SNOWFLAKE: THE DATA WAREHOUSE BUILT FOR THE CLOUD

Enabling every organization with the power, flexibility and instant elasticity to be data-driven.

INSTANT ELASTICITY
Scale storage to match any volume of data and adjust compute up or down, on the fly or even automatically, without disruption or data redistribution.

ALL YOUR DATA, ALL YOUR USERS
Create a single source of truth for all your structured and semi-structured data for an unlimited number of concurrent users and applications without eroding performance.

SECURE DATA SHARING
Easily and securely share consistent and governed views of your data warehouse across all your business units, subsidiaries, ecosystems, and geographies.

PER-SECOND PRICING
Turn your compute resources on and off as you need them, so you're only billed for the time you use.

MULTI-CLOUD
Deploy Snowflake in the cloud(s) that works best for your business. Easily replicate your data warehouse between regions or even across clouds.

COMPLETE SQL DATABASE
Maintain your investment in the skills and tools you already rely on for your data analytics.

Snowflake started with a clear vision: make modern data warehousing effective, affordable and accessible to all data users.

Today, data is generated by diverse and rapidly changing sources. In addition, multiple stakeholders need to simultaneously use data in a multitude of different ways, in real time. Legacy on-premises data warehouses, and their "cloud-washed" cousins, are based on decades-old technology unable to meet these demands.
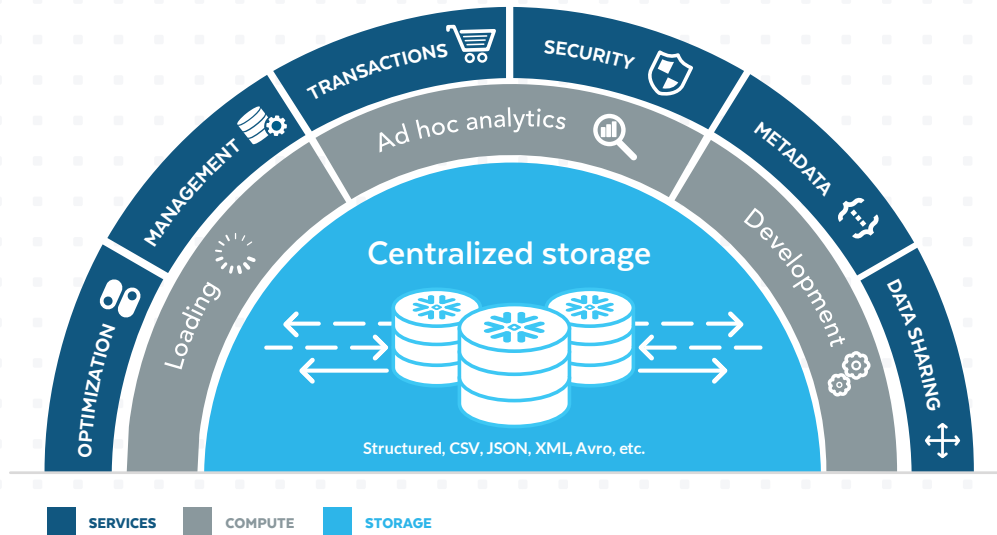
To overcome these barriers, Snowflake has built an entirely new way to load, integrate and analyze data that combines the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud, all at a fraction of the cost of traditional solutions. Snowflake enables the modern enterprise with instant elasticity, secure data sharing and per-second pricing, across multiple clouds.

Snowflake has addressed all of the key limitations of traditional cloud and on-premises data warehouses and more recent NoSQL solutions. You can easily store all your data, enable all your users with zero management, pay the way you want to, and use the ANSI SQL you already rely on – all on a secure platform that enables your organization to become a data-driven enterprise.

In addition, Snowflake has extended the cloud-built data warehouse to The Data Sharehouse™ via the feature Snowflake Data Sharing. Organizations of all sizes can easily and securely share governed data in real time across business units, with their ecosystems of partners and customers, and with other external data consumers by monetizing their data.

These technology and business innovations also enable your organization to easily participate in the rapidly emerging Data Economy. With Snowflake's unique multi-cluster shared data architecture, Snowflake Data Sharing, and our multi-cloud global data sharing network, you can join the Data Economy: the global supply and demand for data as a business asset.

SNOWFLAKE'S MULTI-CLUSTER, SHARED DATA ARCHITECTURE

SERVICES   **COMPUTE**   **STORAGE**

Built from the ground up for the cloud, Snowflake's unique architecture physically separates and logically integrates compute, storage and services.

THE SNOWFLAKE DIFFERENCE

With Snowflake's multi-cluster, shared data architecture, you can:

- Simultaneously run multiple, Snowflake virtual warehouses (compute clusters) on the same data thanks to separate storage and compute.

- Load or query data in a Snowflake virtual warehouse without impacting the performance of queries running in other virtual warehouses, even when accessing the same data.

- Specify virtual warehouse size based on the service level and performance you require. Change it at any time, even while a warehouse is running.

- Deliver a consistent SLA to an unlimited number of concurrent users and workloads. As concurrency increases, Snowflake automatically adds clusters and distributes queries across those clusters. When workloads decrease, Snowflake pauses the clusters, so you're only charged by the second for active clusters.

