



SNOWFLAKE

Leveraging the Data Cloud to Optimise SaaS Cost

March 2023

Tech Layoffs

Tech layoffs: Over 2,700 people lost their jobs per day so far in 2023. When will layoff winter end?

Layoffs.fyi

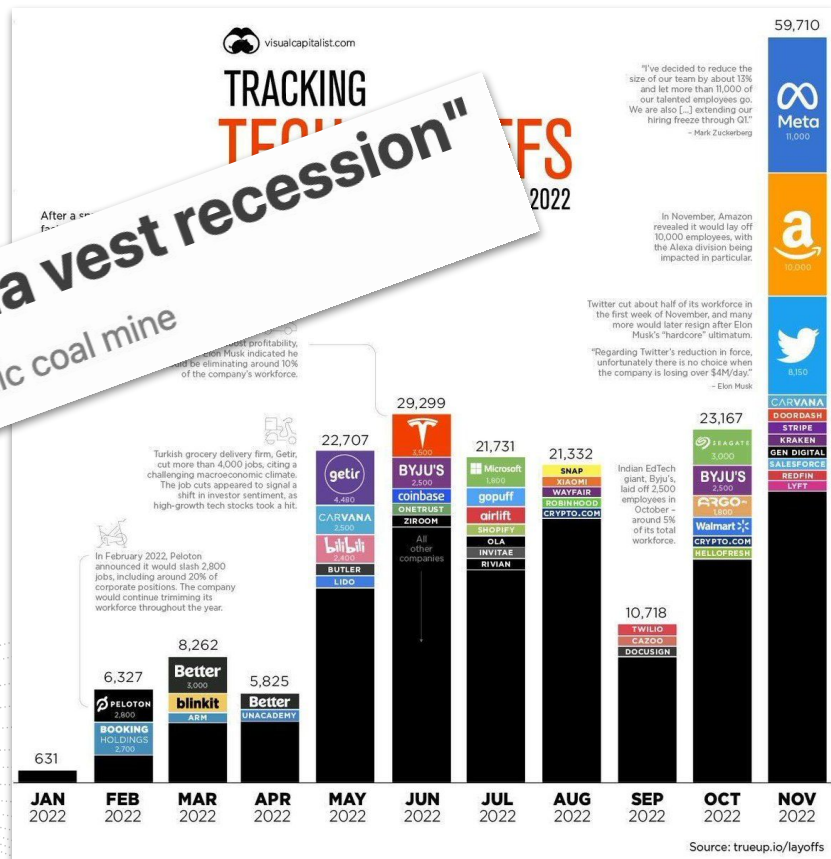
424 tech companies w/ layoffs · 1200

Featured Article

A complete list of 2023 tech layoffs

From major layoffs at Google, Amazon and Microsoft to small fintech startups and apps

Welcome to the "Patagonia vest recession"
Twitter is only one canary in this post-pandemic coal mine

