<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Harnessing the Power of the Cloud for All Your Workloads</td>
</tr>
<tr>
<td>4</td>
<td>Benefiting from a Cloud Data Platform Built for the Future</td>
</tr>
<tr>
<td>5</td>
<td>How Using Snowflake Cloud Data Platform Provides Value</td>
</tr>
<tr>
<td>6</td>
<td>Customer Stories</td>
</tr>
<tr>
<td>8</td>
<td>– McKesson</td>
</tr>
<tr>
<td>10</td>
<td>– Sainsbury’s PLC</td>
</tr>
<tr>
<td>12</td>
<td>– Paccar</td>
</tr>
<tr>
<td>14</td>
<td>– Devon Energy</td>
</tr>
<tr>
<td>16</td>
<td>– Rakuten Rewards</td>
</tr>
<tr>
<td>18</td>
<td>The Value of Snowflake Cloud Data Platform</td>
</tr>
<tr>
<td>20</td>
<td>About Snowflake</td>
</tr>
</tbody>
</table>
Despite modern approaches to data management and analysis, many analytics solutions create and rely on disparate data silos, which increases complexity for IT staff and delays time to value for businesses. Many companies move their data and analytics to the cloud but still struggle with combining multiple data types and diverse analytics initiatives into a cohesive strategy.

A true cloud data platform capitalizes on the best of modern data warehousing and data lakes, so companies can shift from managing infrastructure to managing data. Snowflake Cloud Data Platform makes it easy to collect, store, integrate, and share diverse data types from disparate sources to empower teams with the resources, flexibility, and insights they need to glean insights from their data.
BENEFITING FROM A CLOUD DATA PLATFORM BUILT FOR THE FUTURE

HANDLE ALL TYPES OF DATA
Easily load, integrate, and analyze all types of structured and semi-structured data inside a unified repository that seamlessly operates across clouds and across regions, while supporting numerous different workloads and applications.

COLLABORATE WITH ALL STAKEHOLDERS
Your business units can collaborate with each other and with customers and external business partners by seamlessly and securely sharing data to make timely, data-driven decisions.

RUN MANY TYPES OF WORKLOADS
Snowflake’s elastic architecture automatically scales up and down, so all types of workloads have the compute resources they need to ensure high performance and short query times.

Snowflake helps organizations of all sizes to break free from the limitations of conventional software solutions and drive innovation. By ingesting structured and semi-structured data from any data source, its patented multi-cluster, shared data architecture easily and securely enables a wide variety of workloads—data warehouses, data lakes, data pipelines, and data exchanges—and many types of business intelligence, data science, and data analytics applications. With Snowflake as your foundation, you can shift your focus from managing a sprawl of disparate infrastructure to deriving insights from all your data and democratizing insights across all your users with a simple, powerful, and flexible solution.
**HOW USING SNOWFLAKE PROVIDES VALUE**

**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.

**Instant, efficient, and nearly 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.

**All your data**
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.

**Cross-region, cross-cloud**
Snowflake is a cloud-agnostic platform, so you can distribute your data across regions or even across cloud providers. Snowflake allows you to mix and match clouds as you see fit.

**Global data sharing**
Instantly and securely share governed data across your organization and with external partners without having to copy or move data.
CUSTOMER STORIES

- McKesson
- Sainsbury’s PLC
- Paccar
- Devon Energy
- Rakuten Rewards
McKesson, a Fortune 7 distribution company, ships about a third of the pharmaceuticals used in North America and serves about 2 million customers per day in Europe. Using Snowflake enabled it to speed its journey to the cloud and more effectively leverage its data.

**MAIN USE CASES**
- Data warehouse modernization
- Accelerated analytics
We decided to use Snowflake to migrate one of our largest data warehouses to the cloud, and we completed that migration in 90 days.”

BRIAN DUMMANN
Chief Data and Analytics Officer, McKesson

GOAL

Partner with companies that provide managed services so McKesson doesn’t have to run its own software and can effectively leverage data and analytics for its growth initiatives.

PAIN POINT BEFORE SNOWFLAKE

Managing its own infrastructure while trying to migrate to the cloud had yielded few benefits.

SCENARIO BEFORE SNOWFLAKE

• McKesson had a large internal data warehouse that was nearing end-of-life.

• Having data in 60 different silos prevented distributed analytics teams from collaborating and using all the company’s data.

RESULTS WITH SNOWFLAKE

• The company migrated to the cloud in 90 days and already has 3,500 users running in the new environment.

• Snowflake's fully managed service enables analytics teams to focus on analytics rather than on doing “plumbing work” for the data.
Sainsbury’s PLC is a food and general merchandise retail giant in the United Kingdom. Snowflake enables Sainsbury’s to attain data-driven insights across its many brands to create differentiated, personalized customer experiences.

**MAIN USE CASES**
- Data warehouse modernization
- Data applications
- Data science

**DEMONSTRATING DATA AND BUILDING MULTICHANNEL CUSTOMER JOURNEYS**
GOAL

Use data to understand its customers and offer a great experience wherever and whenever customers shop.

PAIN POINT BEFORE SNOWFLAKE

Massive amounts of disparate data were siloed across Sainsbury’s operating companies, and queries were prohibitively slow.

SCENARIO BEFORE SNOWFLAKE

• Outdated, siloed legacy data systems constrained data availability.
• Long query times prevented data from being available in real time.