- Query both structured and machine-generated, semi-structured data using SQL operators with similar performance characteristics.

- Seamlessly and securely share governed and read-only slices of your data warehouse, across your business units, outside your organization with your partners and customers, and with other external organizations to monetize your data. No copying or moving data is required.

- Enable your existing ETL and ELT tools with Snowflake for data ingestion, and use your favorite BI, analytics and ML solutions to get even more out of Snowflake.

> **Any company that engages Snowflake is going to return data faster, more quickly and accurately, and with more volume. No one has ever seen anything this agile, which allows you to get to your business that quickly, with reporting and data science elements, until Snowflake arrived on the scene."**

KELLY MUNGARY
Director of Enterprise Data & Analytics, Lionsgate

HOW SNOWFLAKE WILL CHANGE YOUR ORGANIZATION

STORE ALL OF YOUR DATA
Store semi-structured data such as JSON, Avro, ORC, Parquet, and XML, alongside your relational data. Query all your data with standard, ACID-compliant SQL and dot notation.

SUPPORT ALL YOUR USERS
Support concurrent use cases with independent virtual warehouses (compute clusters) that reference your common data. Scale up or down any virtual warehouse on the fly, turning them off if you don't need them. You can even create multi-cluster virtual warehouses to address use cases with massive concurrency.

PAY FOR WHAT YOU USE
Snowflake's built-for-the-cloud architecture scales storage separately from compute, up and down, transparently and automatically, so you only pay for what you use.

ZERO MANAGEMENT
No indexing, tuning or optimization necessary. Snowflake takes care of your data for you so your team can focus on delivering value to your business.

STANDARD SQL
Use standard SQL to query, transform and modify data, or to connect Snowflake with other tools. Modify, drop, undrop and insert or delete rows like you would with any standard RDBMS.

"LOAD AND GO" EASE OF USE
Native support for structured and semi-structured data in a SQL data warehouse means you can simply load data and start analyzing it, no additional transformation required.

DATA SHARING
Easily forge one-to-one, one-to-many and many-to-many data sharing relationships, so your business units, subsidiaries and partners securely query read-only, centralized data with perfect integrity from a single, always-accurate data source.

TIME TRAVEL
View or seamlessly revert your database, tables and schemas to a consistent, "as of" state from the past over a user-determined retention period.

MULTI-CLOUD
Deploy Snowflake in the cloud of your choice, or even multiple clouds at once. With Snowflake, you can easily replicate your data between any region or any cloud so your data is always exactly where you need it to be, when you need it.

CONTINUOUS DATA WITH SNOWPIPE
Modern organizations deal with a broad range of continuously generated or streamed data sets. Load your data into Snowflake continuously with Snowpipe — a serverless ingestion service.

BUILT-IN SECURITY
Data encrypted from end to end, with permission to revoke access at any time. Snowflake is SOC II Type 2 certified, as well as HIPAA and PCI compliant, and FedRAMP ready.

ECOSYSTEM
Snowflake's partnerships provide native integrations with major cloud, ETL and business intelligence tools, including Amazon Web Services, Microsoft Azure, Tableau, Looker, Informatica, MicroStrategy, Talend, Fivetran, Matillion, Alooma, and more.

Snowflake Editions and Support Offerings

STANDARD

Standard

Complete SQL data warehouse

Data sharing

Business hour support M-F

1 day of time travel

Always-on enterprise grade encryption in transit and at rest

Customer-dedicated virtual warehouses

PREMIER

Standard +

Premier support: 24 x 365

Faster support response time

SLA with refund for outage

ENTERPRISE

Premier +

Multi-cluster warehouse

Up to 90 days of time travel

Annual rekeying of all encrypted data

Materialized Views

ENTERPRISE FOR SENSITIVE DATA

Enterprise +

HIPAA support

PCI compliance

Data encryption everywhere

Tri-Secret Secure using customer-managed keys

AWS PrivateLink support

Enhanced security policy

VIRTUAL PRIVATE SNOWFLAKE (VPS)

Enterprise for Sensitive Data +

Customer dedicated virtual servers wherever the encryption key is in memory

Customer dedicated metadata store

Additional operational visibility

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**

HELPING COMPANIES TO BE DATA-DRIVEN

In516ht is one of the leading European partners with multiple successful implementations and more than 20 certified Snowflake consultants.

By combining the power of automation with a metadata-driven approach, In516ht can significantly reduce delivery time, costs, and risks and at the same time achieves greater efficiency and consistency of your data warehousing project.

Backed by 15 years of experience and over 150 successfully completed analytics projects, both domestically and globally and across a wide range of industries, In516ht is a highly reliable partner for delivering data warehouse modernization, data science and data visualization solutions. Trusted by most prominent companies, such as A1, NKBM, NLB, Petrol and Zavarovalnica Triglav.

GET STARTED FOR FREE

If you are having doubts, arrange a risk-free test drive and experience the Snowflake with your data first-hand.

Find out more at www.in516ht.com.

in516ht
know your numbers