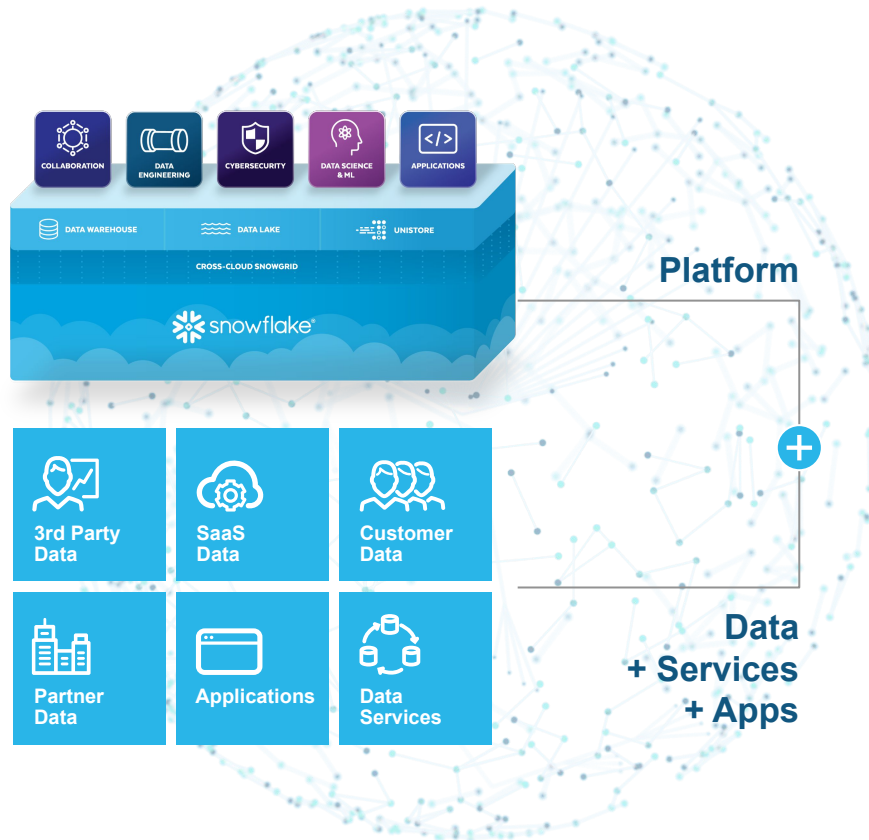


THE SNOWFLAKE DATA CLOUD

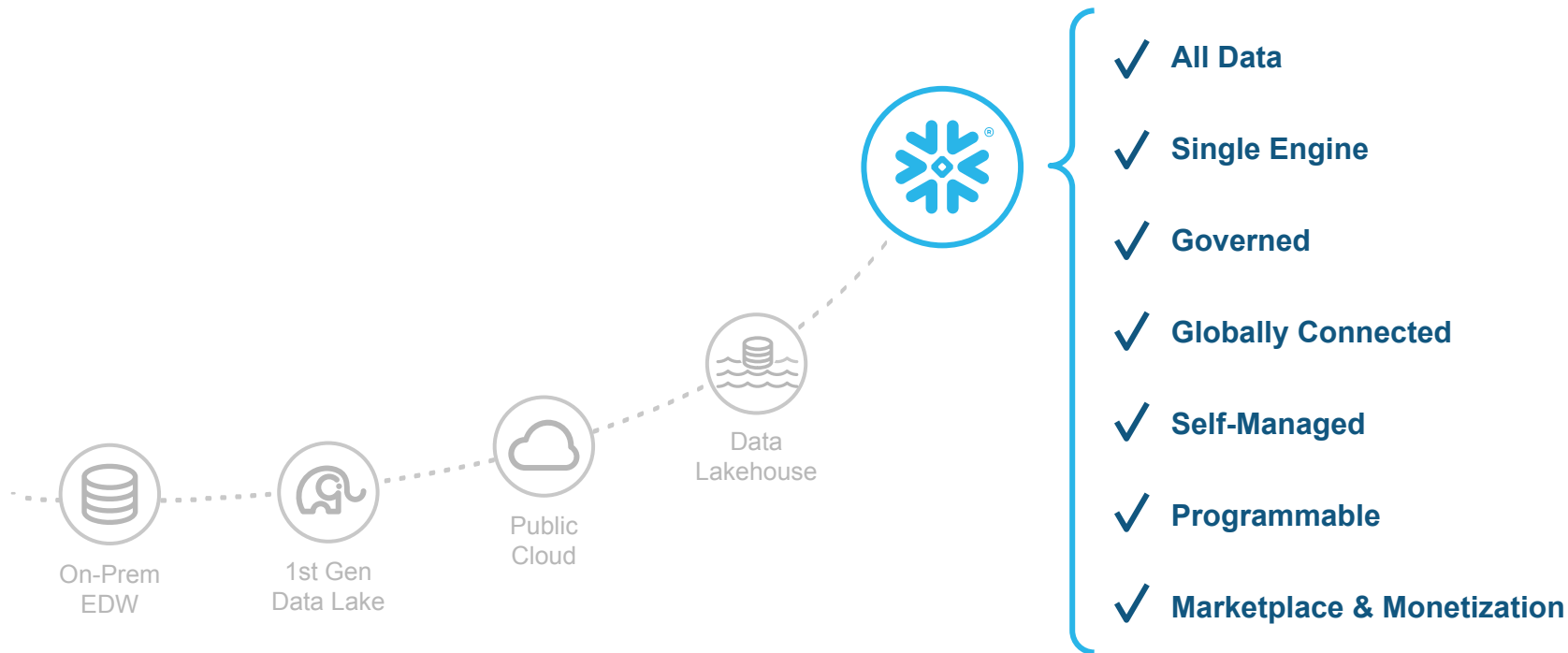


The Data Cloud Is a Global Network

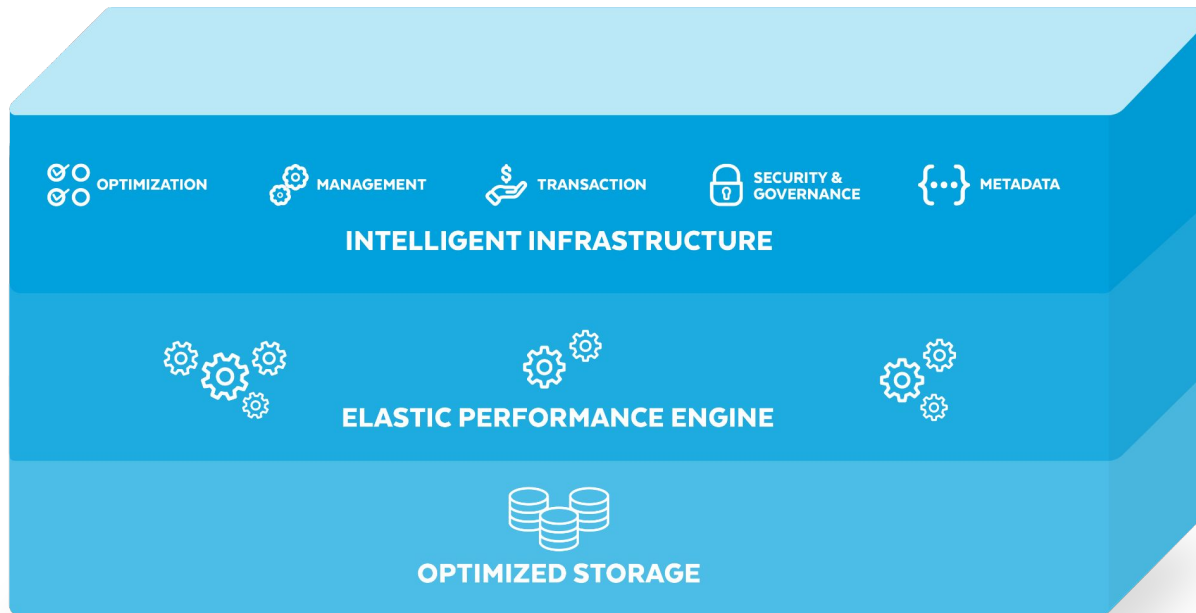
Connecting you
to the most relevant
content, powered
by a single platform



Innovation Journey to the Data Cloud



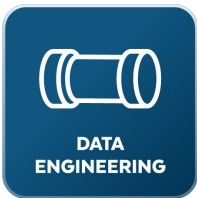
Snowflake Architecture



Powering Many Workloads



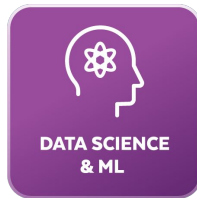
Discover, access and monetize live data, services and apps in the Data Cloud



Build simple, reliable data pipelines at scale in the language of your choice



Protect your enterprise with near-unlimited visibility, unified data, and powerful analytics



Accelerate your ML workflow with fast access and elastically scalable processing



Build data-intensive applications without operational burden



Accelerate analytics for users and queries with leading price / performance and no complexity



Deploy flexible architectural patterns with governance and optimized storage at scale



Delivers a modern approach to working with transactional and analytical data together



PAY FOR WHAT YOU USE



Low Operational Overhead



Fast For Any Workload

Run virtually any number or type of job across users and data volumes quickly and reliably.



It Just Works

Replace manual with automated to operate at scale, optimize costs, and minimize downtime.



Connected to What Matters

Extend access and collaboration across teams, workloads, clouds, and data, seamlessly and securely.



