# Snowflake Modern Data Architecture with Azure

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

CONFIDENTIAL AND PROPRIETARY

snowflake | Microsoft | Cloud offering by: carahsoft.

You have data from multiple sources
Web
Applications
Devices
Cloud Data
Corporate
IoT
Now you need to harness that data and create insights
snowflake
Microsoft
Cloud offering by:
carahsoft

# Traditional approaches fall short

Silos & Islands

Complexity

Cost

Delays

# Snowflake delivers a better way

Performance

Concurrency

Simplicity

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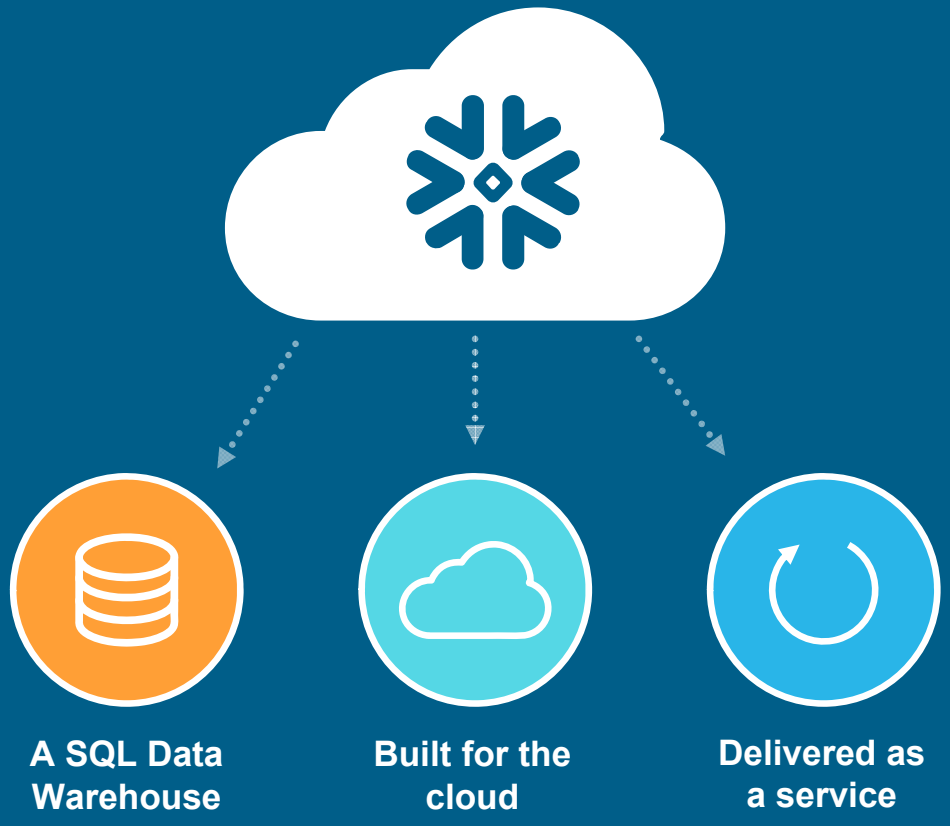
# What is Snowflake?

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# The Snowflake Difference

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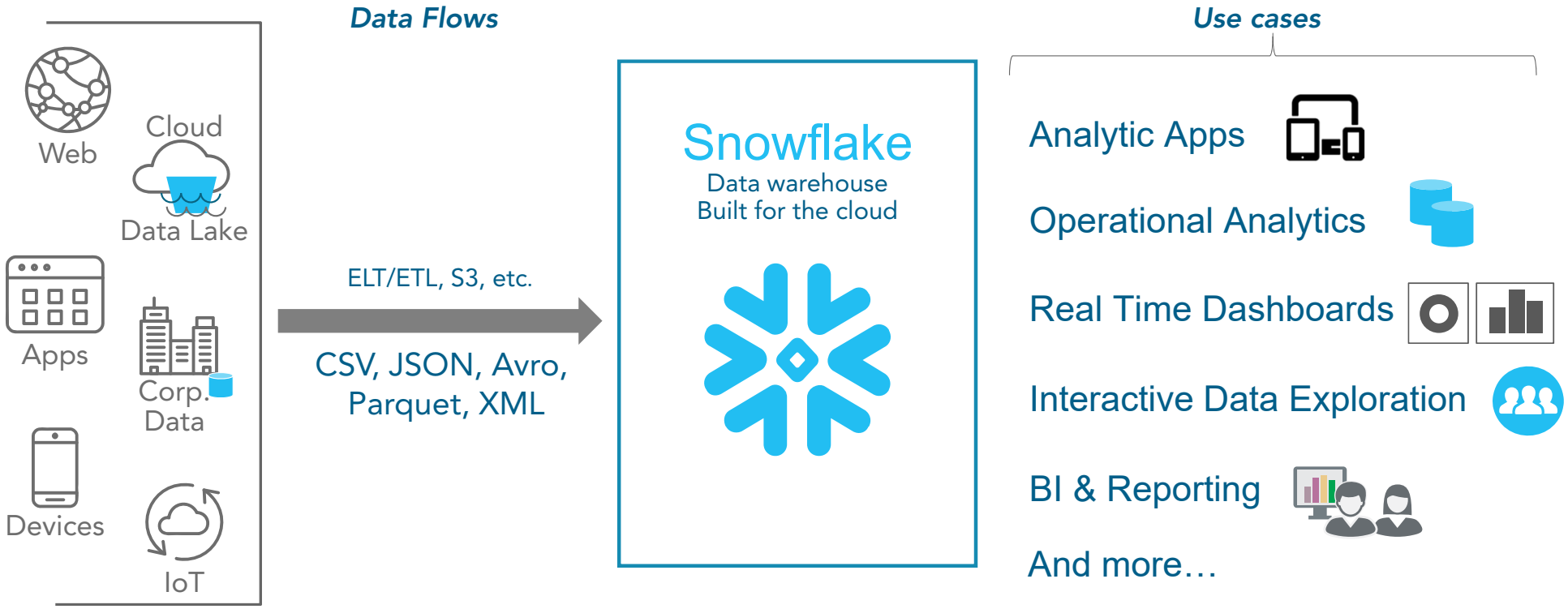
# Simplify your data architecture

