Snowflake Modern Data Architecture with Azure

The data warehouse built for the cloud providing performance, flexibility and near-infinite scalability
You have data from multiple sources

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?

A SQL Data Warehouse
Built for the cloud
Delivered as a service
Simplify your data architecture

Data Flows
- ELT/ETL, S3, etc.
- CSV, JSON, Avro, Parquet, XML

Use cases
- Analytic Apps
- Operational Analytics
- Real Time Dashboards
- Interactive Data Exploration
- BI & Reporting
- And more…
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

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