RESULTS WITH SNOWFLAKE

• Data is democratized and shared across all of Sainsbury’s operating companies.
• Queries that once took six hours now take three seconds.
• Snowflake interacts well with other components of the data ecosystem, enabling Sainsbury’s to create new data products.
• By applying data science models, the company improves customer service and streamlines operations for greater efficiency.

“Snowflake really stood out for its history of innovation and its very customer-centric approach to the evolution of the product.”

HELEN HUNTER
Group Chief Data Officer, Sainsbury’s PLC
Paccar, a Fortune 500 company focused on commercial vehicles, partnered with Snowflake and Attunity to bring various sources of data into one central repository. Using both platforms, Paccar enables its teams to analyze data from its trucks and serve its customers better and more quickly.

**MAIN USE CASES**
- Data lake
- Data engineering

THE LITTLE BOOK OF BIG SUCCESS
GOAL

Use large volumes of data from various sources to ensure great customer experiences.

PAIN POINT BEFORE SNOWFLAKE

The company struggled with scaling up to deal with large queries and scaling out to serve its different business units.

SCENARIO BEFORE SNOWFLAKE

• Paccar had many different data sources on various legacy platforms.

• The company needed to manually build routines to transfer data and determine when data had changed.

RESULTS WITH SNOWFLAKE

• Paccar can scale up separate data warehouses to meet the needs of its different business units.

• The company has all its data in one place, which gives it the ability to run really large queries and expose new use cases.

• Paccar more easily manages its data warehouses and has more time to focus on using the data.

• Paccar can analyze data streaming in from tens of thousands of trucks to look at service events and better serve its customers.

“The platform has been great. It gives us a lot of flexibility for how and when we deploy and it enables us to scale up and scale down on demand.”

DALLAS THORTON
Director of Digital Services, Paccar
CONSOLIDATING MANY SYSTEMS TO ONE MODERN DATA LAKE

Devon Energy is a leading independent oil and natural gas exploration and production company. Using Snowflake, the company’s users can easily connect raw source-system data to curated enterprise data without involving the IT team.

MAIN USE CASES
- Data lake
- Data warehousing modernization
- Data engineering
GOAL

Consolidate an underused data lake, a data warehouse, and unstable enterprise data sets into a single cloud data platform.

PAIN POINT BEFORE SNOWFLAKE

Legacy systems were difficult to support and could not scale.

SCENARIO BEFORE SNOWFLAKE

- Previous systems required full-time development staff to maintain the data warehouse and had too many points of failure.
- Previous systems could not scale to handle high data and query volumes.

RESULTS WITH SNOWFLAKE

- A regulatory report that took 48 hours before now runs in minutes, and a process that prepares data for loading into an application took 15 hours before but now runs in 30 minutes.
- Running 2,000 simultaneous and random queries against a 40-billion-record table returns results in under 10 seconds.
- The company ingests raw data from 30+ systems, including 50,000+ tables with 40+ TB of data, and it supports 1,000+ users and 4 million queries per month.
- Data is democratized, so users from the entire organization can access it.

“We opened our data to everyone in the enterprise. If you have an employee badge and can get in the door, you can see all of the data, unless there’s a specific reason to restrict access, such as personally identifiable information.”

LARRY QUERBACH
Enterprise Data Architect, Devon
Rakuten Rewards is one of the largest cash-back programs and provides services to most U.S. retailers that offer cash-back rewards. Using Snowflake, it can control what data it shares with others and how others can use the data.

**MAIN USE CASE**
- Secure data sharing
GOAL

Securely share data and collaborate more efficiently internally and with vendors and merchants.

PAIN POINT BEFORE SNOWFLAKE

Rakuten is a conglomerate company with many subdivisions that have different terms, conditions, and legal permissions for sharing data, which caused a complicated data sharing infrastructure.

SCENARIO BEFORE SNOWFLAKE

• The physical limitations of Rakuten’s on-premises Hadoop system caused business disruptions.

• The company required more processing power and flexibility, but was hampered by limited compute resources and inefficiencies such as slow data ingestion and duplicative work.

RESULTS WITH SNOWFLAKE

• Bidirectionally sharing data improves campaign results and streamlines operations with other vendors without the need to move or copy data, thereby keeping data secure.

• Without incurring additional costs, Rakuten can add Snowflake “reader” accounts to share data with its subdivisions while maintaining control of what data each gets.

• Snowflake’s elastic and scalable resource model maintains responsiveness during peak data analysis periods.

“The ability to share data, especially bidirectionally, allows us to work with all the companies in a more sophisticated yet very controlled and very secure fashion.”

MARK STANGE-TREGEAR
VP Analytics, Rakuten Rewards
A properly architected cloud data platform is the secret to a successful data management and analytics strategy across and beyond the enterprise. By standardizing on Snowflake Cloud Data Platform, you can bring together disparate data sources to gain valuable and timely insights without the added cost, upkeep, or complexity associated with legacy solutions. Snowflake’s power, flexibility, and scalability can meet your organization’s changing analytical needs and enable data-driven decision-making, collaboration, and innovation to support your progressive cloud strategy.
Snowflake’s cloud data platform shatters the barriers that have prevented organizations of all sizes from unleashing the true value from their data. Thousands of customers deploy Snowflake to advance their businesses beyond what was once possible by deriving all the insights from all their data by all their business users. Snowflake equips organizations with a single, integrated platform that offers the only data warehouse built for the cloud; instant, secure, and governed access to their entire network of data; and a core architecture to enable many types of data workloads, including a single platform for developing modern data applications. Snowflake: Data without limits. Find out more at Snowflake.com.