snowflake®

EXECUTIVE GUIDE

SNOWFLAKE: EVERYTHING YOU LOVE ABOUT NETEZZA (AND MUCH MORE)

Five Reasons to Move to the Only Cloud-built Data Warehouse

CHAMPION GUIDES

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NETEZZA HAS REACHED EOL. WHERE WILL YOU GO?

Netezza is the data warehouse you've relied upon for years. The decision to end-of-life (EOL) this popular product is both disappointing and upsetting for many customers. Much beloved for its speed, scalability and ease of use, Netezza has been a dependable data warehouse. However, it's now time to consider your options for the future.

Chances are, the data warehouse landscape has changed since you last looked at solutions. That's a good thing. You have exciting new options to consider that promise to make your data warehouse experience even more powerful and secure at a lower cost. This guide demonstrates how it's possible to still have everything you appreciated about Netezza in a new solution while overcoming the persistent challenges you've struggled with for years.

DB2: REPACKAGING OLD PLATFORMS

You are likely being told to upgrade your Netezza platform to Db2. While it may sound like the path of least resistance, that road is pitted with potholes and speed bumps. It's important to understand that Db2 is a repackaging of a classic legacy architecture that IBM is attempting to evolve into a modern cloud solution.

Unfortunately, retooling database servers is no match for the power of a data warehouse solution that is built from the ground up for the cloud. Any organization that strives to be truly data-driven needs a solution that is cloud-built, not cloud-washed.

In short, if you haven't purchased Db2 in the last 35 years, you probably shouldn't buy it now. Coming from Netezza, you'll be distressed by the capabilities and frustrated at what you've lost in the process of "upgrading" to a next-gen product that is more "generation" than "next."

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

SNOWFLAKE: MODERNIZING WITH A CLOUD-BUILT SOLUTION

Meet Snowflake, the first and only data warehouse built for the cloud. Snowflake is changing the way people think about the storage and analysis of business data by making it easy for any user to derive all the insight from all their data at any time. And we do mean **all** your data.

Businesses today depend on data-driven insights to make smart decisions. Only with a single source of truth can you analyze data in a timely fashion, confident you're armed with every piece of available information. Because Snowflake was architected for the cloud, users receive all the benefits of modern and secure 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 tempt you with five reasons why Snowflake is your ideal data warehouse solution.

FIVE REASONS TO MAKE SNOWFLAKE YOUR NEXT PARTNER

REASON#1: SNOWFLAKE EMBRACES EVERY LITTLE DATA PART OF YOU.

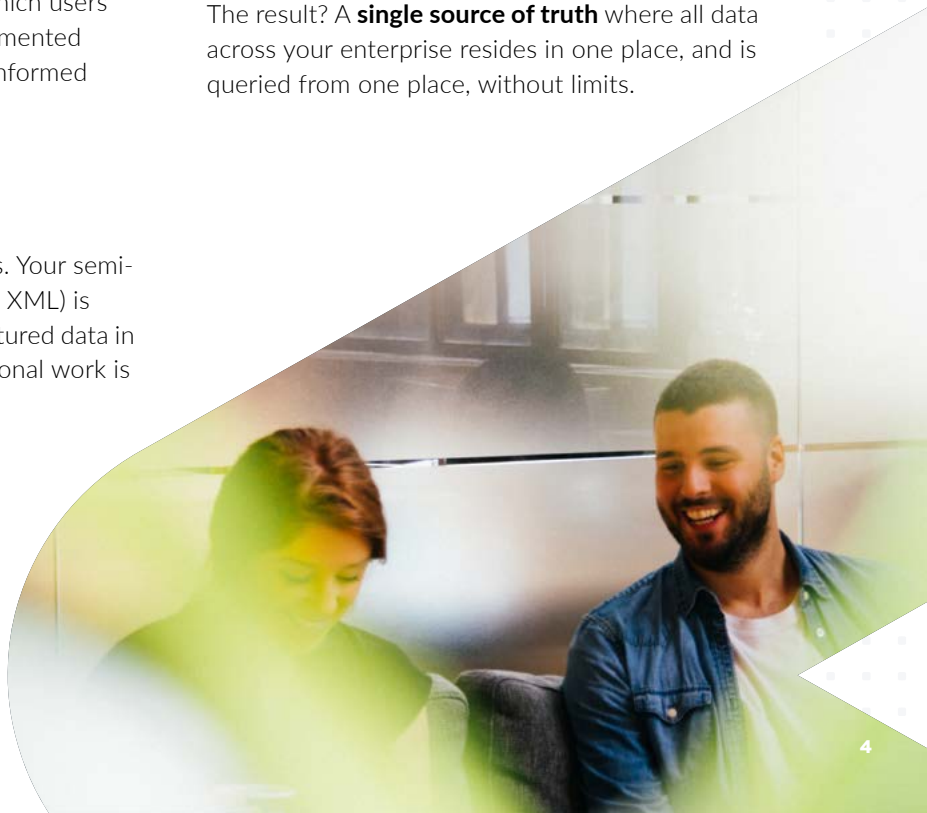
Netezza requires well-structured data for analysis, which means a lot of time and effort is spent converting and loading semi-structured data into your current data warehouse. With finite resources and physical constraints, Netezza also may have curbed your ability to maximize all your data in an efficient and timely fashion.