Intelligent Infrastructure



Snowflake Managed

**Maintenance
& Tuning**

**Multi-Cluster
Compute
Resources**

Administration

Availability

**Networking
& Encryption**

**Query Design
& Tuning**

Self-managed

Automate encryption, access controls, availability, tuning, maintenance, and more to keep operations simple and smooth.

Transparent improvements

Continually benefit from the latest performance enhancements and economics - no action required.

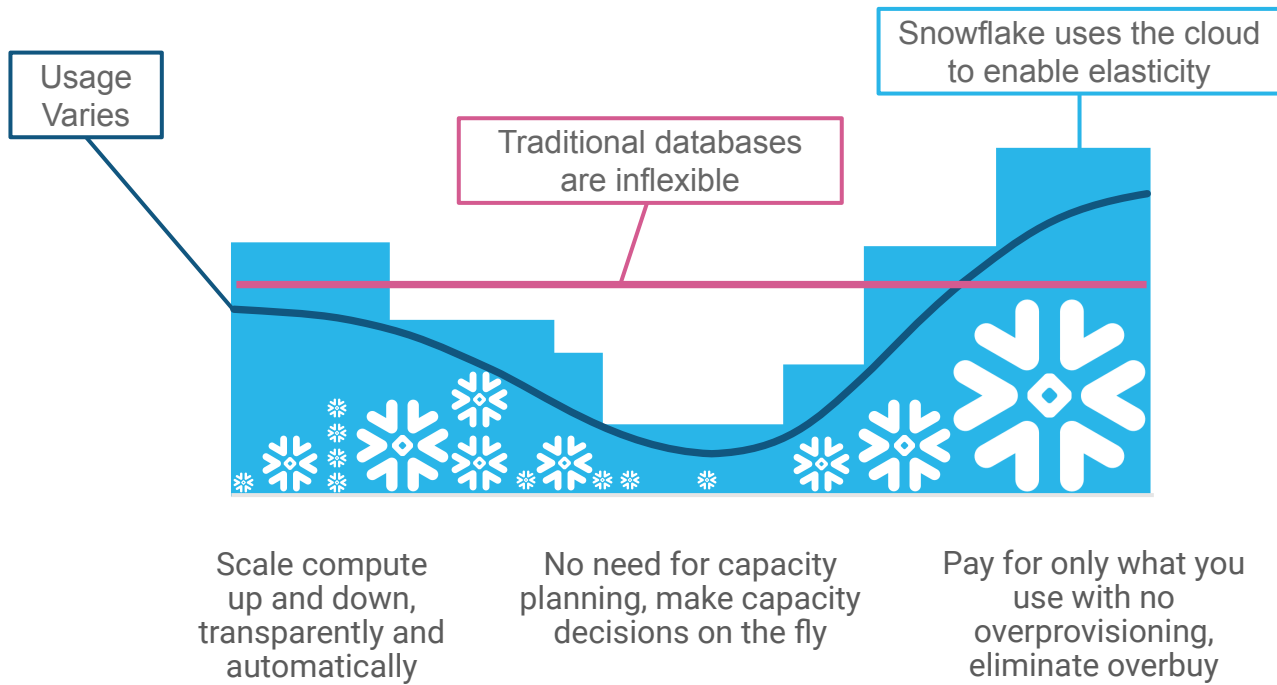
Optimized resources & costs

Only pay for what you used and get full visibility and cost governance controls to right-size costs.

