



# Data Warehouse Built for the Cloud

Cary Gecas  
Snowflake Computing



# 800+ Customers Success with Snowflake



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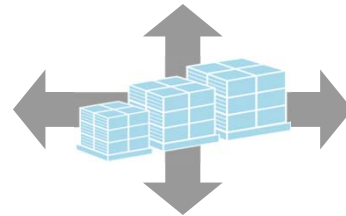
All new code, Columnar, MPP, fully ANSI SQL relational database.

Just load and run queries



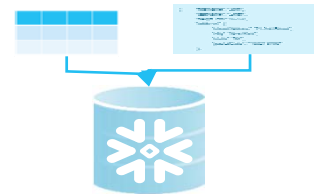
**Data warehouse  
as a service**

*No infrastructure to manage,  
no knobs to tune, no  
maintenance*



**Multidimensional  
elasticity**

*On-demand scalability  
of data, workloads,  
And concurrent users.  
(Scale Up and Down, on-  
the-fly)*



**All business  
data**

*Native support for  
structured +  
semi-structured data*



**Best Price /  
Performance**

*10x Performance at  
90% reduced cost*

## Complete SQL Database

**MicroStrategy**

**talend\***

 **tableau**

**COGNOS**

 **Excel**

**snapLogic**

**Qlik Q**

**alooma**

 **Fivetran**

 **Power BI**



**Spark**

**looker**

Support for the tools that  
business users already know

## Complete SQL database

Data definition

Query

Role based security

Multi-statement transactions

Updates and deletes

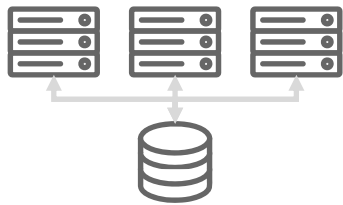
# How does all of this work?



# A new architecture for data warehousing

Multi-cluster, shared data, in the cloud

## Traditional architectures

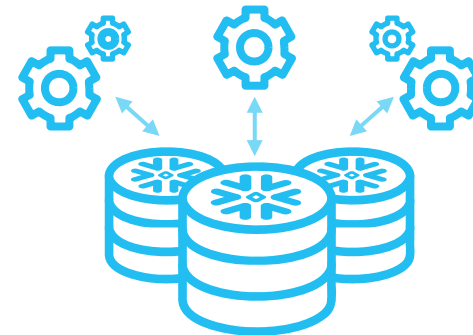


Shared-disk  
Shared storage  
Single cluster  
(Exadata)



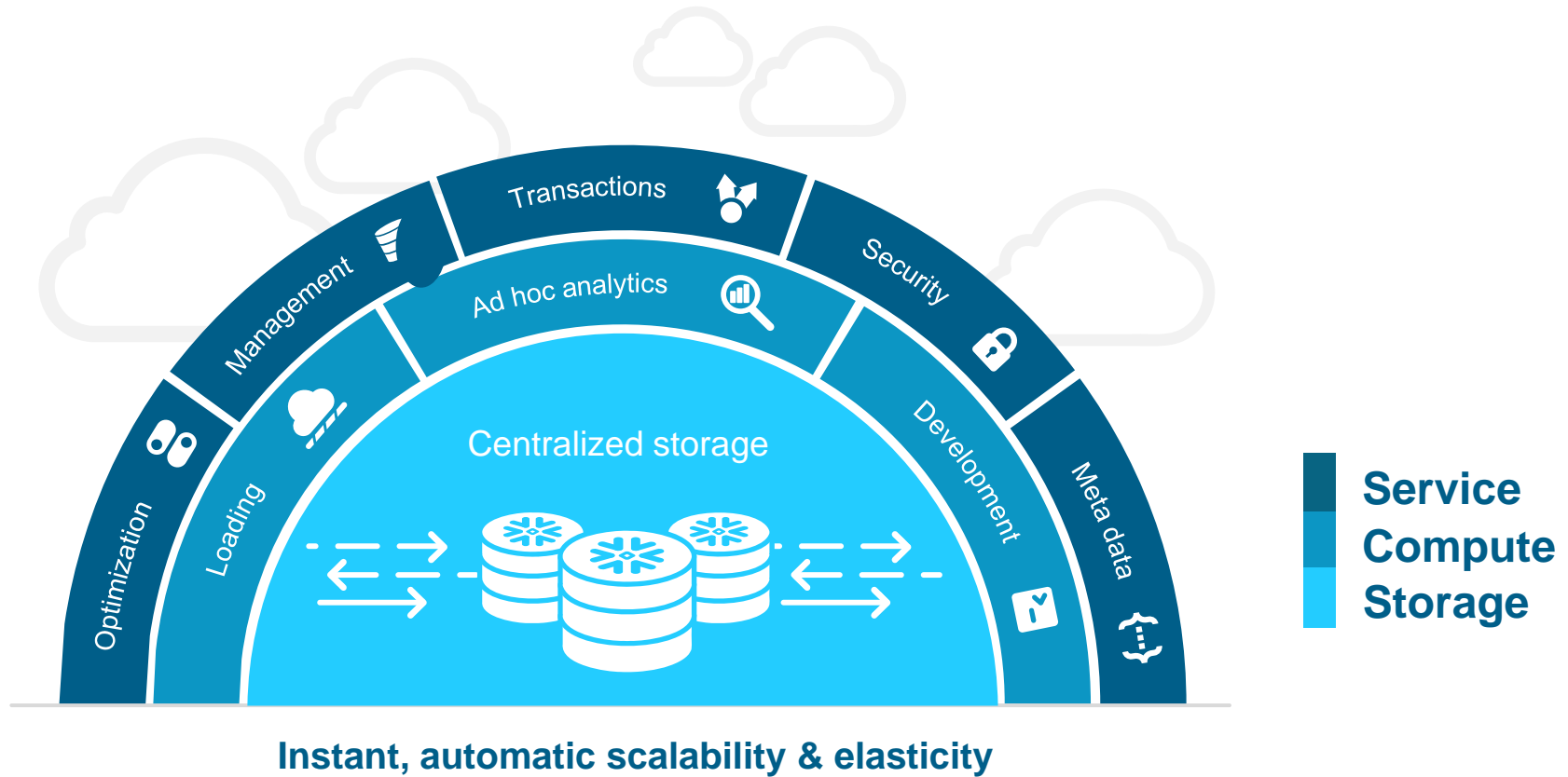
Shared-nothing  
Decentralized, local storage  
Single cluster  
(Netezza, Teradata, Redshift,  
even Hadoop)