As you look at alternative data warehouses, you'll discover these challenges don't necessarily go away. Newer forms of data still aren't compatible with on-premises or cloud legacy systems, and challenges with finite storage and compute constraints exist because these solutions aren't built to scale. Most platforms still require a multitude of data repositories, data marts or data lakes due to capacity limits, legacy design or exorbitant costs. Any solution in which users are forced to access and manage fragmented data silos does not support fast and informed decision-making.

WE'RE WINKING AT YOU, SEMI-STRUCTURED DATA.

Snowflake accepts data exactly as it is. Your semi-structured data (JSON, Avro, Parquet, XML) is loaded and integrated alongside structured data in an easy and secure fashion. No additional work is required because, in Snowflake, data is data.

Not only are countless hours saved by loading semi-structured 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 architected and built for the cloud, you treat your organization to instant and infinite, up and down, scalability. The result? A **single source of truth** where all data across your enterprise resides in one place, and is queried from one place, without limits.



FIVE REASONS TO MAKE SNOWFLAKE YOUR NEXT PARTNER

REASON#2: SNOWFLAKE DOESN'T DEMAND EXTRAVAGANT PURCHASES.

When a data warehouse relationship is new, how can you possibly know the amount of compute and storage you will need? Unable to predict the future, many companies struggle with purchasing the right size box for their data needs, especially since this costly decision is a three- or four-year commitment.

The risks are clear: If you over-provision, you're wasting money on a resource that sits on the shelf and isn't utilized the majority of the time. Of course, the only thing worse is when those underutilized resources eventually get devoured and your solution goes from over-provisioned to overburdened. When that peak day or week comes along, a surge of people hitting the server will demonstrate the immediate downside as resources start to fail. Fixing that challenge in the appliance world can take weeks or months to implement, which equates to an enormous downside for your business.

MOVE OVER, PROVISIONING. PER-SECOND CONSUMPTION IS HERE.

Snowflake is the perfect match for all users in your organization, as it allows for an unlimited number of people to access an unlimited amount of cloud resources at any and all times.

Snowflake dynamically adjusts to usage so that you only pay for what your use on a **per-second consumption basis**.

Rest assured that what you put in financially is equivalent to what you get out. Snowflake allows you to avoid all of the downsides of purchasing expensive equipment with recurring annual costs that eat into your budget. And when usage does spike, you can dial up and down, on the fly or automatically, a near-infinite amount of computing power no matter the task or deadline for data-driven insight.

Imagine that: instant elasticity in computing power **and** financial output. Talk about a reasonable commitment.

FIVE REASONS TO MAKE SNOWFLAKE YOUR NEXT PARTNER

REASON#3: SNOWFLAKE MAKES SPACE FOR EVERYONE YOU CARE ABOUT.

One of the biggest frustrations with data warehouses is the lack of concurrency. Without support for a near-infinite number of workloads running at the same time, you limit the abilities of your individual teams to use real-time data in a timely manner. If certain teams receive priority for running queries, then you weaken other teams' abilities to make data-driven decisions.

