snowflake®

# HARNESS THE DATA CLOUD TO DELIVER BUSINESS VALUE

CHAMPION GUIDES

EBOOK

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# EXECUTIVE SUMMARY

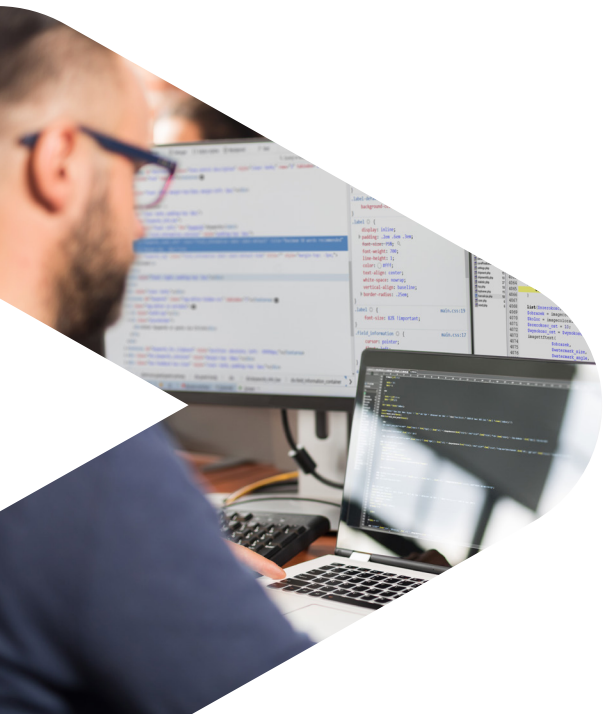
Data is a strategic asset that delivers actionable insights. However, traditional technologies have trapped and siloed data for years, creating limits around how data can be accessed, analyzed, and shared. Thankfully, four recent technology trends are changing the data landscape: the rise of the cloud, an explosion of data, enhanced data collaboration, and analytics diversification. Organizations can unlock the true value of their data with Snowflake's platform, which underpins the Data Cloud. This ecosystem enables Snowflake customers, partners, data providers, and data service providers to derive value from rapidly growing data sets in a secure, governed, compliant, and seamless way. By turning data into an actionable asset, companies experience business value in the three areas that matter most: revenue growth, cost savings, and risk mitigation.

In this ebook, you will learn how:

- Businesses can achieve revenue growth when they use data to drive sales, foster innovation, enable data-driven decision making, increase competitive advantage, and monetize assets
- Data enables smart cost cutting and creates operational efficiencies, while enhancing user experiences and improving relations with suppliers and partners
- Compliance, risk management, and data security are more economical and effective with enhanced data quality and accessibility
- Snowflake customers are experiencing quantifiable business impact and, according to a Forrester financial analysis, can achieve an estimated 612% three-year ROI by using data to grow revenue, cut costs, and mitigate risk[1]

# TRANSFORM YOUR DATA INTO AN ACTIONABLE ASSET

Data is commonly recognized as the most strategic asset an organization can possess. However, for many years data wasn't being used to its full potential. The stumbling block has always been a reliance on traditional technologies, whose inherent limitations keep data trapped and siloed. As a result, organizations have experienced constraints around accessing, analyzing, and sharing data.



But that is changing. Four technological trends have emerged that enable data to evolve into an actionable asset.

- The first is the **rise of the cloud**, which delivers virtually unlimited capacity, scalability, and concurrency while centralizing data. As cliché as it may sound, the cloud truly makes the sky the limit for data analytics and insights.
- Coupled with the rise of the cloud is an **explosion of data** produced by technologies such as IoT, social, and mobile. Worldwide data volume is predicted to hit approximately 175 zettabytes per year in 2025[2]—almost four times as much data as the 44 zettabytes expected to be produced in 2020.[3] As data continues to grow rapidly in size and variety, the opportunity for data-driven insights expands exponentially.
- Since it's virtually impossible for any single organization to produce all the data needed to uncover global, market, competitive, consumer, and societal trends, organizations are embracing **data collaboration**. The ability to share and join data sets, both within and across organizations, is increasingly viewed as the best way to realize the true value of data.
- At the same time, data scientists and data analysts are no longer the only people who can access data in the cloud. Cloud-based technologies enable anyone to work with and analyze data with speed and ease. This **diversification of analytics** leads to organizational transformations where data-driven insights can power decision-making at every level of a company.