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# Snowflake on Microsoft Azure

SQL surface extensions to integrate with Azure

Deeper integration with Azure services

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# Designed to build the future of your business

nielsen

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**

nielsen

Microsoft Azure

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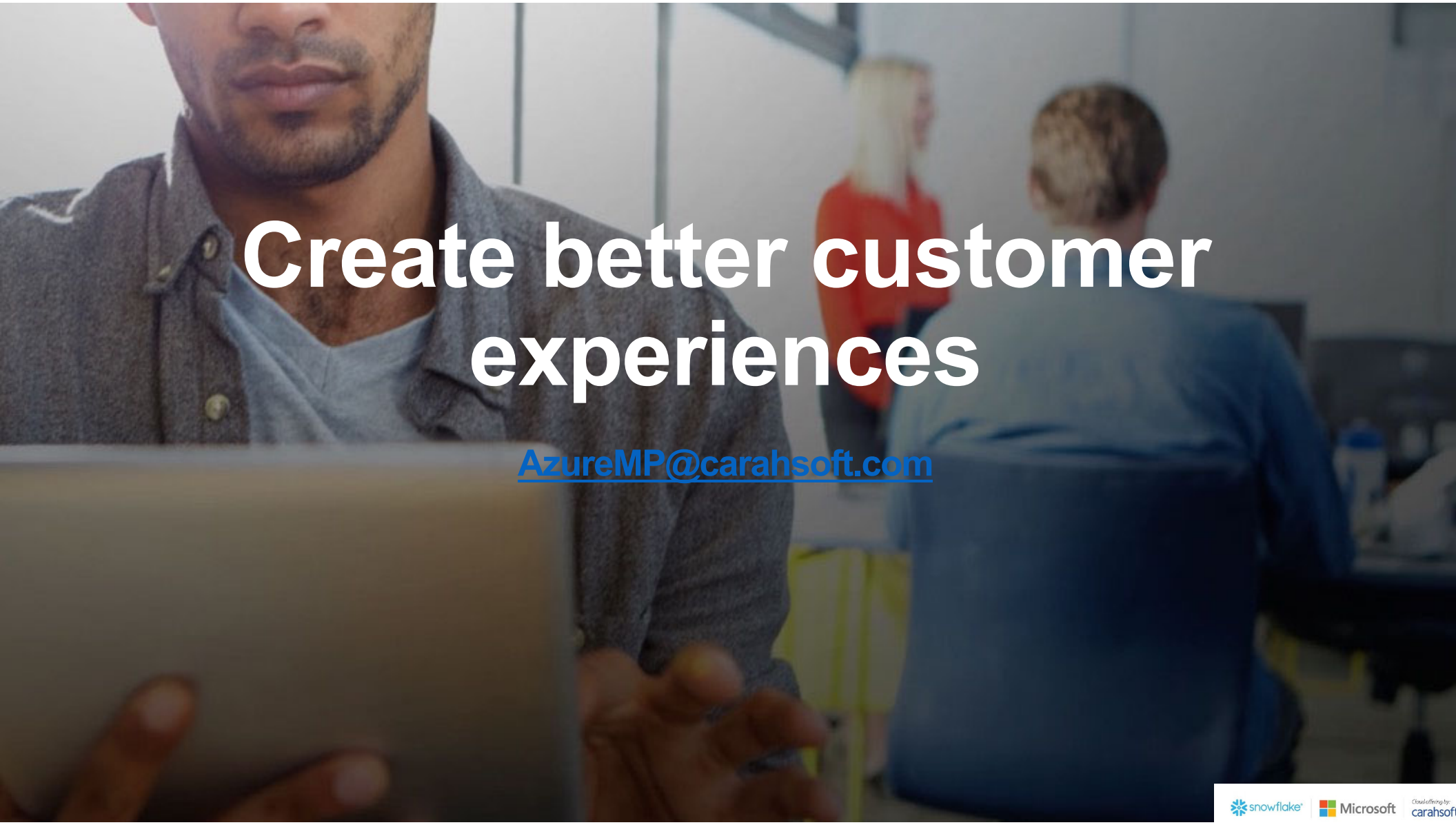

# Create better customer experiences

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