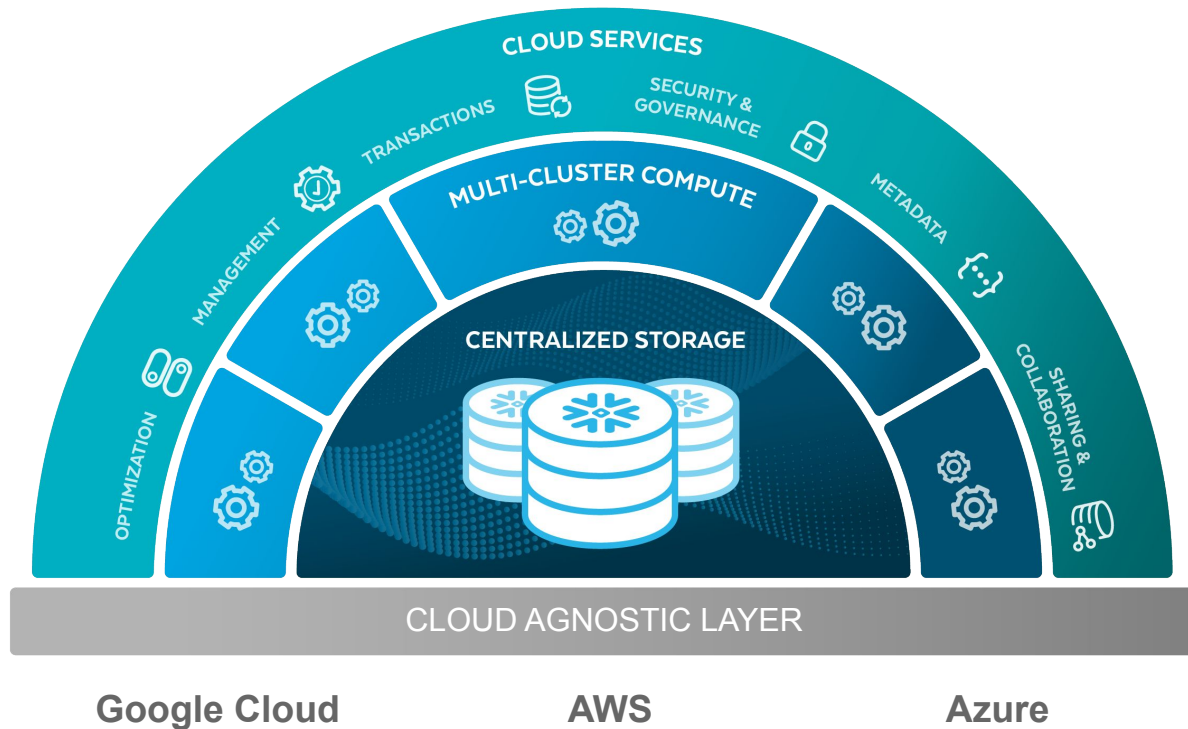


REAL WORLD USAGE IS VARIABLE

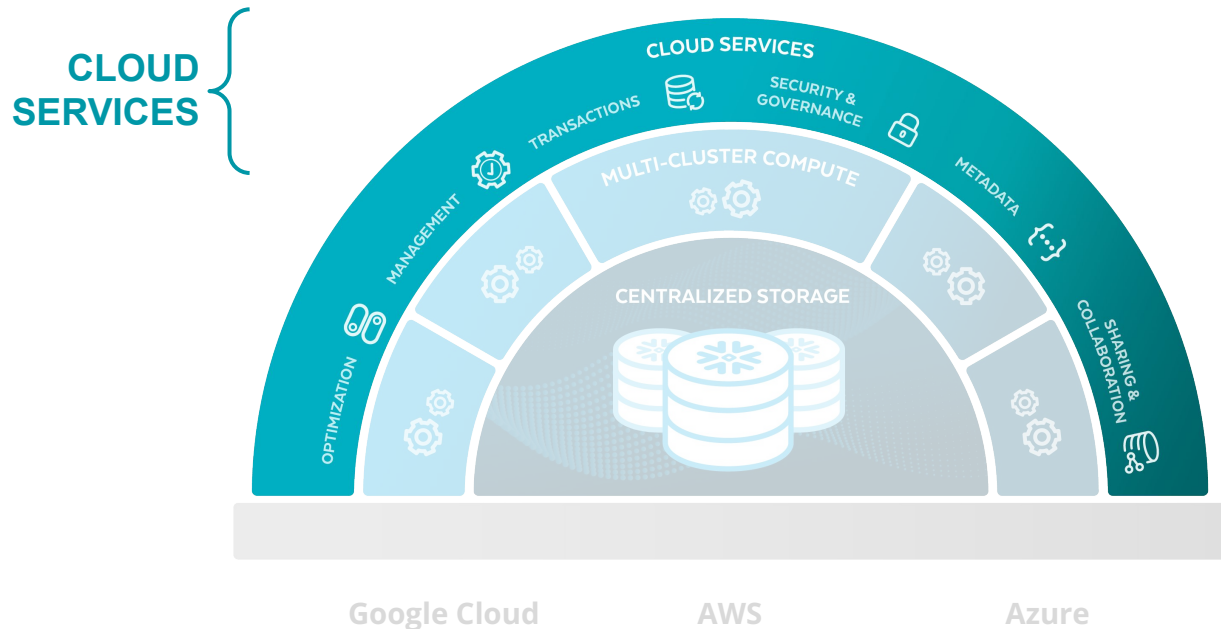
Only pay for what you use



SNOWFLAKE ARCHITECTURE



CLOUD SERVICES + SERVERLESS

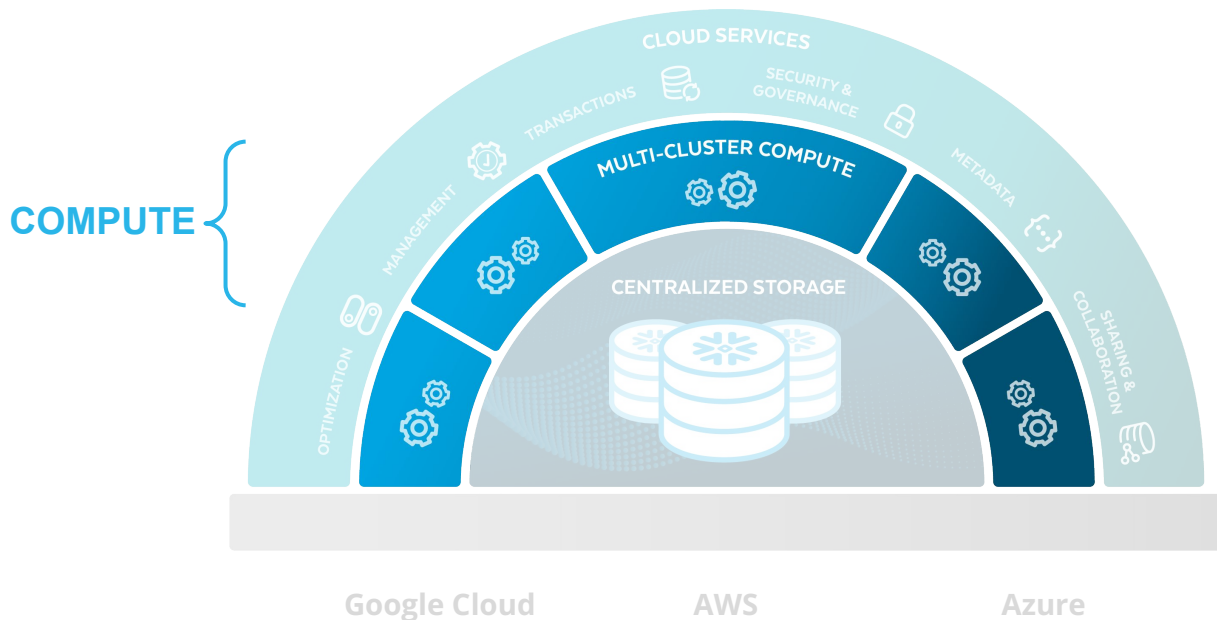


SERVERLESS COMPUTE

- Metadata commands
- Query result cache
- Search Optimization Service
- Snowpipe
- Auto-clustering
- Materialized view maintenance
- Cross-cloud replication



