Snowflake

Enable any data workload with a simple, powerful, and flexible platform.

Why Snowflake?

- **Gain unlimited scale, performance, and concurrency:** Provision limitless amounts of computing power to deliver analytic capabilities to any number of users and workloads, without impacting performance.

- **Turn data into insight:** Unite internal business units and collaborate with partners by easily sharing secure and governed data in real time.

- **Cost optimized for today's needs:** Minimize costs with limited maintenance, pay-by-the-second data solutions that scale instantly to the size you need.

- **Manage your data, not your data platform:** A global, extensible cloud data platform frees organizations from proprietary components that require specialized training and skills, so organizations can focus on the data, not the data platform.

Product overview

Snowflake's platform powers and provides access to the Data Cloud, creating a solution that brings together diverse data into one system. Snowflake allows organizations to discover and share data without physically moving it, regardless of the format of that data. Snowflake provides organizations the ability to control data in a way that enables collaboration while maintaining high levels of security and compliance.

Product features

Single, unified platform

Snowflake's multi-cluster shared data architecture consolidates data warehouses, data marts, and data lakes into a single source of truth that powers multiple types of analytics.

Comprehensive data storage

Data sets are stored in the cloud, at scale, and in their native formats, without complex transformations, supporting a broad range of use cases.

Fully managed service layer

Authenticate user sessions, manage resources, enforce comprehensive security measures, compile queries, enable data governance, and ensure atomicity, consistency, isolation, and durability (ACID)-compliant transaction integrity.

Instant, efficient, and near-infinite scale

Elastically scale compute resources dedicated to each workload, automatically or on the fly, to preserve peak performance and take advantage of per-second pricing to avoid paying for idle capacity.

Global data sharing

Instantly and securely share governed data across the organization, and beyond, with external partners but without having to copy or move data.
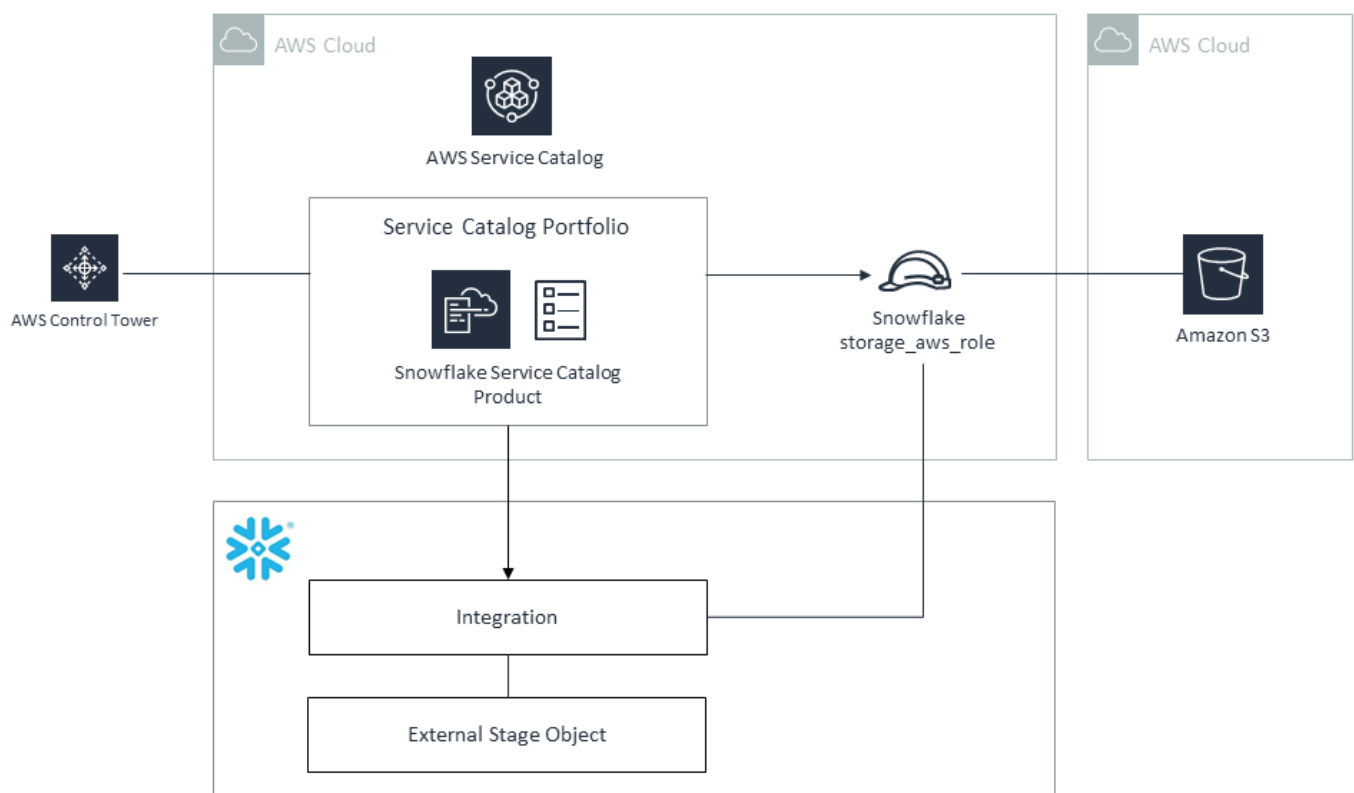
Modern enterprise data ecosystem

