snowflake

SIMON DATA LEVERAGES SNOWFLAKE TO ACCELERATE DATA-ENABLED MARKETING FOR CUSTOMERS

COMPUTER SOFTWARE

Simon

COMPANY	Simon Data
LOCATION	New York, New York

SNOWFLAKE WORKLOADS USED

DATA ENGINEERING · DATA LAKE · DATA WAREHOUSE · DATA SCIENCE · DATA APPLICATIONS · DATA SHARING

Simon Data is an enterprise customer data platform (CDP) that empowers brands to deliver data-driven, personalized customer experiences anywhere. The platform leverages enterprise-scale big data and machine learning to power customer communications in any channel. Simon's approach allows brands to develop and deliver personalization capabilities without needing to build and maintain a massive bespoke data infrastructure.

STORY HIGHLIGHTS:

Near-zero maintenance
With Snowflake, Simon Data doesn't have to worry about infrastructure, maintenance, or capacity upgrades.

Secure data sharing
Snowflake Secure Data Sharing enables Simon Data to seamlessly manage customers' data flows to its customer data platform, easing data management and accelerating customers' onboarding time.

Near-instant elasticity
With Snowflake, Simon Data can enable nearly any amount of computing power for virtually any number of users.

> **Snowflake Secure Data Sharing and Snowflake Data Marketplace have been a win-win for Simon Data and for our customers. The inbound and outbound data flows from customers to our customer data platform are seamless, allowing our customers to drive the data-enabled marketing decisions they need in order to grow."**
>
> **—MATTHEW BARON,** VP, Solutions Architecture, Simon Data

CHALLENGE:

Resource contention and manual cluster management
Simon Data's platform provides a reporting and insights dashboard that customers use to understand the effectiveness of their marketing campaigns. They can define start conditions, milestones, and goals, and the tool performs complex processing of events and customer properties, resulting in data that enables customers to understand conversion rates through the sales funnel.

The reporting and insights dashboard executed queries on clusters in Simon's previous cloud data platform. According to Matthew Baron, Simon Data VP of Solutions Architecture, senior engineers and engineering management had to manually shuffle workloads around clusters. "Complex queries that spanned a long time period needed to append new data to fact tables. These queries caused a lot of contention and we were hitting disk limits and maxing out compute on our clusters. We were constantly scaling up new clusters and resizing them. We wanted more of a managed service."

In addition, Simon Data needed a data platform that separated compute from data loading. This separation would relieve the operational burden of managing resource contention.

Inability to scale as customer data increased
Simon Data assists customers who don't have their own data warehouse. According to Baron, "We pulled data from CRM and web analytics and stored it in a staging area in our cloud data platform. As the amount of customer data grew, we had scaling issues with our data platform. This placed the burden on our team to manage and optimize performance."

33%
Percentage of Simon Data's customers that use Snowflake to manage inbound and outbound data flows to its customer data platform

33%
Percentage of customers citing that Snowflake integration was key to selecting Simon Data

50%
Percentage of total Simon Data revenue resulting from customers that leverage Snowflake

SOLUTION:

Customer data flows managed in the Snowflake Data Cloud

Simon Data chose the Snowflake Data Cloud to manage inbound and outbound data flows from customers to its CDP. Inbound data flows enable customers to use Snowflake Secure Data Sharing to ingest data into Simon's platform. Simon customers consume Simon's marketing analysis DW and other event logs by subscribing to Simon's data set in the Snowflake Data Marketplace.

Snowflake reader accounts enable Simon Data to share data with consumers who are not already Snowflake customers.

Internal business analytics

While Snowflake plays a central data management role in Simon's CDP, it also enables Simon to analyze internal business data. According to Baron, "We use data to inform every decision we make as a business, whether it's product usage and new product development, revenue forecasting, or pipeline efficiency. We use data to drive everything."

Simon's internal data pipeline relies on Snowflake partners Stitch, DBT, and Heap. Stitch provides the ETL that enables Simon to ingest raw data into Snowflake, pulling data from many systems, including time-tracking tools, product management tools, and CRM. DBT manages the modeling of data for analytics.

RESULTS:

Quicker time to value for Simon customers

As a result of the seamless customer data flows enabled by Snowflake Secure Data Sharing and Snowflake Data Marketplace, Simon's customers get meaningful data from the CDP faster. According to Baron, customers get a quantifiable return on their investment weeks and sometimes months sooner than they did before Snowflake. Now 33% of Simon Data's customers use Snowflake to manage their data flows.

In addition, Simon customers gain more control over how data is modeled. "We have predefined ways we do it at Simon, but everyone is unique and wants to schematize their data in a way that's best for their business," said Baron, adding that Snowflake's environment gives customers the control they need. About one-third of Simon's customers say that Snowflake's integration was a key factor when they chose Simon, and about half of Simon Data's total revenue comes from customers who leverage Snowflake.

A better customer experience

Snowflake has eliminated Simon Data's previous resource contention challenges, management and support burdens, and performance issues. The separation of storage from compute and near-instant elasticity provide a better customer experience and decrease Simon's support burden.

> **Snowflake Secure Data Sharing makes my life a lot easier. I used to spend a lot of time advising customers regarding moving data between Amazon S3 or an FTP server and their data warehouse. Now it's all seamless. I can spend my time coaching users on leveraging the data within Simon to drive seamless (and revenue-generating) customer experiences."**
>
> —MATTHEW BARON, VP, Solutions Architecture, Simon Data

More time for the engineering team

Simon was able to decrease the amount of cluster configuration required from senior engineers and engineering management. Using the multi-cluster setting, Simon leaves it to Snowflake to spin up multiple compute clusters when required, without having to manage any resources manually.

> **An increasing percentage of our new customers use Snowflake, and they choose Simon as a result of the ease of our integration with Snowflake."**
>
> —MATTHEW BARON, VP, Solutions Architecture, Simon Data

FUTURE:

Continuing to grow with Snowflake's Data Cloud

According to Baron, "Snowflake helped us lay a foundation in our product that will scale as we continue to grow. We see Snowflake as a huge growth partner for us." Going forward, Simon Data is continuing to build new segmentation and reporting functionality leveraging the Snowflake Data Cloud to provide an enhanced product experience to its customers while not incurring any additional operational burden.