## Snowflake



**Multi-cluster, shared data**  
**Centralized, scale-out storage**  
**Multiple, independent compute clusters**

# Snowflake's multi-cluster, shared data architecture



# Elastic Data Warehousing Cloud Service

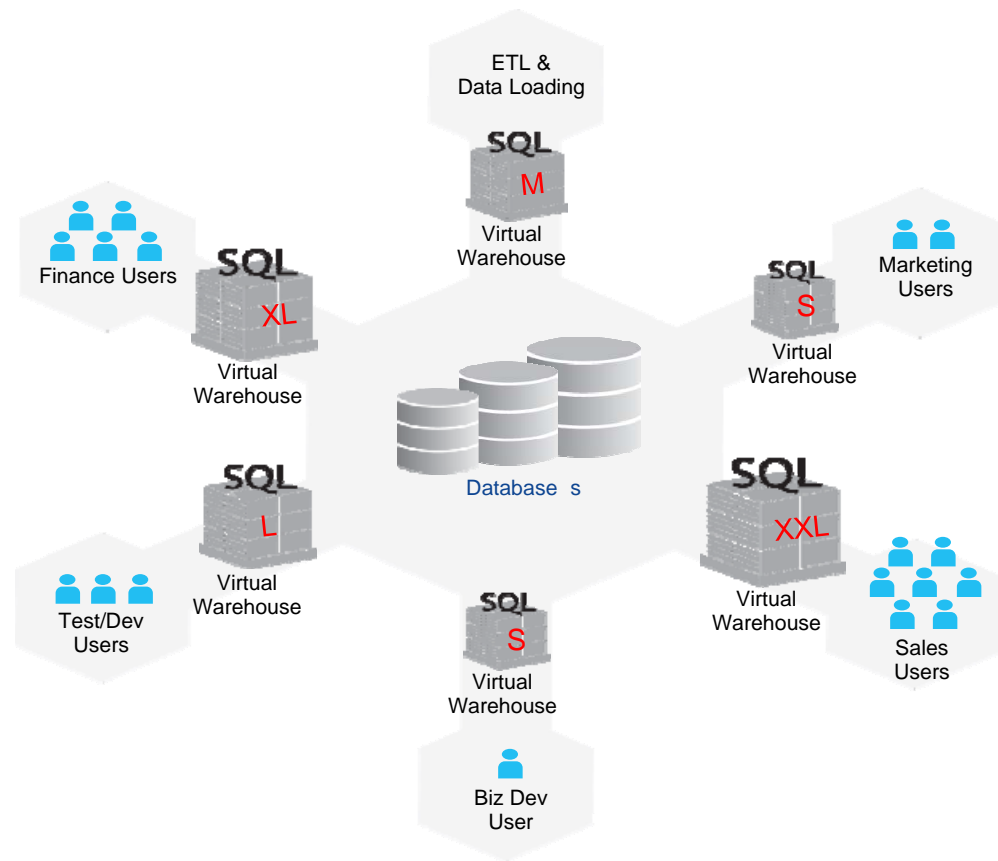
Database separate from Virtual Warehouse