A modern platform should power and extend your data architecture, so you can easily get all your data into a single location and get all the insights from that data

How it works

Snowflake automates storage integrations with Amazon Simple Storage Service (Amazon S3) by using AWS Service Catalog and Control Tower. Amazon S3 objects are read as Snowflake tables to allow Snowflake to read data from and write data to an Amazon S3 bucket with AWS Service Catalog and AWS Control Tower.

What our customers are saying

CarRentals.com Uses Snowflake and AWS to Power Machine Learning and Automation

Challenge
Data growth impacted CarRentals.com's data warehouse workload management. There was no support for semi-structured data. Scaling meant adding nodes or increasing compute, causing downtime.

Solution
CarRentals.com chose Snowflake on AWS to simplify data management, automate marketing, and support its machine learning initiatives.

Results
- Simplified management of 200+ terabytes of data
- Automated email marketing, saving time and costs
- Eliminated data warehouse administration costs
- Deployed ML pipeline for rental pickup prediction models
- Implemented a metasearch bidding model

" Snowflake scales up and down quickly, easily, and cost-effectively without downtime. "

- Gengmei Zhao, Engineering Manager, CarRentals.com

About CarRentals.com
CarRentals.com, part of Expedia Group, connects customers directly with independent car rental companies at thousands of locations and enables partners to optimize their car inventory.
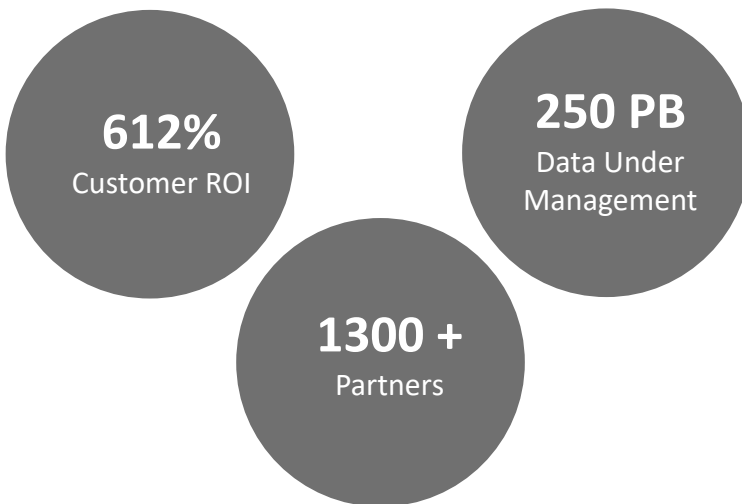
snowflake
About Snowflake
Snowflake delivers the Data Cloud - a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads.

Data points

612%
Customer ROI

250 PB
Data Under Management

1300 +
Partners

Additional resources

- [Unite Your Enterprise with a Modern Cloud Data Platform - eBook](#)
- [Cloud Data Platform for Dummies](#)
- [Introduction to the Snowflake Data Cloud](#)

Differentiators

- Snowflake works directly with the tool's customers already own, allowing customers to get better value from their data and technology investments.
- The Snowflake cloud data platform includes a serverless ingestion service called Snowpipe which uses a REST API to asynchronously load data.
- Snowflake allows the replication of data across regions and clouds, yet keeps data and apps in place, maximizing opportunities and improving business continuity.

Solution available in [AWS Marketplace](#)