid paying for idle capacity.

Global data sharing

Instantly and securely share governed data across your organization and with external partners without having to copy or move data.

Cross-region, cross-cloud

Snowflake is a cloud-agnostic platform, so you can distribute your data across regions or even across cloud providers. Snowflake allows you to mix and match clouds as you see fit.

CUSTOMER STORIES

- McKesson
- Sainsbury's PLC
- Paccar
- Devon Energy
- Rakuten Rewards



McKESSON

TAKING DATA AND ANALYTICS TO THE NEXT LEVEL TO TRANSFORM A FORTUNE 7 COMPANY

McKesson, a Fortune 7 distribution company, ships about a third of the pharmaceuticals used in North America and serves about 2 million customers per day in Europe. Using Snowflake enabled it to speed its journey to the cloud and more effectively leverage its data.

GOAL

Partner with companies that provide managed services so McKesson doesn't have to run its own software and can effectively leverage data and analytics for its growth initiatives.

PAIN POINT BEFORE SNOWFLAKE

Managing its own infrastructure while trying to migrate to the cloud over the past four years had yielded few benefits.

SCENARIO BEFORE SNOWFLAKE

- McKesson had a large internal data warehouse that was nearing end-of-life.
- Having data in 60 different silos prevented distributed analytics teams from collaborating and using all the company's data.

RESULTS WITH SNOWFLAKE

- The company migrated to the cloud in 90 days and already has 3,500 users running in the new environment.
- Snowflake's fully managed service enables analytics teams to focus on analytics rather than on doing "plumbing work" for the data.



We decided to use Snowflake to migrate one of our largest data warehouses to the cloud, and we completed that migration in 90 days."

BRIAN DUMMANN

Chief Data and Analytics Officer,
McKesson



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



BRINGING ALL DATA SOURCES INTO ONE DATA LAKE WITH SNOWFLAKE AND ATTUNITY

Paccar, a Fortune 500 company focused on commercial vehicles, partnered with Snowflake and Attunity to bring various sources of data into one central repository. Using both platforms, Paccar enables its teams to analyze data from its trucks and serve its customers better and more quickly.

GOAL

Use large volumes of data from various sources to ensure great customer experiences.

PAIN POINT BEFORE SNOWFLAKE

The company struggled with scaling up to deal with large queries and scaling out to serve its different business units.

SCENARIO BEFORE SNOWFLAKE

- Paccar had many different data sources on various legacy platforms.
- The company needed to manually build routines to transfer data and determine when data had changed.

RESULTS WITH SNOWFLAKE

- Paccar can scale up separate data warehouses to meet the needs of its different business units.
- The company has all its data in one place, which gives it the ability to run really large queries and expose new use cases.
- Paccar more easily manages its data warehouses and has more time to focus on using the data.
- Paccar can analyze data streaming in from tens of thousands of trucks to look at service events and better serve its customers.

“

The platform has been great. It gives us a lot of flexibility for how and when we deploy and it enables us to scale up and scale down on demand.”

DALLAS THORTON

Director of Digital Services,
Paccar



CONSOLIDATING MANY SYSTEMS TO ONE MODERN DATA LAKE

Devon Energy is a leading independent oil and natural gas exploration and production company working to meet the world's growing energy demands. Using Snowflake, it consolidated multiple inefficient, low-performing systems into a modern data lake in the cloud.

GOAL

Consolidate an underused data lake, a data warehouse, and unstable enterprise data sets into a single cloud data platform.

PAIN POINT BEFORE SNOWFLAKE

Devon tried to build an enterprise data warehouse three times, and each time the company encountered challenges.

SCENARIO BEFORE SNOWFLAKE

- The first system was not scalable at high data and query volumes, and its capacity limit was reached in the first six months.
- The second system had too many points of failure and required full-time support, and the third system provided no visibility into what users were doing.

RESULTS WITH SNOWFLAKE

- Devon has democratized data access so all employees can query 95% of the company's data.
- A regulatory report that took 48 hours in SQL Server now runs in just minutes.
- A process that prepares data for loading into an application took 15 hours before but now runs in 30 minutes.
- Snowflake returns results in under 10 seconds for 2,000 simultaneous, random queries against a 40-billion-record table.

“

We opened our data to everyone in the enterprise. If you have an employee badge and can get in the door, you can see all of the data, unless there's a specific reason to restrict access, such as personally identifiable information.”

LARRY QUERBACH

Enterprise Data Architect,
Devon



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

THE VALUE OF SNOWFLAKE CLOUD DATA PLATFORM

A properly architected cloud data platform is the secret to a successful data management and analytics strategy across and beyond the enterprise. By standardizing on Snowflake Cloud Data Platform, you can bring together disparate data sources to gain valuable and timely insights without the added cost, upkeep, or complexity associated with legacy solutions. Snowflake's power, flexibility, and scalability can meet your organization's changing analytical needs and enable data-driven decision-making, collaboration, and innovation to support your progressive cloud strategy.



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).