Capitalizing on these four technological trends empowers organizations to finally take full advantage of data and turn it into an actionable asset anywhere, anytime, and by anyone. However, companies must first select the right cloud technology.

# THE SNOWFLAKE VALUE PROPOSITION

To make data actionable, organizations should eliminate data silos, and every user must have safe and controlled access to governed data at all times. This requires a platform that provides a single copy of data in the cloud and enables many workloads. The platform must provide virtually unlimited performance and scalability, be easy to use, and require near-zero maintenance through delivery as a service.

Snowflake provides a modern platform for all data needs, including data warehousing, data lakes, data engineering, data science, data application development, and data sharing. Most importantly, Snowflake's architecture underlies and enables the Data Cloud, a federated data network that eliminates data fragmentation and data silos by bringing together application clouds and infrastructure clouds into one ecosystem.

With its multi-cluster shared data architecture, Snowflake centralizes structured and semi-structured data into a single location in the Data Cloud. Users have secure and governed access to data, and organizations are freed from managing the infrastructure.

Snowflake removes traditional data barriers through Secure Data Sharing. Rather than copy and transmit data, Snowflake enables users to share live data from its original location. Data generally never moves. Anyone granted access simply references data in a controlled and secure manner without latency or contention due to concurrent users. Because any changes are made to a single version, data remains up to date for all data consumers.

Secure Data Sharing also powers Snowflake Data Marketplace, which serves as a single location to access live, ready-to-query data. Secure, governed data can be shared with, and received from, your ecosystem of business partners, suppliers, and customers, or from third-party data providers and data service providers. Organizations can source new data, and it's easy to become a data provider and create new revenue streams.

The Data Cloud connects everyone in this ecosystem to their own governed, secure data and makes it easy to consume external shared data and data services. With Snowflake's cloud-agnostic architecture, organizations have immediate access to all shared data, regardless of cloud infrastructure, geographic location, or cloud provider (AWS, Azure, or Google Cloud Platform). That means secure and governed data can be shared within and between organizations, and shared data can be combined instantly with existing data for faster analysis.

# DELIVER BUSINESS VALUE WITH SNOWFLAKE

Every organization's success hinges on its top-line revenue generation, bottom-line operational excellence, and risk management and compliance profile. With Snowflake, data becomes actionable to deliver value opportunities and measurable business impact across these three critical business objectives.

- **Revenue growth:** Live, shareable data enables better business decisions and faster discovery of new growth opportunities
- **Cost savings:** Ease of use and data flexibility reduce the cost of scaling data management and analytics, thus facilitating operational efficiency and eliminating excessive costs
- **Risk mitigation:** With Snowflake's platform, companies can control and manage security, governance, and compliance effectively

## REVENUE GROWTH

Everyone in your organization can make better data-driven decisions and uncover new opportunities for revenue growth. Many companies focus on the following five key business drivers to generate revenue: sales growth, business and product innovation, enhanced analytical decision making, increased competitive advantage, and monetized information assets.

### SALES GROWTH

Countless strategies exist for increasing sales, and they all benefit from fast data analysis. For example, Snowflake can be used to:

- **Segment customers for targeted marketing**
- **Optimize forecasting, spend, and impact across channels**
- **Boost customer engagement, personalize product offerings, and optimize pricing**
- **Increase customer up-sell, cross-sell, and conversion rates**
- **Predict customer behavior and preferences to enhance customer lifetime value**

Two powerful Snowflake features enable these value outcomes. The first is **cloud-scale performance as a service**. With near instant elasticity, Snowflake provides virtually any amount of computing power for any number of users to deliver the performance and actionable insights that sales teams require.

The second is a **single source of truth** with one location for all structured and semi-structured data, as well as a single global platform for data and analytics across many workloads. With Snowflake, data silos simply don't exist, which means no data is omitted from analysis. Sales teams benefit from a complete and holistic understanding of customers and insights into how best to target sales, engage contacts, and retain customers.