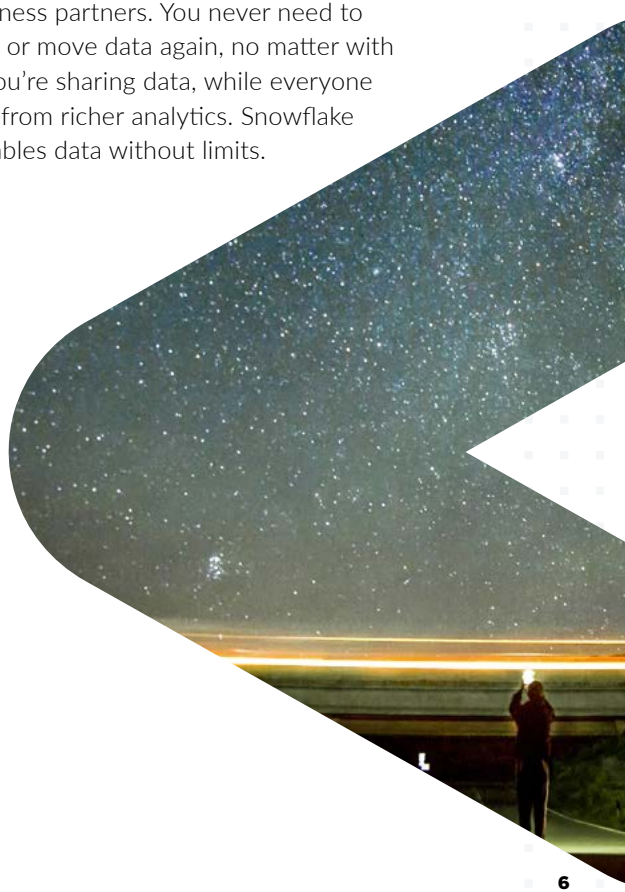
The challenge is usually around scalability and how compute clusters are handled when contention occurs between workloads. Everyone suffers when capacity is reached and queries slow down or stop altogether.

BRING ON YOUR FAMILY OF USERS. THE MORE QUERIES, THE BETTER.

Only the cloud-built data warehouse provides independent, near-infinite scalability of compute and storage. What that means is that Snowflake enables you to increase or decrease computing power and data storage independent from one another, instantly or on-demand, and all in the cloud.

When Snowflake is your cloud-built data warehouse, any number of users can query the data at the same time without degrading performance. Through the use of **multi-clusters**, Snowflake enables multiple compute clusters to share data while eliminating contention between workloads. Best of all, Snowflake employs auto-scaling when concurrency surges occur so users never feel any slow-down or disruption with their queries.

To tempt you even more, Snowflake enables seamless, secure and governed data sharing in real time and across all your organization's business units and beyond with your customers and business partners. You never need to replicate or move data again, no matter with whom you're sharing data, while everyone benefits from richer analytics. Snowflake truly enables data without limits.



FIVE REASONS TO MAKE SNOWFLAKE YOUR NEXT PARTNER

REASON#4: SNOWFLAKE KEEPS THINGS PRIVATE.

It's no secret that data breaches are the top threat to organizations today and put everyone at risk. When customer data is exposed and trust is lost in a brand, executives lose their jobs and companies lose money. While keeping your 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.

While many data warehouse providers offer security features, the configuration, assembly and management of those features usually falls to the customer. Without regular testing, organizations lower their ability to resist attacks and unknowingly become vulnerable to security breaches. Unfortunately, if you operate an older system or lack full encryption across your data warehouse, you may be unwittingly exposing yourself to bad players.

SECURITY IS BAKED INTO SNOWFLAKE. IT'S 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 data warehouse. With an always-on secure data environment, you benefit from **near-zero administration** and built-in performance tuning without any infrastructure to tweak.

Here are some of the security measures inherent to Snowflake:

- **Safe data transmission:** Benefit from best-in-class 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, role-based access control, IP address whitelisting, federated authentication and annual rekeying of encrypted data.
- **Private network connection:** Transmit data between your own virtual private network and Snowflake without accessing the Internet for stronger security and management.
- **Security validations:** Accredited for SOC 2 Type II and PCI DSS compliance with support for HIPAA compliance. Snowflake is also FedRAMP Ready.

Security should be a given, which is why it's built into Snowflake. We've removed any customer configuration or ongoing management from your plate so your teams can focus on what's most important: using your data.

FIVE REASONS TO MAKE SNOWFLAKE YOUR NEXT PARTNER

REASON#5: SNOWFLAKE WILL ALWAYS BE THERE FOR YOU.

You know what's not fun? Outages. Even though you may love Netezza, we bet you're tired of software updates that require long downtimes ranging from 12 to 24 hours. These days, no one wants to lose access to their data for five minutes, let alone for hours at a time.

