



The Little Book of Big Success with Snowflake

TECHNOLOGY

TABLE OF CONTENTS

- 2 Advancing Technology Companies with Data-Driven Insights
- 3 Growing with Scalable Data Solutions
- 5 Customer Stories
 - 6 - Talend
 - 8 - Akamai
 - 10 - Lacework
 - 12 - Viostream
 - 14 - Environics Analytics
- 16 The Data-Driven Future of Technology Companies
- 17 About Snowflake

ADVANCING TECHNOLOGY COMPANIES WITH DATA-DRIVEN INSIGHTS

Effective data management is key to the success of technology companies. They need a scalable data infrastructure that enables them to manage dynamic workloads for their current customers and confidently seek new customers.

But many technology companies are bogged down with old data warehouse solutions and expensive on-premises hardware that is difficult to maintain and expand. Their data engineers spend more time managing infrastructure than performing strategic planning, and analysts are limited to working with stale data from nightly batch loads. Data is stored in organizational silos and not shared. All of this makes it difficult for technology companies to gain meaningful insights from their data, which limits growth opportunities.



GROWING WITH SCALABLE DATA SOLUTIONS

SCALE TO MEET BUSINESS DEMANDS

Pay only for what you use, increasing or decreasing CPU and storage to meet changing demands.

SHARE DATA SECURELY

Eliminate silos and share data securely across your organization and with your customers without copying and moving data.

MAKE TIMELY DATA-DRIVEN DECISIONS

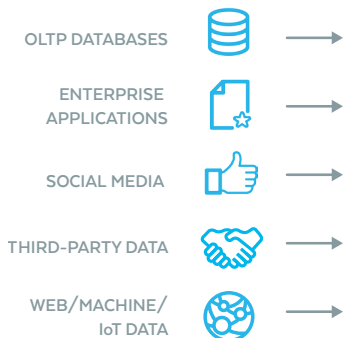
Analyze massive amounts of near real-time data to respond quickly to trends and resolve issues.

MEET DATA NEEDS NOW AND IN THE FUTURE

Snowflake Cloud Data Platform enables technology companies to easily scale compute and storage up or down to meet current and future demands. This reduces costs, accelerates response times, and frees IT departments from burdensome infrastructure maintenance. Snowflake Secure Data Sharing eliminates outdated transfer methods such as FTP and enables companies to make data available where it's needed, while complying with privacy and security regulations and maintaining a single source of truth. And Snowflake's flexibility enables technology companies to ingest and analyze structured and semi-structured data to support an unlimited number of concurrent data consumers.

ALL YOUR DATA QUICKLY ACCESSIBLE TO ALL YOUR USERS

EXAMPLE DATA SOURCES



EXAMPLE BI/ANALYTICS



HOW TECHNOLOGY COMPANIES ARE USING SNOWFLAKE

Hardware and semiconductors

- Implement predictive maintenance programs to reduce downtime.
- Reduce operational costs.
- Ensure supply chain efficiency.

Software and SaaS

- Share data securely while complying with privacy and security regulations.
- Measure sales and marketing performance.
- Ensure customer success with data-driven decision-making.
- Accelerate product development.

Data analytics

- Improve BI and analytics performance to better understand customer behavior.
- Analyze and predict trends in sales and markets.

Application developers

- Create new revenue streams using Snowflake as the core data platform.
- Deliver high-performing applications that meet customer demands.

CUSTOMER STORIES

- Talend
- Akamai
- Lacework
- Viostream
- Environics Analytics



 talend

MANAGING MASSIVE AMOUNTS OF DATA TO GUIDE DECISION-MAKING

Talend provides cloud data integration apps that help more than 3,000 global enterprises collect, govern, transform, and share corporate data. Snowflake enables Talend to efficiently ingest and analyze the large amounts of data it needs to support its clients.

GOAL

Decrease overhead while centralizing data into a single source of truth.

PAIN POINT BEFORE SNOWFLAKE

Talend struggled with siloed data and a data warehouse that was expensive and difficult to maintain.

SCENARIO BEFORE SNOWFLAKE

- Spreadsheets and department-specific data silos presented security risks and prevented complete data analysis.
- Maintaining the legacy warehouse was time-consuming and cumbersome, preventing developers from developing new data analysis strategies.

RESULTS WITH SNOWFLAKE

- Near-zero maintenance infrastructure frees data developers to increase strategic work.
- Streamlined data pipelines provide data results in weeks rather than months.
- Scalable compute and storage provide flexibility to meet changing demands.
- Secure data sharing ensures compliance to privacy and security standards.



Coupling our own technology with Snowflake's world-class data warehouse is a perfect match that accelerates data use at Talend."

JIM CHAN

Senior Director, IT,
Talend



MEETING CHANGING DEMANDS FLEXIBLY

Akamai delivers 95 exabytes of data to billions of end-user devices each year, making digital experiences fast, intelligent, and secure. Snowflake enables Akamai to scale compute and storage up and down to meet demands and manage costs.

GOAL

Meet extensive data needs cost-effectively, with high performance.