COMPUTE

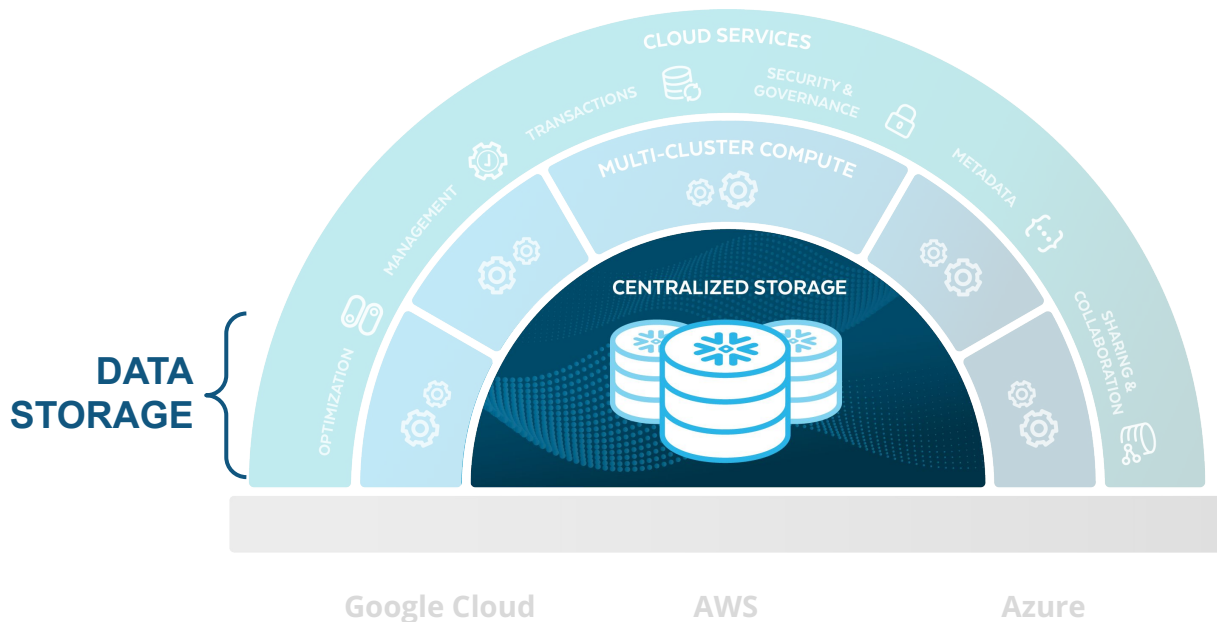


ON-DEMAND VIRTUAL WAREHOUSES

- Elastic (turn on/off instantly)
- Scale up (bigger)
- Scale out (more)
- Auto-Suspend
- Per second billing



DATA STORAGE

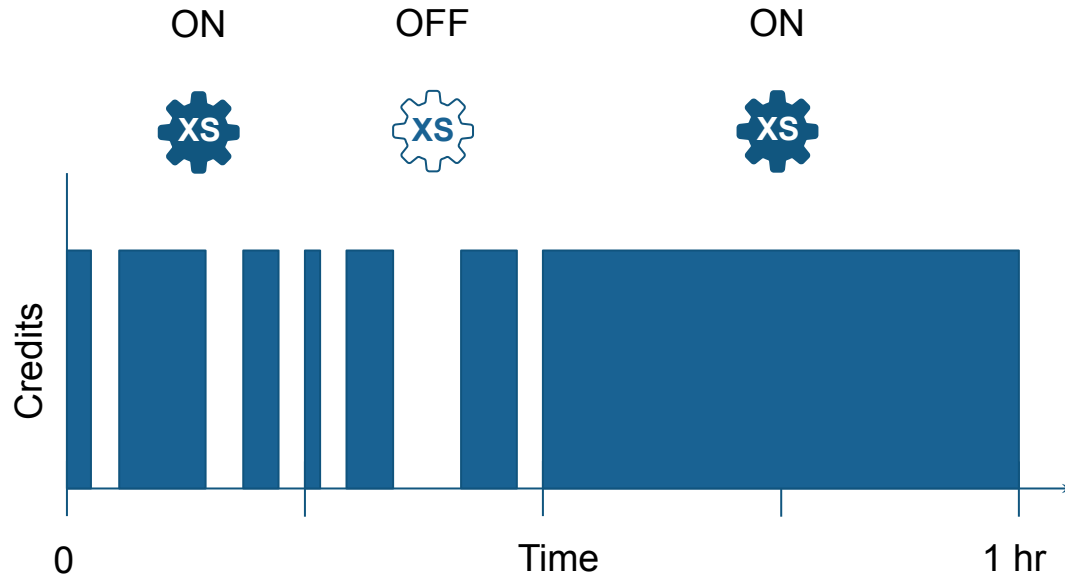


ON-DEMAND VIRTUAL WAREHOUSES

- Pass through pricing
- Typically 5x-10x compression
- Native support for semi structured data
- Zero-copy cloning
- Time travel
- Transparent optimisation



PAY FOR WHAT YOU USE



Seconds ON / (3,600 seconds/hour)

X

of credit per hour (warehouse size)