Perhaps even worse than the outage itself is the aftermath. To thoroughly test software changes, you need a separate and dedicated physical development or test environment. Purchasing another appliance just for testing purposes is a cost you don't need, especially since this resource sits idle for long periods of time. Adding insult to injury, the test process is time-consuming and rather expensive.

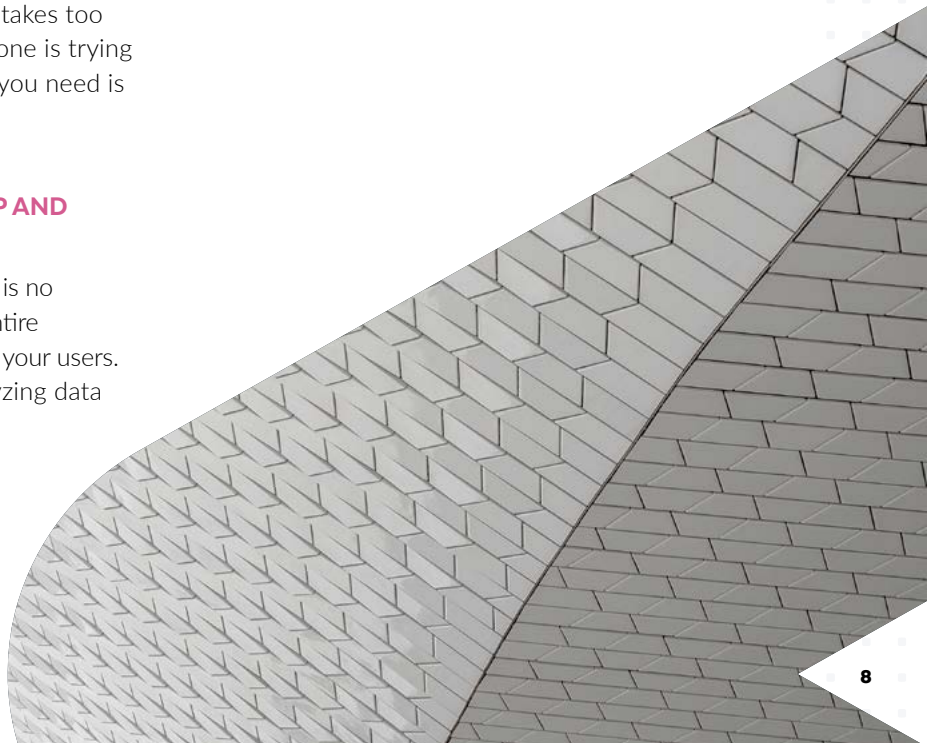
And then there are backups. For some customers, it may be physically impossible to run a backup of the entire data warehouse because it takes too long or is too disruptive. When everyone is trying to get their work done, the last thing you need is the system slowing down.

WE AUTOMATICALLY BACK YOU UP AND NEVER NEED TO TAKE A BREAK.

With Snowflake, it's quite simple: there is no downtime for software updates. The entire process is managed so it never impacts your users. Everyone can keep accessing and analyzing data without interruption.

And put your wallet away: you never need to purchase or maintain a separate physical environment for testing purposes.

Snowflake doesn't stop there. Your data is automatically backed up without creating performance bottlenecks or resource contentions. While achieving Recovery Point Objective (RPO) and Recovery Time Objective (RTO) standards that most providers can't touch, Snowflake makes it easy for all decision-making to be data-driven at all times. No excuses.



CONCLUSION: IT'S TIME TO FALL IN LOVE ALL OVER AGAIN

While letting go of a long-term relationship can be hard, the silver lining is that you often end up with something better matched for what you need today. Between flexible capacity scaling, fewer administrative headaches and better performance at a fraction of the cost, you can finally benefit from all that a cloud-built data warehouse offers.

- **Single source of truth** with full support for semi-structured data.
- **Affordability** with per-second, usage-based pricing.
- **An architecturally unlimited number** of concurrent users and applications without eroding performance.
- **Built-in** security, management and performance.
- **No downtime** for software updates and automatic backups.
- **Instant, secure and governed data sharing** in real time.
- **Complete SQL database** to support the tools your business already knows and uses today.

If your goal is to transform your organization into a truly data-driven business, then now is the perfect time to add Snowflake to your dance card.

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**