

Snowflake and Looker

Transforming Business Decision-Making With a Next-Generation Cloud Data Architecture



“We feel very confident that whatever we run into, we will be able to scale the [Snowflake and Looker] solution to meet the performance requirements of our pharmacy customers.”

John Foss, Director of Business Intelligence and Manufacturer Reporting at PDX

Organizations are increasingly dependent on analyzing different types of data to make successful business decisions. But as the volume, rate, and types of data expand and become less predictable, conventional data warehouses cannot consume all this data effectively. And big data solutions increase the complexity of the environment, and generally lack the performance of traditional data warehouses. This makes it difficult, complex, and time-consuming to manage provide data to the data users.

WHY SNOWFLAKE + LOOKER?

Snowflake brings together all the enterprise's data and makes it available, easily, to all the users and systems that need to analyze it. Looker harnesses the full power of the underlying database by providing a unique in-database architecture and flexible modelling layer operate on the data directly in Snowflake. Combining both together, the innovative design is especially important when it comes

to structured and semi-structured data, such as JSON, Avro, and XML. You want to leverage the compute to analyze the data as it is stored. Together, Snowflake and Looker natively integrate to understand business data from both traditional and newer machine-generated sources, so all of an enterprise's users can work with all the data and all workloads.

WHAT CAN YOU DO WITH LOOKER AND SNOWFLAKE?

Easily access to explore and analyze diverse data

- + Centralize your data on Snowflake's elastic infrastructure
- + Take advantage of Snowflake's native support for semi-structured data (JSON, AVRO etc)
- + Scale storage and compute power independently and automatically
- + Run with any browser. No need to install a client.
- + Share and embed content is easy and intuitive.

Realize interactive performance

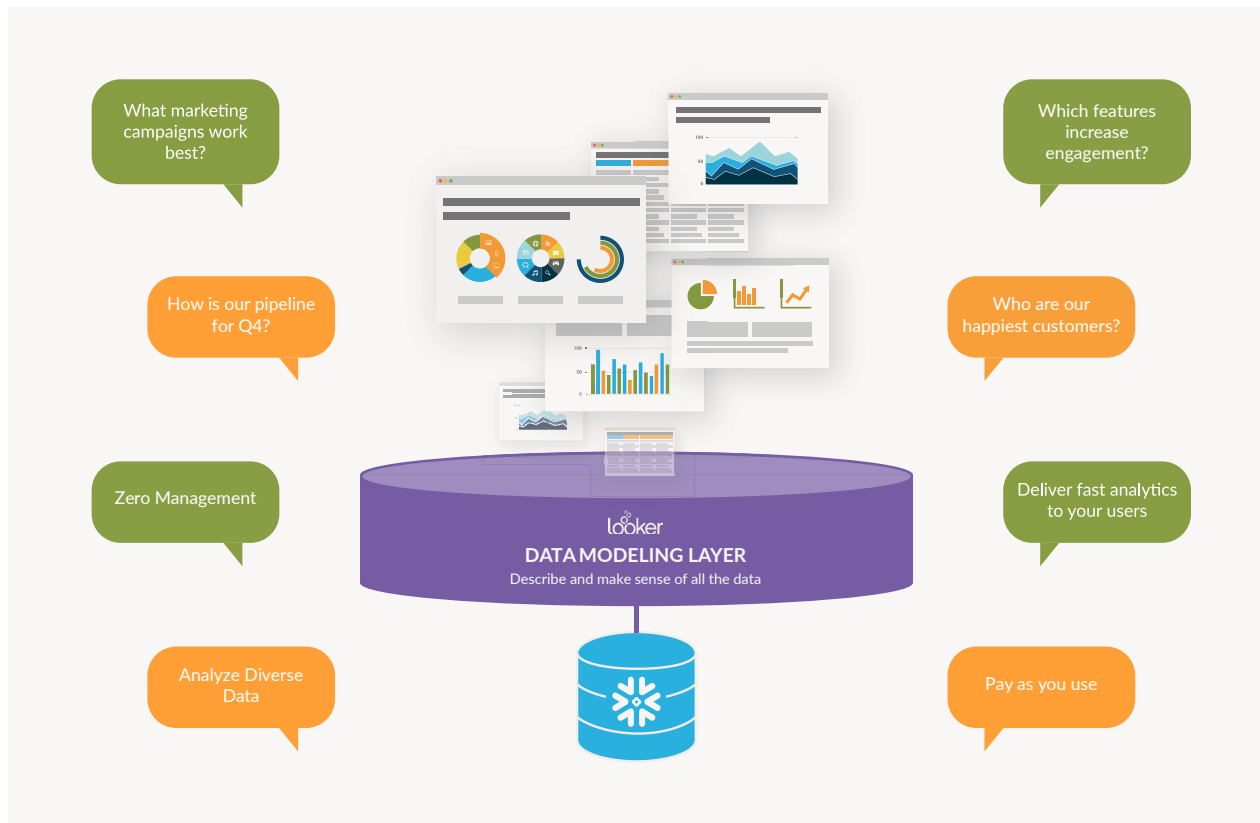
- + Query all of your data directly in the database
- + Explore row-level data for high-resolution insights
- + Create a governed data platform with agreed-upon metrics and definitions

Deliver fast insightful analysis at any scale.

- + Empower everyone in your organization with intuitive access to the data they need
- + Expect fast answers, no matter how much data you're querying or how many concurrent users are accessing the data

“The combination of Snowflake and Looker gives our business users a powerful, self-service tool to explore diverse data quickly and with ease... [Snowflake and Looker] help us go from questions to actions in a more efficient manner across the company.”

JP Lester, Chief Technology Officer, The Orchard



ABOUT LOOKER

Looker is an inventive software company that's pioneering the next generation of business intelligence (BI). We believe in bringing better insights and data-driven decision-making to businesses of all sizes. The company has fast become the catalyst that is creating data-driven cultures at hundreds of industry-leading companies such as Yahoo!, Amazon.com, Warby Parker and Sony.

Follow [@lookerdata](https://twitter.com/lookerdata) or visit www.looker.com

ABOUT SNOWFLAKE

Snowflake Computing, the cloud data warehousing company, has reinvented the data warehouse for the cloud and today's data. The Snowflake Elastic Data Warehouse is built from the cloud up with a new architecture that delivers the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud – at a fraction of the cost of traditional solutions.

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