

EXECUTIVE MIGRATION GUIDE

SET SAIL FROM ORACLE TO SNOWFLAKE

Five Reasons to Switch from Oracle to the Only Cloud-built Data Warehouse





TABLE OF CONTENTS

- 3 Isn't it time to tack towards the cloud?
- **5** Reason #1: Snowflake pulls you out of deep financial waters.
- 6 Reason #2: Snowflake won't ever send you up the pole.
- **7** Reason #3: Snowflake never lets semi-structured data go adrift.
- **8** Reason #4: Snowflake welcomes everyone on deck.
- **9** Reason #5: Snowflake runs a tight and secure ship.
- 10 Conclusion: All aboard the cloud-built data warehouse.
- 11 About Snowflake

ISN'T IT TIME TO TACK TOWARDS THE CLOUD?

Moving your on-premises infrastructure to the cloud can be a nerve-racking prospect, and companies often struggle with how to get started on cloud initiatives. However, there is good news: the well-known benefits of the cloud, including infinite elasticity, exponential cost savings, and superior data security, are easy to attain when you take the first step by modernizing your data warehouse.

Since you last licensed products from Oracle, things have changed. Today, it's possible to chart a new direction for your data warehouse while continuing to use Oracle's transactional platforms. This migration guide demonstrates how you can save money, address the challenges you've grappled with for years, and reap the benefits of a cloud-built data warehouse—all without putting your current infrastructure at risk.

ORACLE: STEM THE TIDE OF ORACLE'S EXPENSIVE LICENSING

Many organizations have made huge investments in Oracle's engineered systems, and few of those multi-million dollar solutions are likely to have amortized fully. Some leaders may adopt the mindset it's best to stick with their current infrastructure in order to realize that investment. However, Oracle is now focusing on cloud-first initiatives, which means their support for on-premises environments is diminishing.

This perfect storm of Oracle's shifting priorities and your past investments is brewing. Doesn't it feel like the right time to pull up that licensing anchor that's weighing you down? Whatever you spent on Oracle systems in the past is a sunk cost. Rather than doubling down, consider your future spending and select a cost-effective data warehouse solution that responds to today's data-driven, decision-making needs.

It may surprise you to learn Oracle does not have a cloud-built data warehouse. Historically, Oracle has architected its relational databases to support data warehousing, but this makeshift solution works well only with Oracle-to-Oracle products. While they did announce their autonomous data warehouse less than a year ago, that product is a cloud-washed product, not a cloud-built solution.

As an alternative, we'd like to introduce you to the only cloud-built data warehouse.

SNOWFLAKE: UNFURL YOUR SAILS FOR FULL SPEED AND AGILITY

Meet Snowflake, the first and only data warehouse built for the cloud. Snowflake is changing the way you store, integrate, and analyze all of your data by all of your business users to get all available insights.

While Oracle handles business transactions, Snowflake drives business intelligence, analytics, data science, visualization, and smart decision-making so you know exactly how your business is performing. How does Snowflake do that? By taking all the information from your transactional systems, regardless of data type, and performing the heavy data lifting within a cloudbuilt data warehouse where performance, security, scalability, and concurrency are built in.

This synergistic approach uses the investment you've already made in Oracle transactional databases by coupling it with the only cloud-built data warehouse solution that specifically addresses data analytics. And, because Snowflake was architected specifically for the cloud, you receive all the benefits of modern and secure data warehouse technology at drastically lower costs.

Snowflake customers include Capital One, Nike, Nielsen, Adobe, Sony, and Electronic Arts. Will you be next? Before you decide, let us explain with five reasons why Snowflake is your ideal cloud-built data warehouse solution.

REASON #1: SNOWFLAKE PULLS YOU OUT OF DEEP FINANCIAL WATERS.

Everyone knows Oracle is expensive and its licensing is confusing. In fact, entire businesses exist to help Oracle customers understand licensing. Adding insult to injury, the complexity of Oracle applications can make it challenging to decipher which Oracle components can be replaced with best-of-breed solutions without risking the sanctity of your entire infrastructure.

This situation may make you feel trapped in Oracle's sea of solutions without a means to change direction or pick what's best for you. Since a move to the cloud is inevitable for most organizations, what better time than now to take control and steer towards the best solution for your data warehousing needs? Set your sights on smart diversification of your ecosystem to make it faster, easier to use, and less expensive.

