The data warehouse built for the cloud

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 and in real-time. Legacy on-premises data warehouses and their “cloud-washed” cousins are based on decades-old technology unable to meet these demands.

Enabling every organization to be data-driven

Snowflake’s solution allows customers 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, at a low cost. Snowflake enables the modern enterprise with instant elasticity, secure data sharing, and per-second pricing.

You can easily store your data, enable your users with zero management, pay as you go, 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 allows organizations to easily and securely share governed data in real time across business units with their ecosystems of partners, customers, and other external data consumers.

Benefits

Achieve instant elasticity
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.

Improve operational efficiency
Create a single source of truth for all your structured (CRM, Apps, databases) and semi-structured data (mobile, web based, IoT) for an unlimited number of concurrent users and applications without eroding performance.

Reduce management effort
No indexing, tuning, or optimization necessary. Snowflake takes care of your data so your team can focus on delivering value to your business.

Securely share data
Easily and securely share consistent and governed views of your data warehouse across business units, subsidiaries, customers, suppliers, and geographies.

Improve security
Data is encrypted from end to end with permission to revoke access at any time. Snowflake is SOC II Type 2-certified, HIPAA- and PCI-compliant, and FedRAMP-ready.

Innovate faster by leveraging the ecosystem
Snowflake’s partnerships provide integrations with Apache Kafka; ETL and analytics tools from Tableau, Talend, Looker, Informatica, MicroStrategy, and Fivetran; as well as ML/AI tools from Databricks, Datarobot, and Dataiku.
Snowflake on AWS

Snowflake on AWS is an advanced data analytics and machine learning/AI platform. It enables executive dashboards, reporting, and advanced analytics for a company’s users across all of its data – providing performant, low-cost, and controlled access to data. Snowflake runs on Amazon Elastic Container Service (Amazon EC2) and Amazon Simple Storage Service (Amazon S3), and it fits right into AWS’s data ecosystem. That includes using Amazon Kinesis, AWS PrivateLink, AWS Glue, Amazon EMR, and Amazon Managed Streaming for Kafka to get data into Snowflake; Amazon SageMaker, Amazon Forecast, and Amazon Personalize for machine learning and AI; as well as using Amazon Quicksight as a BI tool. Snowflake is an APN Advanced Technology Partner and has achieved Data & Analytics Competency.

Features

- **Store all of 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.

- **Per-second pricing**
  Turn your compute resources on and off as you need them, so you’re billed only for the time you use.

- **Pay for what you use**
  Snowflake’s built-for-the-cloud architecture scales storage separately from compute. Whether up and down or transparently and automatically, you only pay for what you use.

- **Complete SQL database**
  Maintain your investment in the skills and tools you already rely on for your data analytics.

- **Support all your users**
  Support concurrent use cases with independent virtual warehouses (compute clusters) that reference your common data.

- **Data sharing**
  Easily forge one-to-one, one-to-many, and many-to-many data sharing relationships, so your business units, subsidiaries, and partners can securely query read-only, centralized data.

Case Study: CapitalOne

**Challenges**
- On-premises solution limited ability to scale analytics to all users
- Inability to accommodate growing data sources (structured and semi-structured) from various departments

**Solution**
- Snowflake empowered Capital One to modernize its data warehouse and create personalized, unique experiences for its customers

**Results**
- Data access democratized to every business user in the firm
- Accelerated access to data for all users, eliminating concurrency issues
- Costs savings from on-premises Teradata to Snowflake and AWS

Get started with Snowflake on AWS

Visit [AWS Marketplace](https://aws.amazon.com/snowflake/) to purchase or contact [here](https://aws.amazon.com/snowflake/contact/) for more information.