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

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 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.

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 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 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 global data sharing network, you can join the Data Economy: the global supply and demand for data as a business asset.
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.
- Provide 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 are charged by the second only for active clusters.
- Query both structured and machine-generated semi-structured data using SQL operators.
- 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—without copying or moving data.
- Use 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 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
HOW SNOWFLAKE WILL CHANGE YOUR ORGANIZATION

STORE ALL 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 that require massive concurrency.

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

SHARE DATA EASILY
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 for a user-determined retention period.

MAXIMIZE AI, ML, AND DATA SCIENCE
Snowflake’s flexibility and elasticity supports any data science workload, while integrations with Spark, Python, R, and many other services enable your data scientists to deliver on the promise of your data.

LOAD DATA CONTINUOUSLY 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.

EMBED ANALYTICS
Plug your analytics application or service into Snowflake and receive the low-latency, robust platform you need to derive all the data insights your organization needs.

BENEFIT FROM SNOWFLAKE’S ECOSYSTEM
Snowflake’s partnerships provide native integrations with major cloud, ETL, and business intelligence tools, including Tableau, Looker, Informatica, MicroStrategy, Talend, Fivetran, Matillion, Alooma, and more.

USE 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.

ENJOY “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; no additional transformation is required.

BENEFIT FROM NEAR-ZERO MANAGEMENT
No indexing, tuning, or optimization is necessary. Snowflake takes care of your data for you so your team can focus on delivering value to your business.
## Snowflake Editions and Support Offerings

<table>
<thead>
<tr>
<th>Edition</th>
<th>Features</th>
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<tbody>
<tr>
<td><strong>STANDARD</strong></td>
<td></td>
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<tr>
<td>Standard</td>
<td>Complete SQL data warehouse, Data sharing, Business hours support M—F</td>
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<tr>
<td></td>
<td>One day of time travel, Always-on enterprise-grade encryption for data in transit and at rest</td>
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<td></td>
<td>Customer-dedicated virtual warehouses, Federated authentication</td>
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<tr>
<td><strong>PREMIER</strong></td>
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<tr>
<td>Standard +</td>
<td>Premier support: 24 x 365, Faster support response time, SLA with refund for outage</td>
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<tr>
<td><strong>ENTERPRISE</strong></td>
<td></td>
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<tr>
<td>Premier +</td>
<td>Multi-cluster warehouse, Up to 90 days of time travel, Annual rekeying of all encrypted data</td>
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<tr>
<td><strong>ENTERPRISE FOR SENSITIVE DATA</strong></td>
<td>HIPAA support, PCI compliance, Data encryption everywhere, Tri-Secret Secure using customer-managed keys, AWS PrivateLink support, Enhanced security policy</td>
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Solution available in AWS Marketplace.

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**ABOUT SNOWFLAKE**

Snowflake is a data warehouse built for the cloud, enabling the data-driven enterprise with instant elasticity, secure data sharing, and per-second pricing. 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](http://snowflake.com).