= total # credits

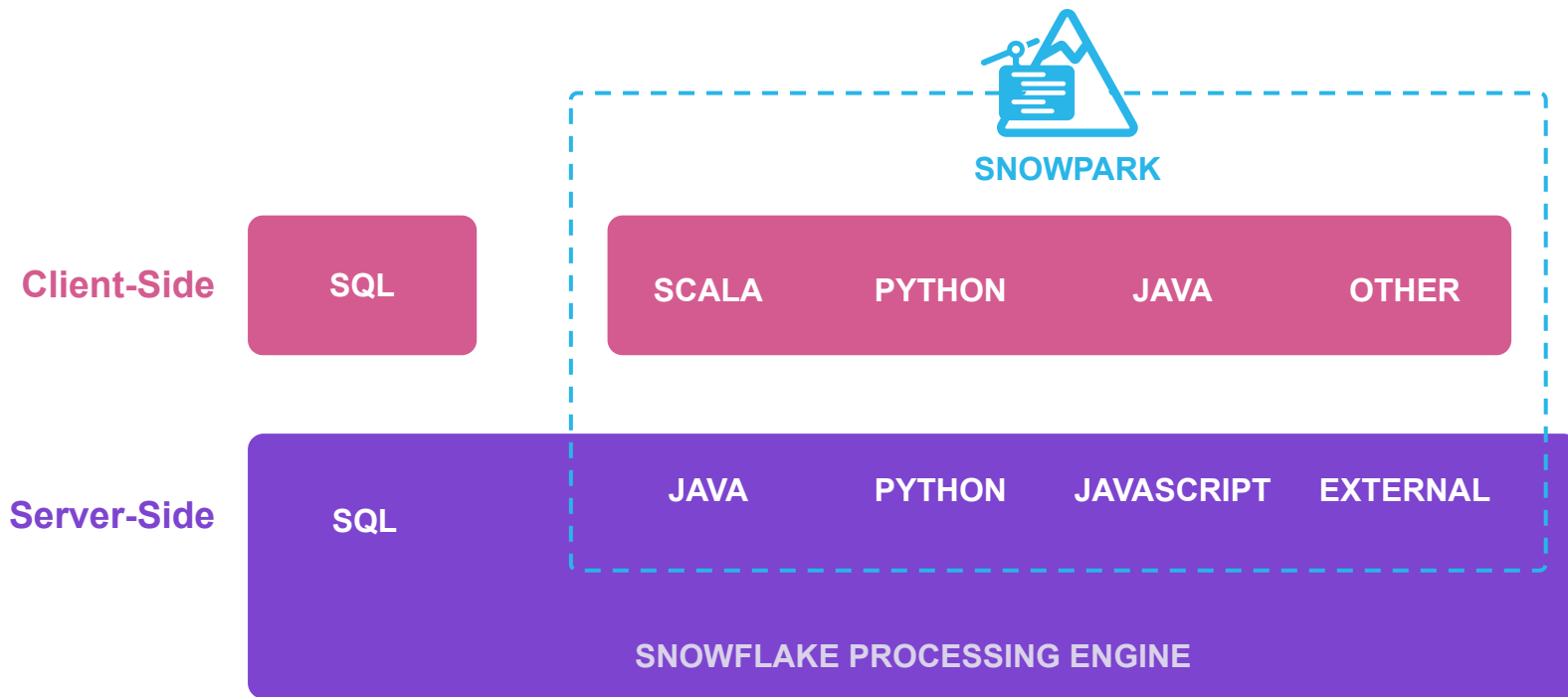
* Per second billing after the first minute



SNOWPARK



Code the Same Way, Execute Faster With Snowpark



SnowConvert

The best available tools to perform code migrations from a source database or Spark application to Snowflake.

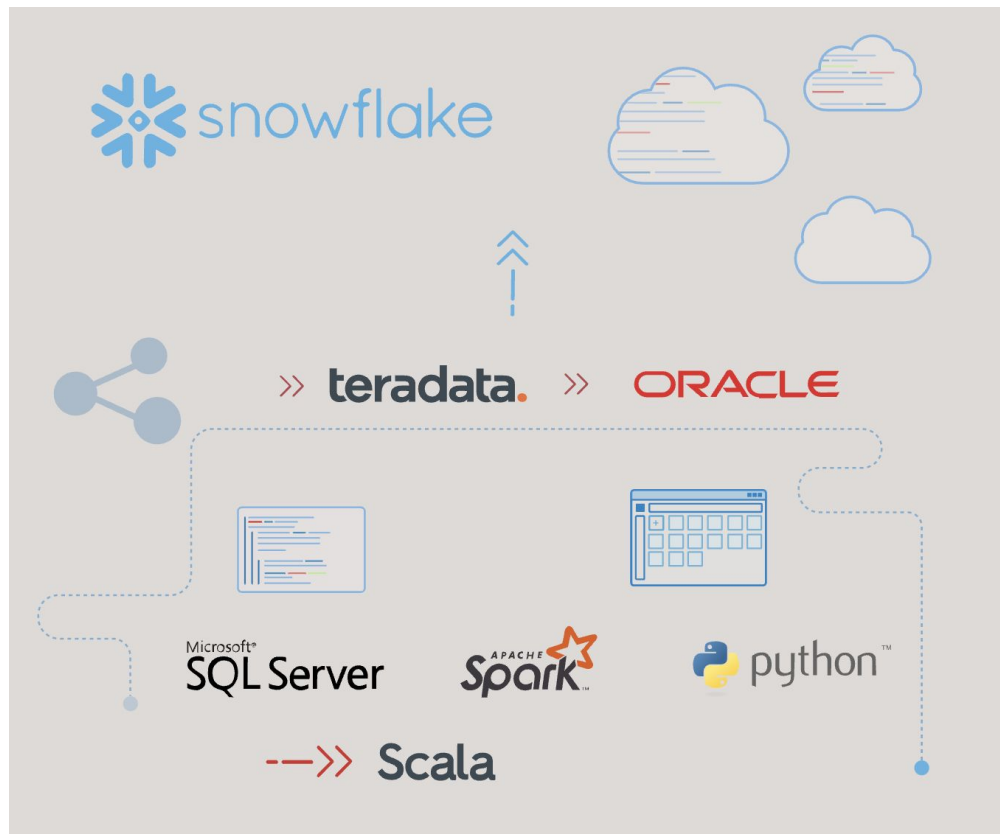
Oracle

Spark Scala

Spark Python

SQL Server

Teradata

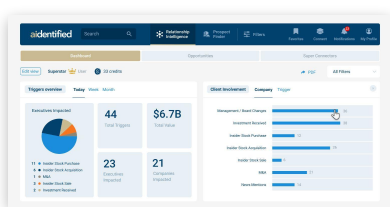
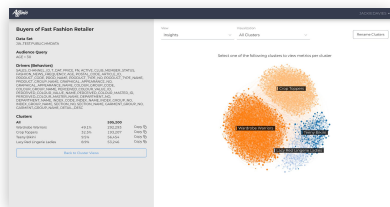
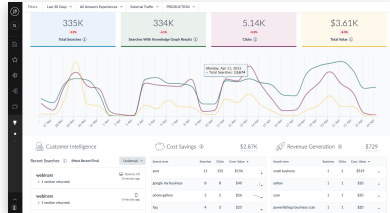
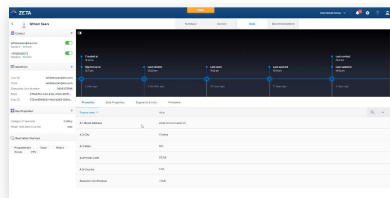
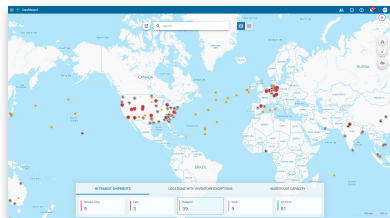
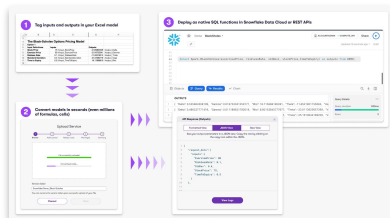


STREAMLIT



Building Apps in the Data Cloud

Programmability to put your data to work



Build your way, but faster

Code directly in Python and Java with Snowpark; securely work with your favorite libraries; and rapidly prototype live applications with Streamlit.