### BUSINESS AND PRODUCT INNOVATION

Strategy and product teams look to identify gaps or opportunities in the market so they can develop targeted products and service offerings that fulfill a real need. Sometimes, the goal is to reduce time-to-market for new product and service offerings; other times, this process is undertaken to disrupt an existing market.

Snowflake drives business and product innovation through data agility. By providing fast analytics performance with nearly unlimited scale and agility in the cloud, Snowflake helps uncover opportunities rapidly. Data is highly available to users, and data protection measures ensure security and governed access.

### ENHANCED ANALYTICAL DECISION MAKING

Data's reputation as a strategic asset is tied to its ability to deliver enhanced analytical decision-making power. Rather than rely on empirical evidence, business leaders use data-driven insights to make faster, fact-based decisions, which reduces the time it takes to arrive at a conclusion and injects confidence into the process. As a result, businesses can improve their process agility and business operational efficiency.

With near **real-time data access**, Snowflake removes traditional challenges around data silos, which prevent data from being accessed and used quickly. But Snowflake **Secure Data Sharing** provides the real value in analytical decision making. By uniting business units and collaborating with business partners, companies can bring together a comprehensive set of data and make more informed decisions with a richer data set.

### INCREASED COMPETITIVE ADVANTAGE

Understanding consumers and broad market trends is key for organizations to increase their competitive advantage. Leadership teams benefit from descriptive, prescriptive, and predictive analytics when they want to gain valuable business insights and benefit from faster problem solving. Data also helps organizations adjust to market conditions more quickly.

Snowflake **Secure Data Sharing** ensures that data within an organization is available for analysis, but it also enables companies to extract even more value by using external data. Whether received from partners or through Snowflake Data Marketplace, data sharing provides access to live data, and Snowflake's near **real-time data access** means that data is virtually always up-to-date and available. With the burden of data transformation removed, integrating external data with existing data becomes fast and seamless, which means data analysis begins immediately.

### MONETIZED INFORMATION ASSETS

External data can increase a company's competitive advantage through a stronger understanding of market conditions, but it's important to remember that data flows both ways. Organizations may also benefit from monetizing their own data by selling it externally and creating and selling new data products.

With Snowflake Data Marketplace, powered by Secure Data Sharing, organizations can monetize data in an easy and seamless manner. Companies benefit from **cloud-scale resources** where real-time data access is built into the platform. Data is protected for data sellers and highly available for data consumers.

## COST SAVINGS

While revenue growth focuses on the top line, it's important to also focus on the bottom line, specifically, the best ways to reduce costs within your organization. To improve the bottom line, companies focus on four key business drivers: cost reduction and improved margins, internal operating efficiencies, enhanced customer and end user experiences, and improved supplier and partner relations.

### COST REDUCTION AND IMPROVED MARGINS

Traditional technologies are associated with high expenditures around storing, accessing, and analyzing data. Organizations that want to cut costs should consider doing the following:

- **Reduce legacy storage and compute costs and eliminate huge capital expenses for on-premises infrastructure, including maintenance, maintenance contracts, support costs, network equipment, and data center real estate and power**
- **Decrease labor costs associated with ETL, DBA, data engineering, data science, support, project management, and BI**
- **Reduce spend that's tied to replication, backup, recovery, and non-production environments**

Thanks to the **ease of migration** to Snowflake, companies can immediately benefit from these cost-cutting measures. Snowflake requires virtually no maintenance and removes the infrastructure burden and associated labor costs. In addition, bringing together global data is made possible by the cross-cloud and cross-regional capabilities of **global Snowflake**. While satisfying industry and regional data privacy requirements, Snowflake enables operations across different infrastructure clouds and regions in a single cloud.

Companies also benefit from **cloud-scale resiliency**. For example, features such as Snowflake Database Failover and Failback help organizations to avoid disruption during any cloud services outage. Users always have consistent access to a single source of truth with complete data agility—without support interaction.

