

# Enabling rapid fire insight with Snowflake

## Removing the challenges of slow and difficult data can rapidly accelerate business intelligence and analytics

Business intelligence has moved from a reporting function for executives only to a much more democratized activity. Every data driven organization is eager to enable its people to analyze and share data. However, slow, inaccurate and difficult to manage databases are slowing down the process. What's more, it can be difficult to balance the need for ad-hoc analytics and reporting with core data management and ETL work, let alone the need for low-latency, interactive business intelligence development.

All too often, this leads to duplicative in-memory extracts and data silos. Although there are some situations that in-memory databases are well suited to, they are hard to keep in sync with production data

and shouldn't be used as a one-size fits all solution.

Snowflake offers a better solution. All of your business data can be stored in a single location, without management or tuning. Fast and efficient queries can be enabled through automatically scaling compute clusters called virtual warehouses. Each virtual warehouse is completely independent, so ETL can run at the same time as reporting and BI queries. There's no management or indexes needed to improve query times—Snowflake optimizes automatically. When all is said and done, you can enable the direct connectivity you need for data freshness and accuracy, while maintaining the query speed and flexibility your business needs.



### Infinite scale for more insight

Automatically scale virtual warehouses to match any query. When you're done, the warehouse will scale back down. If it's a large query, it will never fail, and you can always use multi-cluster warehouses to assign even more compute.



### Stop waiting in line

Support concurrency with independent virtual warehouses that reference your common data. ETL, BI, Reporting and data science can all access at the same time.



### No management

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



### Standard SQL database

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 ACID-compliant RDBMS.

## CAPSPECIALTY CASE STUDY

## CapSpecialty revolutionizes their business intelligence with Snowflake



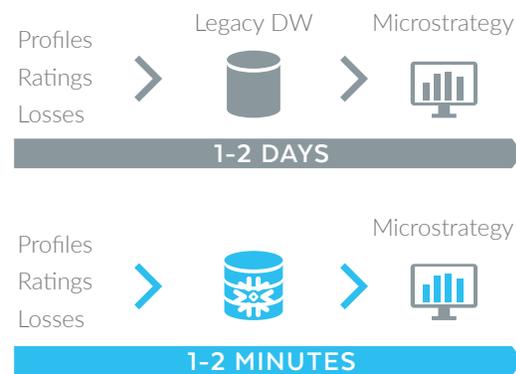
CapSpecialty provides insurance for small to mid-sized businesses, including Property & Casualty, Professional Liability, Surety and Fidelity products. Their business runs on data, but it was hard to run efficiently with a perilously slow and management intensive traditional data warehouse. They couldn't expand their data warehouse either, because of the enormous cost to do so.

Instead, they replaced their traditional data warehouse with Snowflake and started to see:

- >> Rapid deployment
- >> 120x faster reporting
- >> Pay-per-use flexibility
- >> No maintenance

## FROM DAYS TO MINUTES

With Snowflake, all of their data is accessible to the entire team at any time, with reports completed in minutes instead of days. With more time to devote to analytics instead of data management, they're starting to explore entirely new avenues of analytics.



To learn more, read the CapSpecialty case study and more at:

[www.snowflake.net/our-customers](http://www.snowflake.net/our-customers)

## SUMMARY

Organizations like yours know that democratizing data and developing a culture of analytics are vital priorities. But, they're impossible without modern BI tools and an underlying performant and modern data warehouse. Snowflake can help any organization that cares about data spread information and insight across the organization with ease.