Support dynamic demand

Easily scale to support growing usage without the SRE burden through the full power of Snowflake's platform.

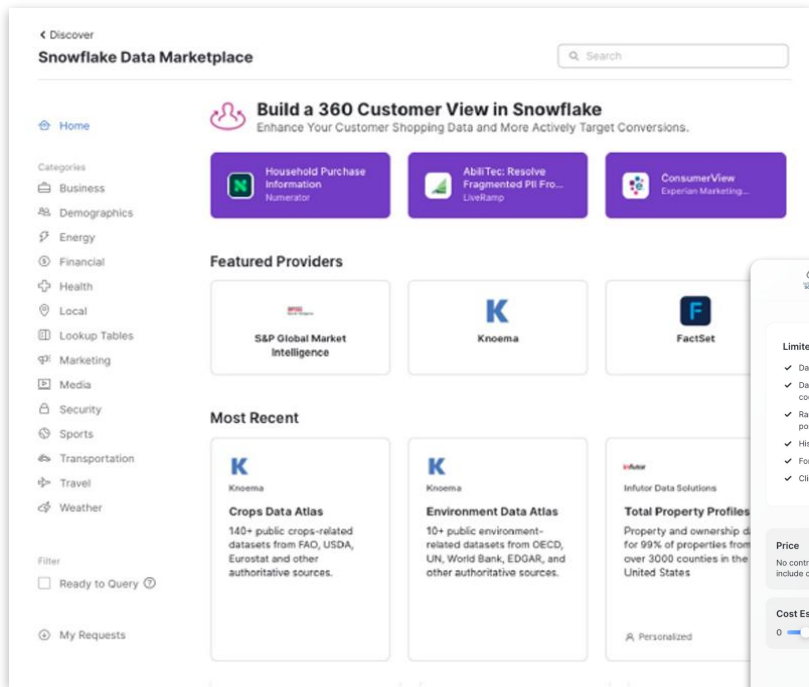
Deliver better experiences

Unlock new ways to experience data through next-gen cleanrooms, real-time insights on transactions, and more.



Productizing in the Data Cloud

Built-in distribution and monetization

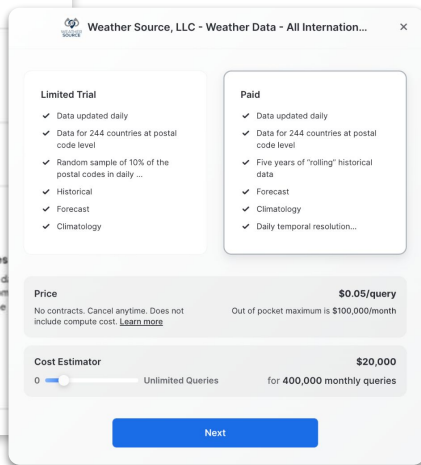


Distribute

data, services, and apps to
the entire Data Cloud network
to drive business growth

Streamline

the buying process with flexible
consumption pricing models and
get full visibility into usage



LICENSE OPTIMISATION FOR SAAS APPS

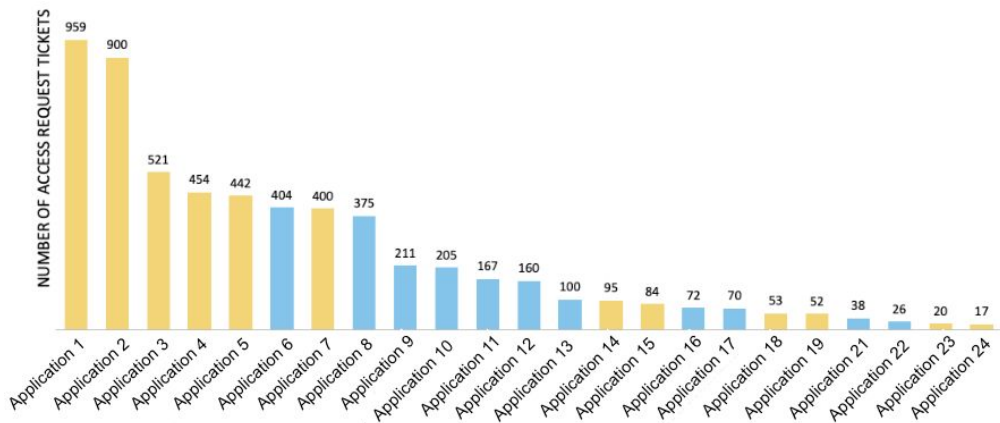


IT Operations: Access Management

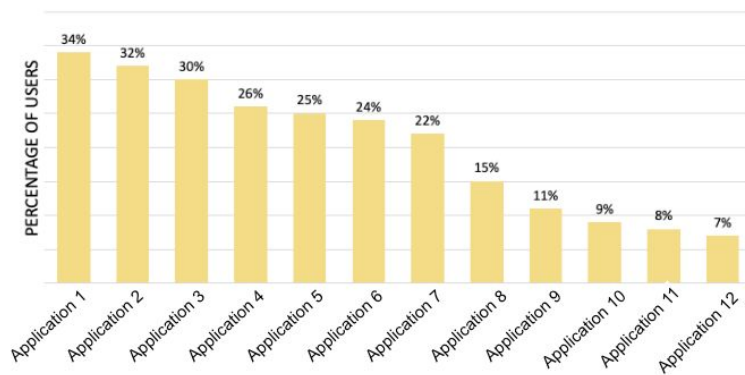
Balancing User Productivity & Software Cost

Top Applications By Access Requests

Chosen for License Analysis



Inactive Users (100 days)