PAIN POINT BEFORE SNOWFLAKE

Akamai's on-premises data warehouse could not scale to handle massive amounts of data from its mPulse product, which captures business metrics worldwide.

SCENARIO BEFORE SNOWFLAKE

- Akamai's data storage limitations made it difficult to meet the needs of current and future large customers.
- Adding servers to their on-premises warehouse was a management nightmare.

RESULTS WITH SNOWFLAKE

- Akamai can scale compute and storage up and down automatically and economically.
- Data is kept in less expensive storage and is easily and quickly accessible.
- Data engineers are free to innovate without worrying about data warehouse limitations.
- Historical data is available to better understand and support customer needs.



Snowflake is the most cost-effective cloud-based solution for online analytical processing applications at scale.”

ERIC ELLIS
Senior Software Architect,
Akamai



ANALYZING BI SECURITY DATA FOR FAST RESPONSE

Lacework is a small startup that provides security solutions for cloud workloads and container technology. Snowflake enables Lacework to rapidly predict and resolve potential security issues.

GOAL

Find a data service that provides cost-effective infrastructure scalability and maintenance.

PAIN POINT BEFORE SNOWFLAKE

Lacework could not afford to scale and maintain its data platform to meet customer demands for security intelligence.

SCENARIO BEFORE SNOWFLAKE

- Lacework lacked resources to scale its compute and storage to meet changing demands.
- Maintaining its infrastructure took time away from building predictive models for its customers.

RESULTS WITH SNOWFLAKE

- Lacework can scale its usage up and down to meet processing and storage needs.
- Data analysts don't have to worry about defining indexes or dealing with partitions.
- Snowflake requires little setup or ongoing maintenance.
- Lacework can confidently acquire new business while satisfying current customers.



Because of Snowflake, we were able to focus on our applications. I sleep much better because of that.”

VIKRAM KAPOOR
CTO, Lacework



VIOSTREAM

SATISFYING A GROWING APPETITE FOR DATA

Viostream, based in Sydney, Australia, provides streaming solutions that simplify video sourcing, hosting, and distribution. Snowflake enables Viostream to process massive amounts of user interaction data to deliver meaningful insights to its customers.

GOAL

Find a data platform that scales easily to handle large amounts of data economically with minimal maintenance.

PAIN POINT BEFORE SNOWFLAKE

Viostream's cloud-based database could not easily scale to accommodate the company's rapidly expanding data volume.

SCENARIO BEFORE SNOWFLAKE

- Customers experienced reporting delays because the existing system could not scale easily.
- The data engineering team spent too much time on administrative tasks such as spinning up new clusters and monitoring data volume.

RESULTS WITH SNOWFLAKE

- Performance improved 24% for Viostream's customer-facing analytics dashboards.
- The development team delivers new reports 50% faster than before, freeing them to deliver new analytics.
- Data sharing enables customers to combine video usage data and CRM data to get 360-degree views of their users' profiles.



Snowflake enables us to build a scalable data platform without worrying about the back end, and that's very powerful."

PAUL VECCHIATO

Chief Technology Officer,
Viostream



ENVIRONICS
ANALYTICS

CONVERTING BILLIONS OF OBSERVATIONS INTO DATA PRODUCTS

Environics Analytics is a leading data analytics company helping a wide range of industries make informed decisions about their consumers and markets. It relies on Snowflake to process extremely large amounts of data and share data products securely with its clients.

GOAL

Process extremely large amounts of mobile data rapidly while providing a single source of truth.

PAIN POINT BEFORE SNOWFLAKE

Environics Analytics' outdated data management processes made it difficult to keep pace with growing customer demand for data.

SCENARIO BEFORE SNOWFLAKE

- Data scientists stored data on their computers and used secure FTP to share data with clients, which created silos and prevented coordination.
- The IT team provided constant support to enable data analysts to work with billions of rows of events.

RESULTS WITH SNOWFLAKE

- Data exploration and product release management are much more efficient, leading to revenue growth.
- Secure data sharing increases customer loyalty and eliminates unnecessary file transfers and versioning.
- On-demand scalability allows data scientists to analyze and prototype large data sets for any industry.
- Per-second pricing provides a simple approach to capacity planning.

“

Snowflake enhances our ability to convert billions of raw mobile observations into viable data products.”

SEAN HOWARD

Senior Vice President of
Product Development,
Environics Analytics

THE DATA-DRIVEN FUTURE OF TECHNOLOGY COMPANIES

To remain competitive, technology companies must rely on data to make the right decisions at the right time. Snowflake Cloud Data Platform provides the near-zero maintenance infrastructure that enables them to analyze massive amounts of near real-time data, increase their customer base, delight current customers, and develop new solutions. They can manage their costs by paying only for what they use. Secure data sharing gives technology companies and their partners a complete picture, while ensuring compliance to privacy and security regulations. In addition, by leveraging Snowflake, they can build predictive analytics that enable them to identify and respond rapidly to changing demands and security risks.



ABOUT SNOWFLAKE

Snowflake Cloud Data Platform shatters the barriers that prevent organizations from unleashing the true value from their data. Thousands of customers deploy Snowflake to advance their businesses beyond what was once 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 any 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).

