

URBAN COMPANY BUILDS SCALABLE PLATFORM WITH SNOWFLAKE

COMPANY	Urban Company	GOALS	Link customers with professional home service providers
LOCATION	India	WEBSITE	urbancompany.com
INDUSTRY	Service		
EMPLOYEE	1,300		

SNOWFLAKE BENEFITS

- Compute resources decoupled from storage providing flexible scaling
- Significant performance increase resulting in rapid query responses
- Ability to grow to meet future demands

Established in 2014, Urban Company is the largest home services platform in India, also serving the United Arab Emirates, Singapore, and Australia. Its vision is to empower millions of service professionals, ranging from suppliers of beauty services to plumbing and painting, to deliver services at customers' homes.

THE CHALLENGE: Overcoming limitations from a platform that couldn't scale

Urban Company's previous data warehouse was not able to scale with the needs of the company, so it started looking for a more scalable solution.

"We were quite restricted because we could not easily and cost-effectively scale our compute resources to meet daily changes in demand," said Urban Company's Vice President of Engineering, Dheeraj Kumar. "If we did purchase additional capacity to cover peak demand, we would still be paying for it even when it was idle, so we were keen to find an alternative."

THE SOLUTION: A platform that could scale to meet demands

After evaluating a range of options, the company's IT team quickly realized that Snowflake was the best solution for a new platform.

"We were impressed by the way storage had been decoupled from the compute resources," said Kumar. "We knew that this would provide us with a very cost-effective way of scaling up to match our peak demand and then scaling down at other times of the day."

A decision was made in early February 2020 to deploy Snowflake. Migration from the previous data warehouse was completed within a month and the new platform went live in late March.

“ We knew Snowflake would provide us with a very cost-effective way of scaling up to match our peak demand and then scale down at other times of the day.”

—DHEERAJ KUMAR, Vice President of Engineering, Urban Company

THE RESULT: Significantly improved query times with no resource contention

With Snowflake's platform fully operational, the staff at Urban Company quickly began to experience significant benefits. Queries that had been taking more than 20 minutes to complete were now being returned in less than two minutes.

BI queries submitted using Looker and ad-hoc analysis work using Redash were also significantly faster. In addition, the data science team could run sophisticated queries without causing any detrimental impact for other users.

"People are now even able to run 30 to 40% of queries during the peak early morning period," said Kumar. "This had not previously been possible and enabled a significant improvement in the team's productivity."

Kumar said they can now generate sophisticated reports for senior management in minutes rather than hours. This ensures they always have an up-to-date view of what is happening across the company.

THE FUTURE: Gaining new insights from more complex queries

Kumar said his team was looking forward to putting Snowflake to work in other areas.

"We will be looking to run more complex queries and provide insights for the business that we simply have not been able to achieve in the past," he said. "We are also examining the potential to use Snowflake as a data lake as the amount of data we are collecting for analysis continues to grow."

Kumar said he was confident the company now had in place a platform that would support its operations for many years to come.

WHY SNOWFLAKE



Compute scalability enables Urban Company to meet changing demands



Compatibility with existing tools ensured a smooth and rapid transition



Decoupled storage and compute significantly improves query speed



Instant elasticity lets Urban Company handle growing volumes of data cost-effectively



Near-zero management frees resources to focus on more strategic tasks



Snowflake's platform makes data storage and analysis more efficient

ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)