Multiple Databases

Multiple Virtual Warehouses

Virtual Warehouse scales independently from Database

Data loading does not impact query performance





# Secure by design

## Authentication



Embedded multi-factor authentication  
Federated authentication available

## Access control



Role-based access control model  
Granular privileges on all objects & actions

## Data encryption



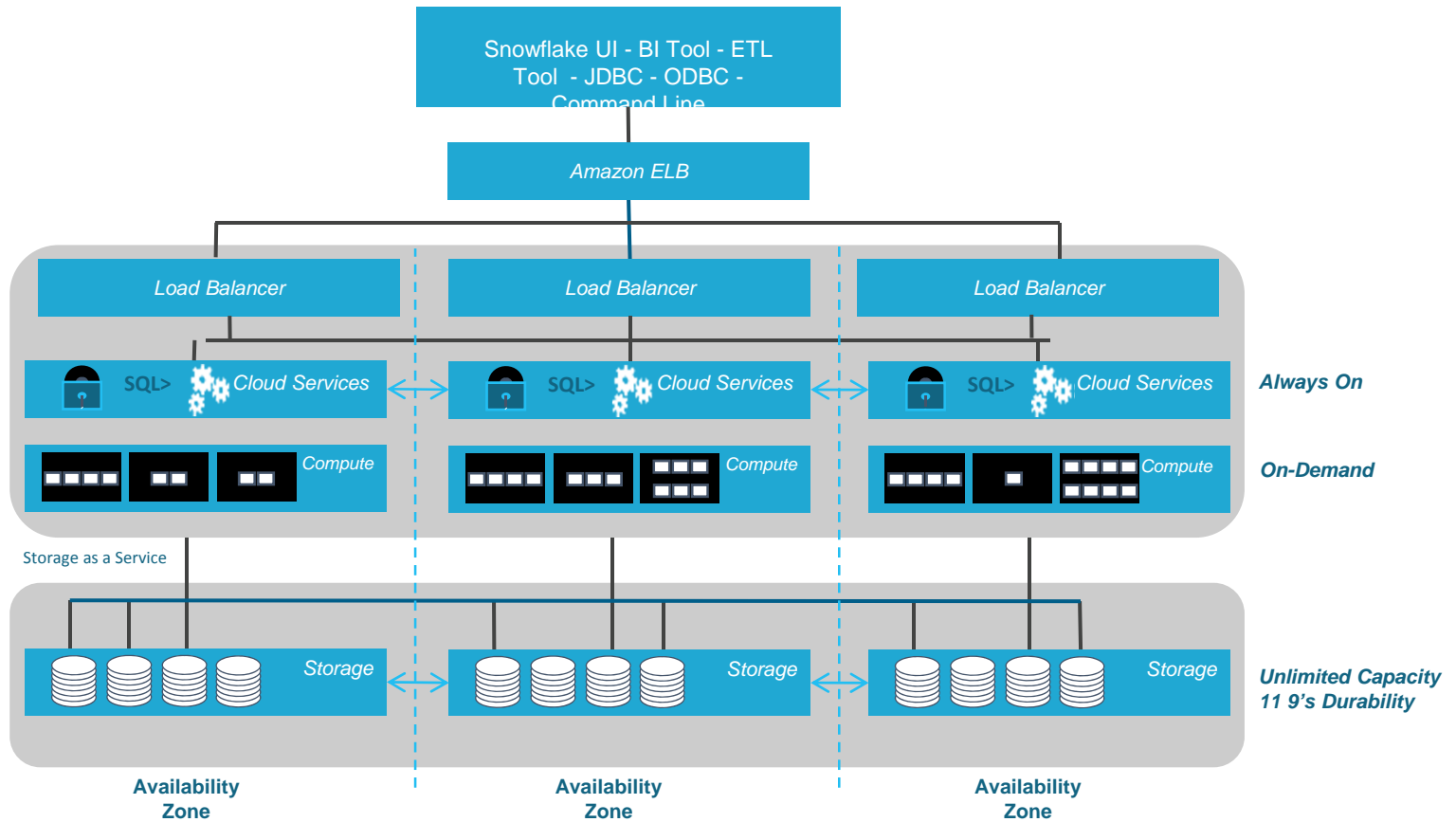
All data encrypted, always, end-to-end  
Encryption keys managed automatically

## External validation



Certified against enterprise-class requirements

# Extreme Availability & Scalability



# Over 700 customers demonstrating what's possible

Up to 200x faster reports that enable analysts to make decisions in minutes rather than days



Ability to load and update data in near real time by replacing legacy data warehouse + Hadoop cluster



New applications that provide secure access to analytics to 11,000+ pharmacies

