

# SNOWFLAKE FOR CLOUD DATA WAREHOUSE MODERNIZATION

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



### INSTANTLY AND AUTOMATICALLY SCALE

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.



### USE ALL YOUR DATA, SUPPORT 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.



### SECURELY SHARE DATA

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



### CONTROL COSTS WITH PER-SECOND PRICING

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



### ACCESS DATA FROM ANY CLOUD

Deploy Snowflake in the cloud that works best for your business. Easily replicate your data warehouse between regions or even across multiple clouds.



### QUERY ALL DATA WITH ANSI SQL

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

## A MODERN DATA WAREHOUSE TO MEET TODAY'S DEMANDS

Snowflake Cloud Data Platform makes 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 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.

## NO MORE BARRIERS TO BECOMING DATA-DRIVEN

To overcome these barriers, Snowflake provides 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.

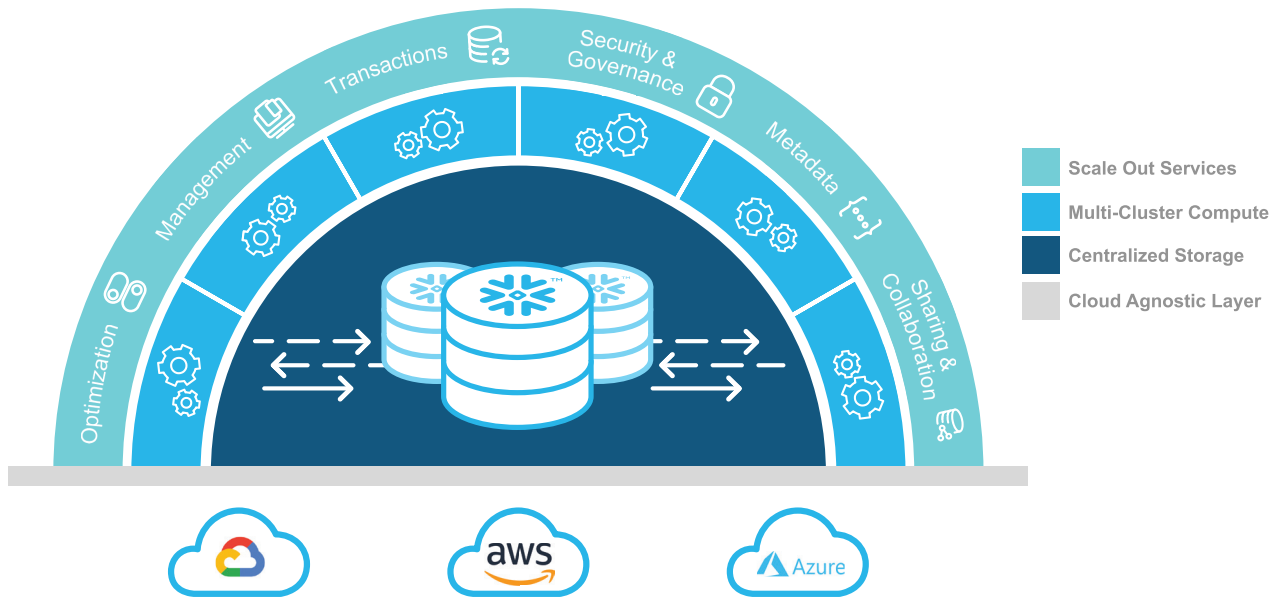
Snowflake addresses all of the key limitations of traditional cloud and on-premises data warehouses and more-recent NoSQL solutions. You can easily store all your data, enable all your users, save time and resources with near-zero management, pay the way you want to, and use the ANSI SQL you already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

## SECURE AND GOVERNED DATA SHARING, INTERNALLY AND EXTERNALLY

In addition, Snowflake extends the functionality of the cloud-built data warehouse with secure 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 to monetize 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 and its multi-cloud, global data sharing network, you can join the Data Economy: the global supply and demand for data as a business asset.

## Snowflake architecture



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

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

- Simultaneously run multiple virtual warehouses on the same data, thanks to separate storage and compute.
- Specify and change virtual warehouse size based on the required service level and performance.
- Support unlimited concurrent users and workloads. Snowflake automatically adds clusters and distributes queries. When workloads decline, it pauses clusters. You’re charged only for active clusters.
- Query structured and semi-structured data using SQL. Securely share governed, read-only slices of your data warehouse across business units, with partners and customers, and with others to monetize your data—without copying or moving it.
- Use existing ETL and ELT tools for data ingestion, and use your favorite BI, analytics, and machine learning solutions to get even more data insights.

“Any company that engages Snowflake is going to return data faster, more accurately, and with more volume. No one had seen anything this agile until Snowflake arrived on the scene.”

**KELLY MUNGARY**, Director of Enterprise Data & Analytics, Lionsgate

### ABOUT SNOWFLAKE

Thousands of customers deploy the Snowflake Cloud Data Platform to derive 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, such as developing modern data applications. Find out more at [snowflake.com](https://www.snowflake.com).