AFFORDABILITY THAT'S ABOVEBOARD

Snowflake helps you get unstuck by providing transparency around cost and usage. In fact, you pay only for what you use with Snowflake. Cost adjusts dynamically and on a per-second consumption basis, so you can rest assured that what you put in financially is equivalent to what you get out.

Snowflake also enables you to avoid purchasing expensive equipment or dealing with recurring annual costs that eat into your budget. With a cloud-built data warehouse, elasticity is built into the out-of-the-box secure data environment, including a virtual private cloud (VPC). When usage spikes, you can dial up and down, on the fly or automatically, to gain a near-infinite amount of computing power. Snowflake never stands between you and data-driven insights. Consider it instant elasticity in computing power and financial output.

REASON #2: SNOWFLAKE WON'T EVER SEND YOU UP THE POLE.

Has your team ever struggled with the complexity of your Oracle applications and then lacked the customer support needed to fix the problems? Learning how to use your Oracle on-premises databases and accompanying applications can be a huge challenge for many organizations. The built-in intricacies of Oracle products take a long time to master.

Without proper support for your employees in the data center, problems not only occur frequently but are also likely to last a long time without proper resolution. Despite paying for support licenses, many customers report

disappointing experiences, including long open-ticket times and poorly trained support representatives.

SMOOTH CUSTOMER SUPPORT AT ALL TIMES

Snowflake is an enterprise-class data warehouse-as-a-service, which means you never need to worry about deploying hardware, configuring software, or optimizing the performance or security your cloud-built data warehouse. Everything is taken care of for you so that your team can focus on using data, not managing the system.

For those moments when you need to speak to someone at Snowflake, you'll discover excellent service awaits, both live and online. Putting customers first is our number-one company value because we believe it's vital to our customers and our business. And our customers have taken note: in the 2018 Analytical Data Infrastructure Market Study, Snowflake achieved the highest or second marks across all customer metrics in both Customer Experience and Vendor Credibility, and 100 percent of Snowflake customer respondents said they would recommend Snowflake to others.



REASON #3: SNOWFLAKE NEVER LETS SEMI-STRUCTURED DATA GO ADRIFT.

Perhaps the most important reason to invest in a data warehouse is to ensure that users can access all of your data in one place. However, a common challenge today is that data warehouses don't support semi-structured data in its various forms. Semi-structured data usually requires time and effort from your team to convert and load.

While Oracle supports JSON, there are many other semi-structured data types (Avro, Parquet, XML) that you may need in order to benefit from the full breadth and depth of your data. Anytime you need multiple data repositories, data marts, or data lakes due to capacity limits, design limitations, or exorbitant costs, you're not maximizing data analysis capabilities. Fragmented data silos do not support fast and informed decision-making, which should be the goal of a data warehouse.

TAKE ON BOARD ALL **DATA-DRIVEN ANALYSIS**

Snowflake accepts data exactly as it is. All of your semistructured data (JSON, Avro, Parquet, XML) is loaded and integrated alongside structured data in an easy

and secure fashion. No additional work is required, so you can finally say goodbye to fragmented data silos once and for all.

Not only are countless hours saved by loading semistructured data directly into your cloud-built data warehouse, but everyone within your organization is given access to one data source where they can run queries against any size or type of data. With a data warehouse built and architected for the cloud, you treat your organization to instant and infinite up-anddown scalability. The result? A single source of truth where all your data across your enterprise resides and is gueried, without limits.



REASON #4: SNOWFLAKE WELCOMES EVERYONE ON DECK.

One huge frustration with data warehouses is a lack of concurrency. Data-driven businesses want to provide access to all users and support multiple queries running at the same time. However, data warehouses are often challenged to scale properly or handle compute clusters when contention occurs between workloads. As you reach capacity, queries either slow down or stop altogether. That means requesting additional resources from Oracle, which requires time, money, and patience.

If users are querying data in one of Oracle's transactional data warehouses, they're likely impacting overall system performance and probably frustrating other users. Transactional data warehouses are not designed for multiple concurrent queries, nor do they provide results quickly. For business analysis and visualization, data should be moved from transactional data warehouses into a data warehouse that is dedicated to analysis.

