

Snowflake Case Study

Delivering Cloud Scale Analytics in Media & Communications with the Microsoft NY Metro Team

Customer Situation

Nielsen Holdings (a \$6.6B Microsoft Strategic account) helps packaged goods companies & retailers understand consumer buying trends including categories, brands and products. They help improve the precision and efficiency of client advertising spend and maximize the impact of their promotional budgets.

Nielsen's data science team struggled with performance and scale (100TB+) limitations with their existing data warehouse. It was also too expensive to maintain all data (including semi-structured). They sought a centralized data platform to extract value from existing data silos across Nielsen groups and reduce the cost of their existing IBM Netezza solution.

Solution

Nielsen is a long-running Microsoft and Snowflake customer. Snowflake leveraged their history in the account to propose an Azure-based solution.

Snowflake addressed Nielsen's documented requirements with a detailed project plan and POC that demonstrated Snowflake could address their needs. Payment was actually structured to be dependent upon delivery on Azure. Neilson also considered a competitive offering from Cloudera/Impala.

Microsoft supported the win through a joint EBC in Redmond and ongoing development work with the Azure product group.

Results

Nielsen's 30 person data science team benefits from Azure scalability, reduced database management/tuning overhead cost, and 10% improved query performance. Their current 200TB Snowflake data warehouse will expand to multi-petabytes based on their initial success.

This 12 month deal yielded a Snowflake **total contract value of \$13.333 Million** annual, resulting in **\$200K**, IP Co-sell win through Azure Marketplace.

Snowflake on Azure Services for Deployment

For Deployment the following services were used for Snowflake service:

- Snowflake Tenant: Azure Linux VM's, Azure Blob both Ultra SSD and Premium SSD, Azure Container Services and Azure Load Balancer
- Nielsen Tenant: Azure Data Lake Store Gen 2, Azure Data Factory, Azure Databricks, Azure Express Route and Azure Private Link



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