

Snowflake and Denodo

Cloud Analytical Data Hub: Connect to All Data for Advanced Analytics

Today's data management landscape is becoming increasingly complex, as companies introduce new, hybrid solutions that are comprised of heterogeneous, geographically distributed systems that include a mix of on-premises, cloud-based, and multi-cloud systems. Cloud data warehouses provide several advantages over on-premises systems, including automatic scalability, but companies are not rapidly getting rid of on-premises systems, as many perform vital roles in day-to-day operations. Companies need a better way to integrate these heterogeneous sources.

WHY SNOWFLAKE AND DENODO?

Snowflake creates data warehouses that are built for the cloud from the ground up enabling companies to scale up or down in response to actual usage, without needing to purchase unnecessary blocks of nodes, and companies can scale processing power independently from storage space.

The Denodo Platform establishes a data virtualization layer that sits between data consumers and myriad disparate data sources, providing real-time, unified views across the different sources. Working in tandem with Snowflake, the Denodo Platform enables companies to establish a cloud analytical data hub that connects to all data in real time, regardless of where it resides, for better, more accurate insights.

With Snowflake and Denodo, analysts can ask questions across an organization's many and varied data sources, including traditional on-premises sources, cloud-based sources, and streaming geospatial, telemetric, IoT, and other next-generation data sources, and get answers in real time. Analysts gain enhanced decision-making abilities, and companies gain a competitive advantage.

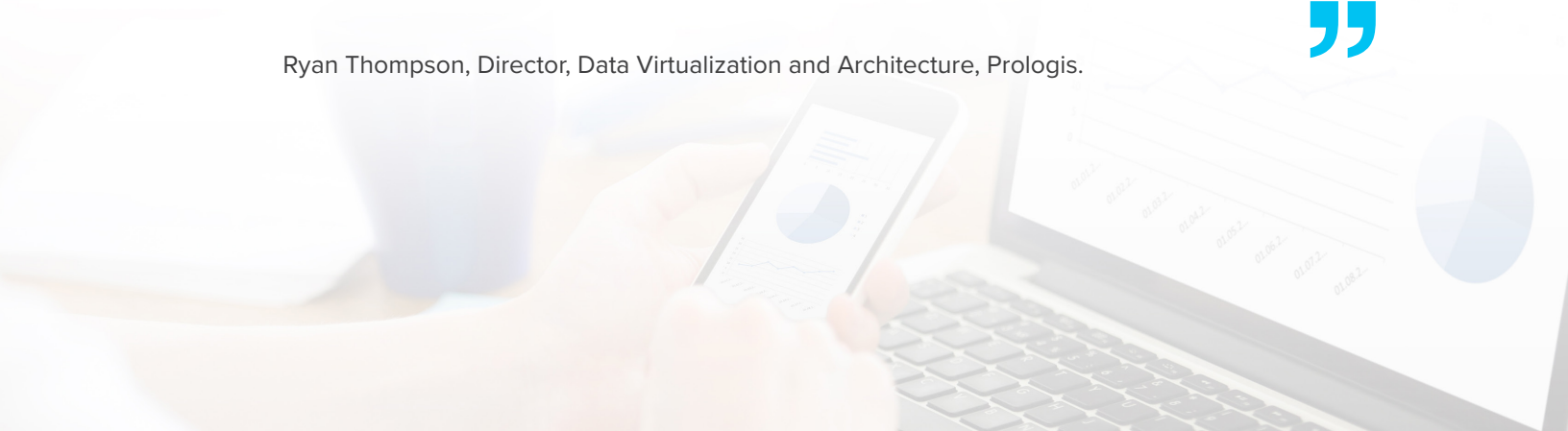
Prologis, a real estate investment trust company, leveraged the joint solution to create integrated views of data drawn from an on-premises data warehouse, an application database, and the Snowflake cloud-based repository, and distribute these views, in real time, to reporting and analytics applications.



