

# Research Now Reinvents their Data Warehouse with Snowflake on AWS



## About Research Now:

Many companies are challenged with understanding the needs and shopping habits of their customers. Research Now, a market-research firm and the world's leading digital data collection company, provides solutions that help businesses identify their target audience and gather customer data and insights that let them make better business decisions.

Research Now offers a broad portfolio of market research techniques, tools, and resources including global online research panels, behavior monitoring, survey fielding, mobile research, social media samples, survey programming, automated research, online reporting tools, and online panels. Research Now conducts both traditional and nontraditional research enabling data-driven decision making for clients who listen to and interact with consumers and business professionals. The company is recognized as the market research industry's leader in quality, scale and customer satisfaction. Research Now is uniquely positioned to be a single-source solution for major research projects.

## The Challenge: Modernizing your legacy data warehouse

Prior to using Snowflake on Amazon Web Services (AWS), Research Now had relied on a legacy on-premises environment. With that solution, Research Now struggled

to access and analyze operational metrics at the speed required for their business. Research Now's on-premises solution would have needed to double in size to meet their upcoming requirements. In addition, the current environment was susceptible to major disruptions from rogue user queries as a result of limited development and testing capabilities. In order to continue creating the products and solutions that drive their organization's success, they needed a solution that would incorporate larger sets of modern data in a scalable manner while providing great performance.

## Why Snowflake and AWS?

As part of the evaluation process, Research Now considered a variety of alternative options including upgrading their existing environment, for \$10 million.

Snowflake performed very well in competitive testing against the traditional data warehouses. After careful consideration, Snowflake was selected, in part, because of their ability to scale and add performance to the Research Now environment, when needed. This ability to burst to add capacity only when needed was very compelling.

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*"When we shifted to Snowflake, folks grumbled about having to change the origin of some of their reports, but as soon as they noticed how much faster it was, that grumbling went away. The whole company sits on top of it, all of our analytics. It's the base for all of our analytics strategy."*

*Michael Bigby - CTO Research Now*

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Research Now chose Snowflake's Elastic Data warehouse on the AWS Cloud because scalability was a critical requirement. Snowflake was able to change how Research Now uses data by extending the scalability and elasticity of the AWS Cloud to its analytics users, and in turn significantly lowering the cost of the infrastructure. In addition, Research Now was pleased to find that Snowflake performed very well comparatively and provided a much more innovative data strategy together with a completely secure environment and significantly lower management overhead than other providers. With Snowflake's ability to natively integrate with Informatica and Tableau, Research Now was able to use their existing toolchain to easily move data to the AWS Cloud and perform analysis.

### The Result

The Research Now team noted an immediate improvement in the performance of their systems. They were especially pleased with how much more quickly analytical reports could be generated using Snowflake. In particular, the Finance department benefited from the Snowflake solution and is currently the largest user of its data insights, enabling them to understand how data and research is being monetized within their organization.

Research Now was also pleased to see that Snowflake was incredibly responsive to their concerns, even providing direct access to the thought leaders and solutions experts inside Snowflake, who were often on-site to help assure that all their needs were met. The level of commitment shown by Snowflake and their rate of progress was described as "phenomenal".

### The Difference

Today, Research Now can move away from the overhead of day-to-day management of the data warehouse and concentrate on deriving value from the data itself. Using Snowflake on AWS, Research Now safely stores, transforms and analyzes large business data, making it easy for everyone in their organization to quickly gain the insight they need. Where legacy data warehouses and big data solutions struggled, Research Now can now use Snowflake on the AWS Cloud to offer a scalable and high performing environment. Snowflake's automation and

self-management capabilities make it possible for them to consolidate and analyze data from multiple sources without compromising performance and flexibility.

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**"The biggest change for us has been that we didn't take the additional \$5-10 million black eye required to double our existing on-premises all-in-one solution. When we did the proof of concept, Snowflake came in better on price compared to the industry leading solution, at comparable performance."**

*Michael Bigby - CTO Research Now*

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With Snowflake's Elastic Data Warehouse on the AWS Cloud, Research Now has the ability to:

- Easily scale workloads and users
- Process workloads and data sets that would have taken days, weeks or even been impossible in minutes
- Alleviate hardware, maintenance and management costs

Snowflake is reinventing the warehouse for big data and has built a completely new data warehouse solution designed for the cloud and today's business needs!



## About Snowflake

Snowflake Computing, the cloud data warehousing company, has reinvented the data warehouse for the cloud and today's data. The Snowflake Elastic Data Warehouse is built from the cloud up with a new architecture that delivers 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 is headquartered in Silicon Valley and can be found online at [snowflake.net](https://www.snowflake.net).

## About AWS:

For 10 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 70 fully featured services for compute, storage, databases, analytics, mobile, Internet of Things (IoT) and enterprise applications from 33 Availability Zones (AZs) across 12 geographic regions in the U.S., Australia, Brazil, China, Germany, Ireland, Japan, Korea, and Singapore. AWS services are trusted by more than a million active customers around the world – including the fastest growing startups, largest enterprises, and leading government agencies – to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit [aws.amazon.com](https://aws.amazon.com).