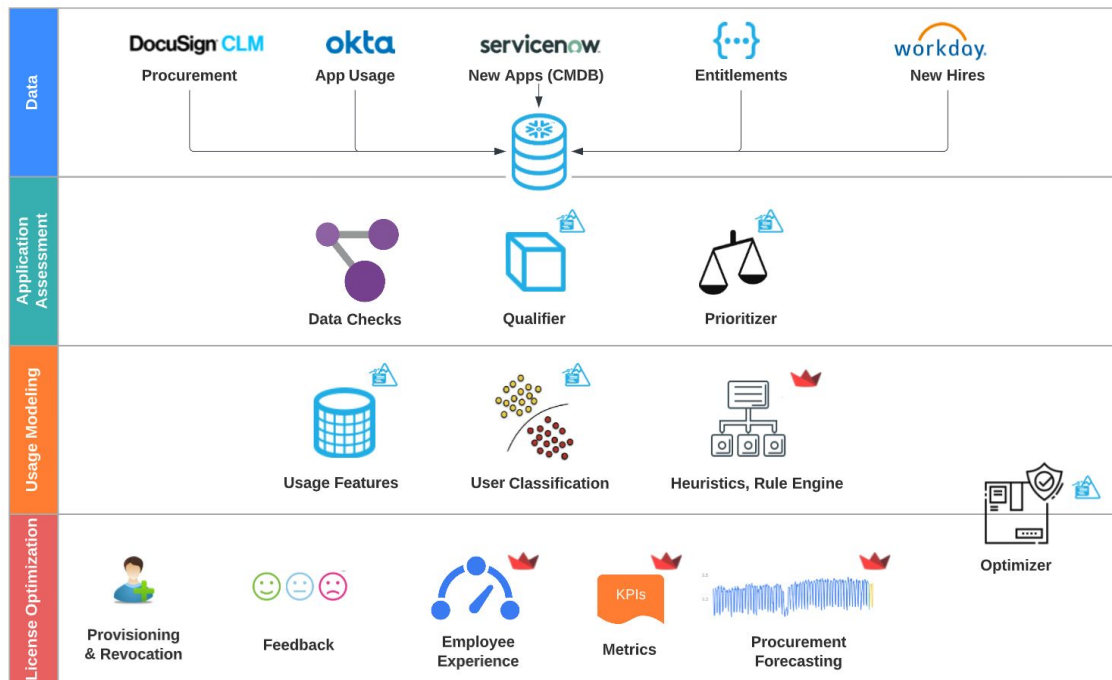


Scope: Applications with **limited licenses** & **large number of access requests**



IT Operations: Access Management

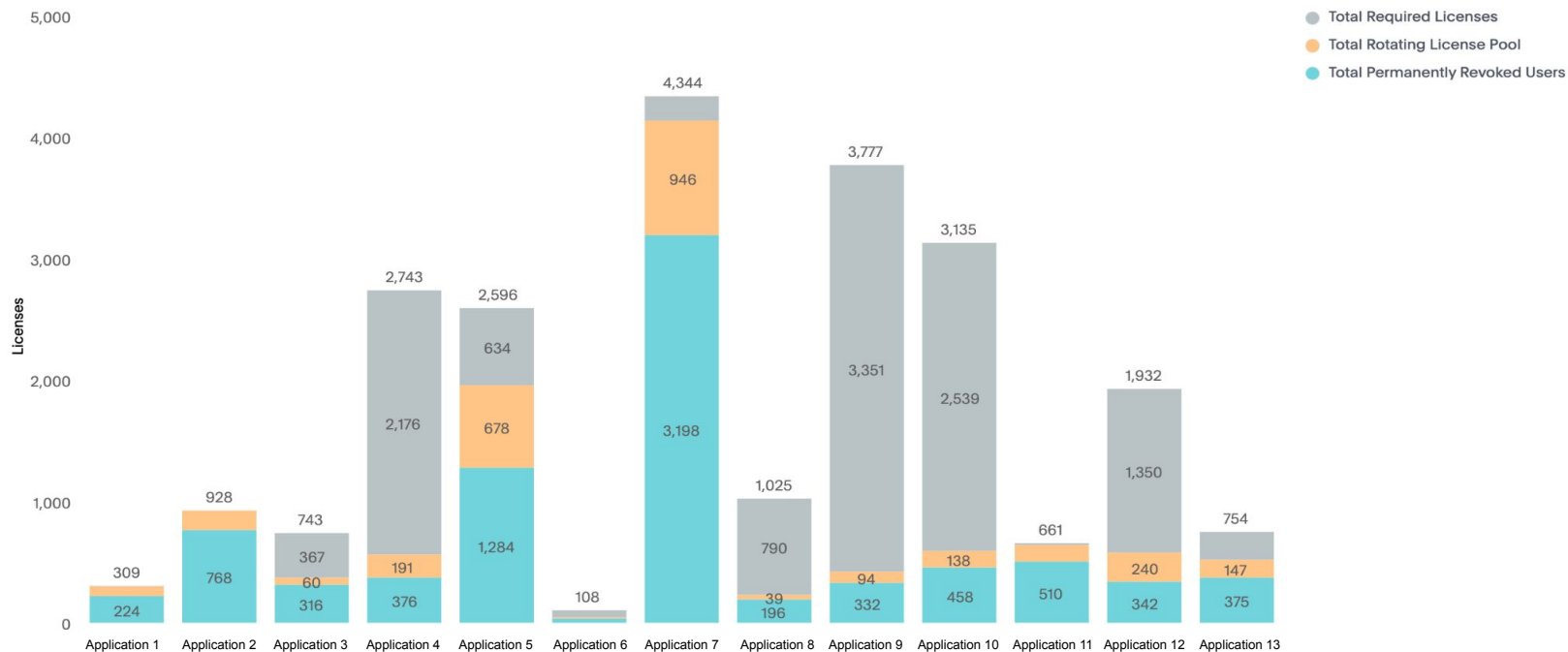
Balancing User Productivity & Software Cost



IT Operations: Access Management

Balancing User Productivity & Software Cost

Overall License Reduction



Results and benefits obtained from SnowPatrol

Balancing User Productivity & Software Cost

~\$5.5M

Cost Avoidance in Q4

~60%

reduction in tickets for license requests

~50% Improved Experience

for onboard of new hires and existing employees



THANK YOU



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