

## Powering Data Insights



Snowflake is unique in that it's the Only Data Warehouse Built for the Cloud.

Conventional data warehouses and big data solutions struggle to deliver on their fundamental purpose: to make it easy to amass all your data, enable rapid analytics, and derive data-driven insights for all your business users.

To solve that Snowflake built a new SQL data warehouse from the ground up for Cloud. It's designed with a patented new architecture to handle all aspects of data and analytics. The result? A data warehouse that delivers performance, simplicity, concurrency and affordability not possible with other data warehouses.

### Features:

- Complete SQL Data Warehouse - Snowflake is a fully relational ANSI SQL data warehouse so you can leverage the skills and tools your organisation already uses.
- Diverse Data – Snowflake can support all your business data, whether from traditional sources or newer machine-generated sources, without requiring cumbersome transformations and trade-offs. Snowflake natively loads and optimises both structured and semi-structured data such as JSON, Avro, or XML and makes it available via SQL without sacrificing performance or flexibility.
- Compelling Performance – Snowflake processes queries and tasks at a fraction of the time previously experienced with conventional on-premise and cloud data warehouses.



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- Any Scale of Data, Workloads and Users – Snowflake’s multi-cluster, shared data architecture separates storage and compute, making it possible to scale up and down on-the-fly without downtime or disruption.
- Broad Ecosystem – You can rapidly integrate Snowflake with custom and packaged tools and applications. The native and standard-based connectors include ODBC, JDBC, Javascript, Python, Spark R and Node.js.
- Seamlessly share data across the organisation – Snowflake’s multi-tenant architecture enables governed and secure, modern data sharing in real time.

### Benefits:

- Pay Only for What You Use – Usage-based pricing for compute and storage means you only pay for the data you store and the amount of compute processing that you use.
- Snowflake leverages standard SQL query language. This will be an advantage for organisations who are already using SQL, as teams will not need upskilling, saving time and costs.
- Near infinite, low-cost storage.
- Snowflake provides instant data warehouse scaling to handle concurrency bottlenecks during high demand periods. Snowflake scales without the need for redistributing data which can be a major disruption to end users.