COPPER-BOTTOMED WITH UNLIMITED SCALABILITY

Want to allow any number of users to query a single copy of all of your data at the same time without performance degradation? Snowflake enables this capability with its patented, multi-cluster shared data architecture. In essence, multiple compute clusters share the same data while eliminating contention between workloads. With instant and near-infinite elasticity, users can automatically scale and never feel a slowdown or disruption with their queries when concurrency surges occur. Snowflake provides an unlimited amount of cloud resources at all times.

To further demonstrate the power of the only cloud-built data warehouse, our Snowflake Data Sharing feature turns the data warehouse into The Data Sharehouse™. Snowflake Data Sharing enables secure, governed, and real-time data sharing across all of your organization's business units and beyond, including with customers and business partners. Replicating or moving data becomes a challenge of the past, no matter whom that data is being shared with, so everyone can benefit from even richer analytics. With Snowflake, data truly has no limits.



REASON #5: SNOWFLAKE RUNS A TIGHT AND SECURE SHIP.

Data breaches are a top threat for organizations, and they put everyone at risk. While keeping data within your four walls may feel safer, control does not equate to security. Contrary to popular belief, the majority of data breaches occur on premises, not in the cloud. If you operate an older system or lack full encryption across your data warehouse, you may be exposing yourself to bad players.

Oracle offers security features, but do you know if the configuration, assembly, and management of those features have been properly handled? That responsibility often falls unknowingly on your shoulders. Without regular testing, your ability to resist attacks is lowered, and you might be at high risk for security breaches.

SECURITY SHOULD BE STANDARD, NOT AN OPTION

Snowflake has security built into its DNA. Since inception, complete data security has been a crucial and core component of delivering our cloud-built data warehouse. With an always-on secure data environment, you benefit from zero administration

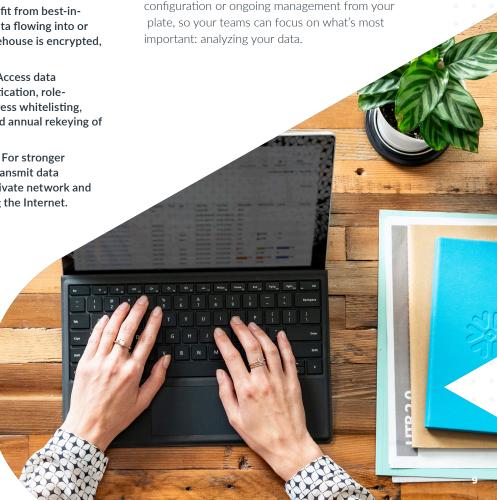
and built-in performance without any knobs to turn or infrastructure to tweak.

To keep customer data safe, we employ the following security measures:

- Safe data transmission: Benefit from best-inclass encryption where all data flowing into or out of a Snowflake data warehouse is encrypted, both at rest and in transit.
- Comprehensive protection: Access data through multi-factor authentication, rolebased access control, IP address whitelisting, federated authentication, and annual rekeying of encrypted data.
- Private network connection: For stronger security and management, transmit data between your own virtual private network and Snowflake without accessing the Internet.

 Security validations: Snowflake is accredited for SOC 2 Type 2 and PCI DSS compliance with support for HIPAA compliance. Snowflake is also FedRAMP ready.

Snowflake has removed the need for any customer



CONCLUSION: ALL ABOARD THE CLOUD-BUILT DATA WAREHOUSE

Now is the perfect time to catch a faster, stronger wind in your sails and make the move to a cloud-built data warehouse. With easy integration to Oracle systems, instant elasticity to scale up, down and out (concurrency), zero administrative headaches, and better performance at a fraction of the cost, Snowflake allows you to embrace all the benefits a cloud data warehouse offers without disrupting your current operations:

- Affordability and transparency with per-second pricing
- Data warehouse-as-a-service with first-class customer support
- A single source of truth with full support for semi-structured data
- Near-infinite scalability and multi-clustering for modern data sharing
- Built-in security, management, and performance

If your goal is to transform your organization into a truly data-driven business, then you'll want to get on board with Snowflake today.





ABOUT SNOWFLAKE

Snowflake is the only data warehouse built for the cloud, enabling the data-driven enterprise with instant elasticity, secure data sharing and per-second pricing, across multiple clouds. Snowflake combines the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud at a fraction of the cost of traditional solutions. Snowflake: Your data, no limits. Find out more at **snowflake.com**



© 2018 Snowflake. All rights reserved