### INTERNAL OPERATING EFFICIENCIES

Traditional technologies are often rife with challenges that require attention and support. Organizations that wish to increase operational efficiency may want to:

- **Eliminate system downtime and reduce the costs and impact resulting from SLA breaches**
- **Reduce production issues and error reporting**
- **Eliminate database administration and management costs**
- **Reduce application development and capacity planning costs**
- **Increase employee productivity**

Snowflake is a managed service with **ease of use** and near-zero maintenance, delivering automatic and near-infinite scalability with per-second compute pricing and low storage costs. Organizations **pay for only what is consumed**, which lowers costs and improves margins.

### ENHANCED CUSTOMER AND END USER EXPERIENCES

While companies have always looked for strategies to reduce customer churn and lower customer acquisition costs, organizations are now focused on the end user experience. That's why many are providing enhanced (and expensive) support offerings. As companies look for ways to reduce spend, data can be used to achieve increased business user productivity through self-service technologies. Faster resolution of issues and reduced support staff are two other means to reduce costs.

With Snowflake's one location for structured and semi-structured data, customer analysis can use all available data. Services and support teams benefit from a complete understanding of each customer, including insights on how to best solve issues and retain customers. In addition, Snowflake provides concurrency, so analytics and data engineers can work on the same data at the same time. Equally important is Snowflake's comprehensive approach to security, which ensures secure, compliant, and governed access to data. Snowflake meets NIST 800-171 requirements and is designated FedRAMP Authorized (Moderate). In addition, Snowflake meets SOC 2 Type 2, SOC 1 Type 2, ISO 27001, FISMA Moderate, FIPS 140-2, AICPA/SOC, ARS 3.1, PCI DSS compliance, and it supports HIPAA compliance.

### IMPROVED SUPPLIER AND PARTNER RELATIONS

In today's global economy, important relationships with suppliers and partners require time, money, and effort to maintain and manage. While cost savings can be realized through self-service request handling, increased efficiencies can be introduced through easy data sharing, and partner and supplier relationships can be positively impacted by providing deeper data insights.

**Snowflake Data Marketplace**, powered by Secure Data Sharing, enables organizations to share data in an easy and seamless manner. Partners and suppliers can be granted direct, secure, and governed access to live, ready-to-query data. The costs and effort associated with data ingestion and transformation are removed, which accelerates data sharing and data-driven decision-making within your ecosystem.

## RISK MITIGATION

Compliance is tricky, especially for organizations with global operations. How do you ensure that your company effectively manages governance, security, and compliance and reduces the possibility and impact of risk? Businesses focus on three business drivers to mitigate risk: enhanced data quality, reliability, and accessibility; cost-effective compliance and risk management; and enhanced security risk monitoring.

### ENHANCED DATA QUALITY, RELIABILITY, AND ACCESSIBILITY

Data silos inhibit effective risk management. Whenever data is spread out and cannot be shared easily across teams, locations, and cloud providers, organizations increase their risk profile by virtue of trapped and inaccessible data. Whenever copies are made, data quality is thrown into question because data becomes stale the moment it is copied. Managing these challenges causes audits and regulatory staff costs to rise significantly. Fines levied against a company for noncompliance can increase.

Because Snowflake is a global platform, it eliminates data silos through cross-cloud and cross-regional capabilities, enhancing data governance. It provides a **single source of truth** for all data, which makes audits easier to perform and reduces the costs associated with compliance and regulatory staff. Companies also receive all the benefits of **cloud-scale performance**, which makes it fast and easy to run compliance reports and analysis anytime. With this high level of oversight and insight, situations leading to fines can be reduced or eliminated completely.

### COST-EFFECTIVE COMPLIANCE AND RISK MANAGEMENT

Although compliance and risk management are critical, no organization wants to spend more on it than necessary. Cost-saving measures can come from reducing the time required for data extraction and preparation, increasing productivity through self-service request handling, and reducing costs through tool consolidation. Matching data retention periods to regulatory requirements can also reduce risk.

Snowflake facilitates these cost-saving measures through **data agility, data protection**, and **high availability**. Data never requires extraction and preparation, which saves time and money, and the necessary tools for analysis are built into the platform. With **Secure Data Sharing**, companies also realize cost savings through instant sharing of data, both internally and externally with regulatory bodies.