The Denodo Platform provides our data scientists with access all data in a single environment, and it enables our capital deployment stakeholders to make quick decisions without having to dig through hundreds of line items.



Ryan Thompson, Director, Data Virtualization and Architecture, Prologis.



WHAT CAN YOU DO WITH DENODO AND SNOWFLAKE?

Easily access diverse data for immediate exploration and analysis:

- 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 on any browser; no need to install a client.
- Sharing and embedding content is easy and intuitive.

Harness all available data for real-time decision making:

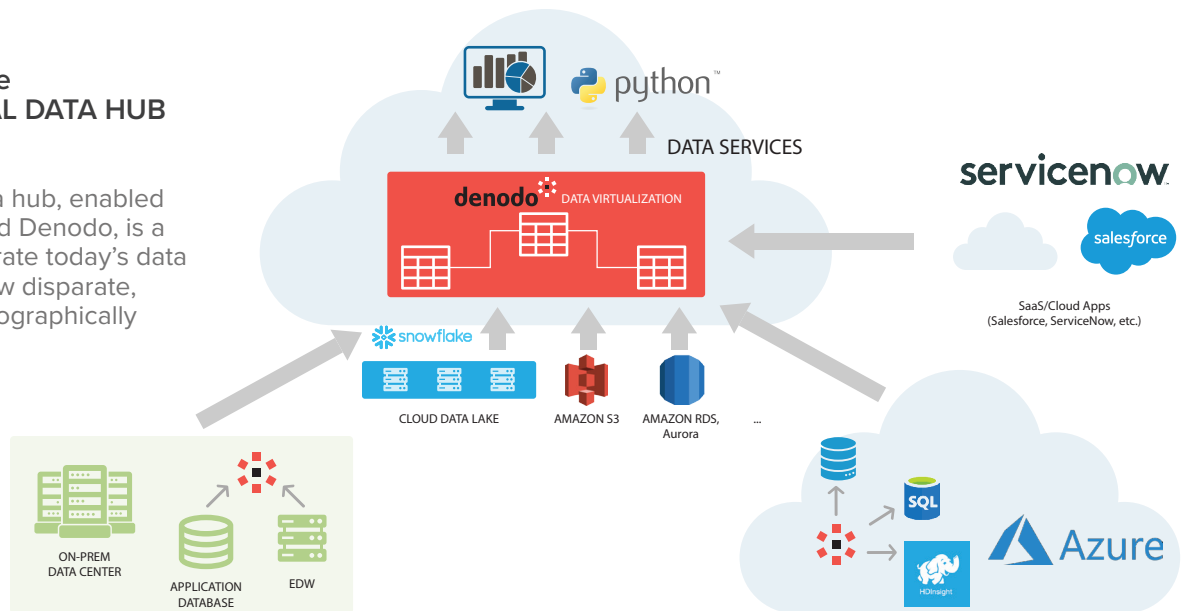
- Gain real-time access to unified data across disparate sources, including cloud and on-premise sources.
- Sources can be at different clouds (multi-cloud), enabling a multi-location architecture.
- Incorporate geospatial, IoT, and other streaming data, to enable real-time data services.

Leverage the advanced capabilities of the Denodo Platform:

- Applies processing push-down techniques to leverage the processing capabilities of different sources, for improved performance.
- Offers a single layer for implementing security controls across the entire data infrastructure.
- Delivers a centralized governance layer to create a "single version of the truth" for better information consistency and integrity.
- Protects data sources from uncontrolled access.

Denodo + Snowflake CLOUD ANALYTICAL DATA HUB

A cloud analytical data hub, enabled through Snowflake and Denodo, is a powerful way to integrate today's data sources, no matter how disparate, heterogeneous, or geographically distributed.



About Denodo

Denodo is the leader in data virtualization providing agile, high performance data integration and data abstraction across the broadest range of enterprise, cloud, big data and unstructured data sources, and real-time data services at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.

For more information, follow [@Denodo](#) or www.denodo.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. Snowflake is headquartered in Silicon Valley.

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