

Snowflake Modern Data Architecture with Azure

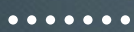
The data warehouse built for the cloud providing performance, flexibility and near-infinite scalability

CONFIDENTIAL AND PROPRIETARY

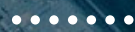
You have data from multiple sources



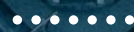
Web



Applications



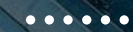
Devices



Cloud Data



Corporate



IoT

Now you need to harness that data and create insights

Traditional approaches fall short



Silos & Islands

Complexity

Cost

Delays

Snowflake delivers a better way

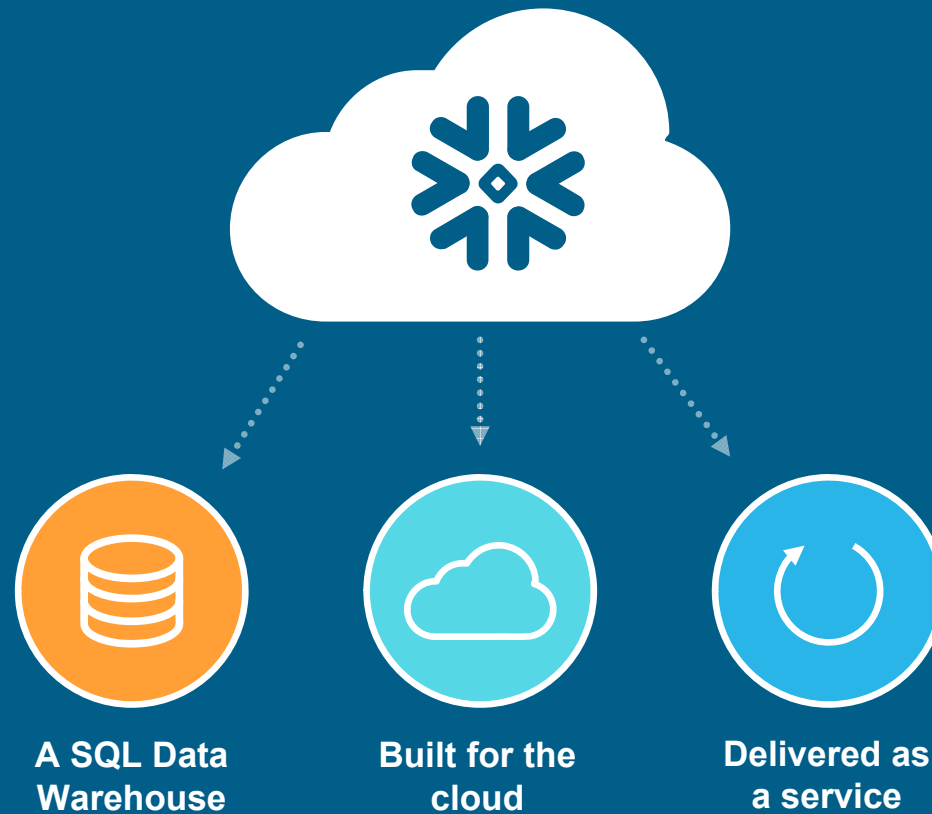


Performance

Concurrency

Simplicity

What is Snowflake?



The Snowflake Difference



**ANSI SQL
Database**



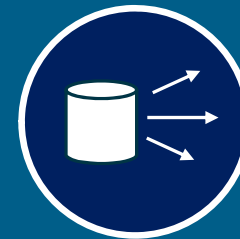
**Automated
Management**



**All
Your Data**



**All
Your Users**

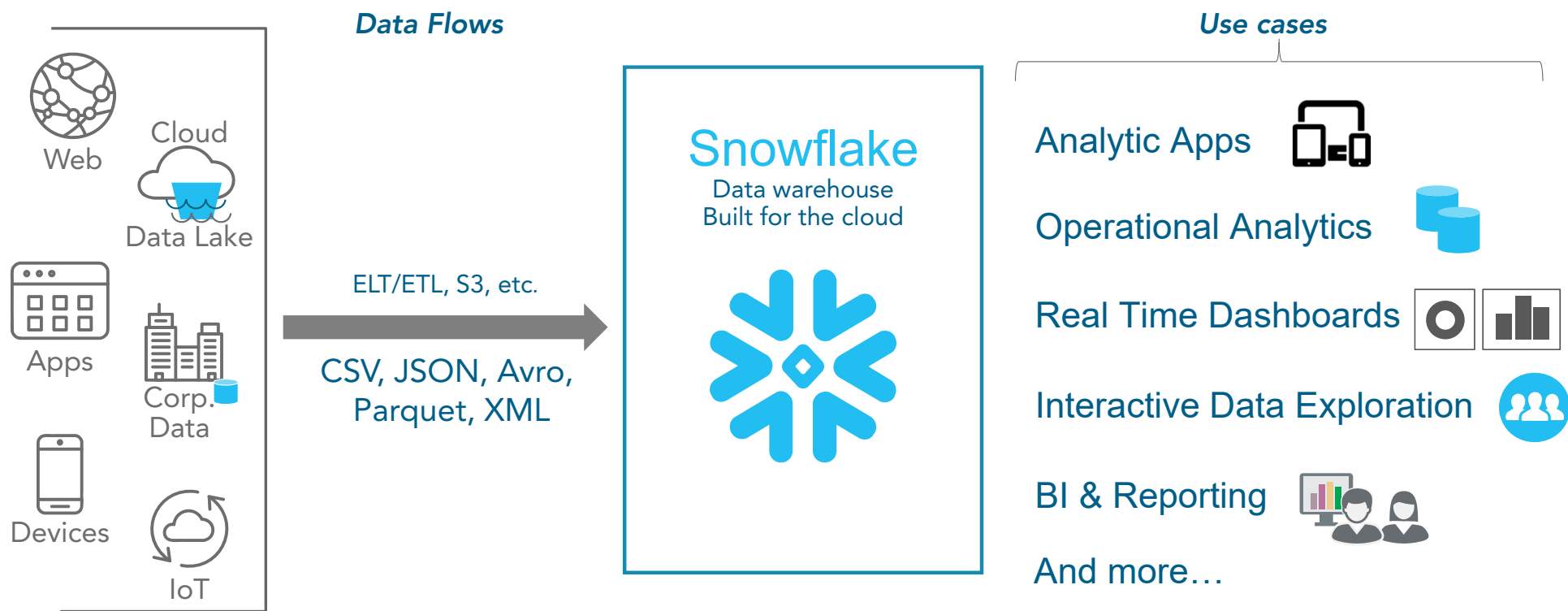


**Share
Live Data**



**Pay Only For
What You Use**

Simplify your data architecture



Snowflake on Microsoft Azure

SQL surface extensions to integrate with Azure

Deeper integration with Azure services

Designed to build the future of your business



Nielsen, a leading global information & measurement company, provides market research, insights & data about what people watch & buy.

Challenge

- Centralize data without complexity on a large scale

“ We are proactively building the future of our business by leveraging Snowflake and Microsoft Azure. ”

Srini Varadarajan, Chief Technology Officer, Nielsen Buy



Create better customer experiences

AzureMP@carahsoft.com



Cloud offering by
carahsoft