### ENHANCED SECURITY THREAT MONITORING

Security threat monitoring is a fact of life for software companies. Many have adopted SIEM tools. Unfortunately, these tools create their own data, which can be difficult to combine with enterprise data for a holistic, long-term approach to security. As a result, many organizations discover they are still at risk of numerous threats.

Snowflake **Secure Data Sharing** makes it easy to combine internal data across departments and locations with data from SIEM tools. Proactive threat detection is enabled when all data is in one place, which leads to stronger insights across more data. With Snowflake's **ease of use**, employees can respond more rapidly to incidents, and companies lose less revenue as a result of threats and security occurrences.

# BUSINESS IMPACT OF SNOWFLAKE

A recent Forrester study, *The Total Economic Impact of Snowflake's Platform*, demonstrates the quantifiable business results that Snowflake customers experienced across the three enterprise objectives of revenue growth, cost reduction, and risk mitigation.[4]

From a high-level perspective, Forrester's interviews with current Snowflake customers and its subsequent financial analysis found that an organization could achieve a **612% return on investment (ROI)** with Snowflake.

In addition, Snowflake surveyed its customers to learn how implementing Snowflake affected their business. This section describes additional Forrester and Snowflake survey findings that demonstrate how Snowflake impacted customers with regard to the three enterprise objectives.

## REVENUE GROWTH

Forrester discovered that a surveyed sample of Snowflake customers increased profits by a three-year, risk-adjusted total present value of **$4.8 million from faster time-to-market**. This financial advantage is reflected in the **50% time savings** that customers experienced with rolling out business products and enhancements. Because launches happened more quickly, customers achieved faster recognized revenue and higher profits.

## COST SAVINGS

Among the companies Forrester interviewed, the risk-adjusted present value (PV) quantified benefits included:

- **$5.9 million savings for infrastructure and database management:** Because Snowflake is delivered as a service and requires a small infrastructure footprint, customers needed fewer IT resources for administration and maintenance. With Snowflake's high performance and ability to scale up and down based on workload requirements, customers also optimized resource utilization.
- **$5 million cost savings from accelerated time-to-market:** Snowflake reduced the time and resources needed to deploy products by simplifying how customers ingest and analyze data, which allowed faster launches of new products and enhancements.
- **$3.7 million savings from improved decision-making with faster data access:** By connecting data across multiple disparate systems and giving business users direct access, more business owners made data-driven decisions that yielded faster insights, thus positively impacting the bottom line.
- **$2.1 million savings from simplified data operations:** Both IT and business teams experienced productivity benefits. Snowflake's self-service capabilities enabled business users to create models, run queries, and analyze data on their own, as well as manage access privileges.
- **80% reduction in required resources:** Customers in the Forrester study reduced the necessary volume of data warehouse resources, and a **75% reduction in effort for IT support teams** was reported.

## RISK MITIGATION

Forrester uncovered that Snowflake customers believe they can better monitor compliance and risk, especially since they can now ingest and process different data sets quickly to find anomalies.

Snowflake's customer value survey found that **95% of surveyed customers have better managed organizational risk and decreased cost of service** by using Snowflake. Surveyed customers said they eliminated fines associated with SLA breaches, as well as costs tied to security breaches.

# MOBILIZE YOUR DATA

Data may be the world's most valuable asset, but siloed, stale, and constrained data will never provide the business value your organization needs in a competitive global economy.

After all, the entire strategy behind collecting data is to analyze it so you can support faster and better business decisions, deliver stronger customer experiences, and achieve cost savings across your organization. Snowflake provides the infrastructure to achieve these goals, and it protects your business by enabling cost-effective risk mitigation and management of security threats.

Are you ready to turn your data investment into the strongest asset you have? Then it's time to mobilize your data with Snowflake.

# ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Snowflake's platform is the engine that powers and provides access to the Data Cloud, creating a solution for data warehousing, data lakes, data engineering, data science, data application development, and data sharing. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud.

**snowflake.com**



## CITATIONS

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[3] weforum.org/agenda/2019/04/how-much-data-is-generated-each-day-cf4bddf29f/

[4] resources.snowflake.com/report/2020-forrester-total-economic-impact-study-of-snowflake