



SENTURUS

Snowflake's Cloud Data Platform and Modern Analytics

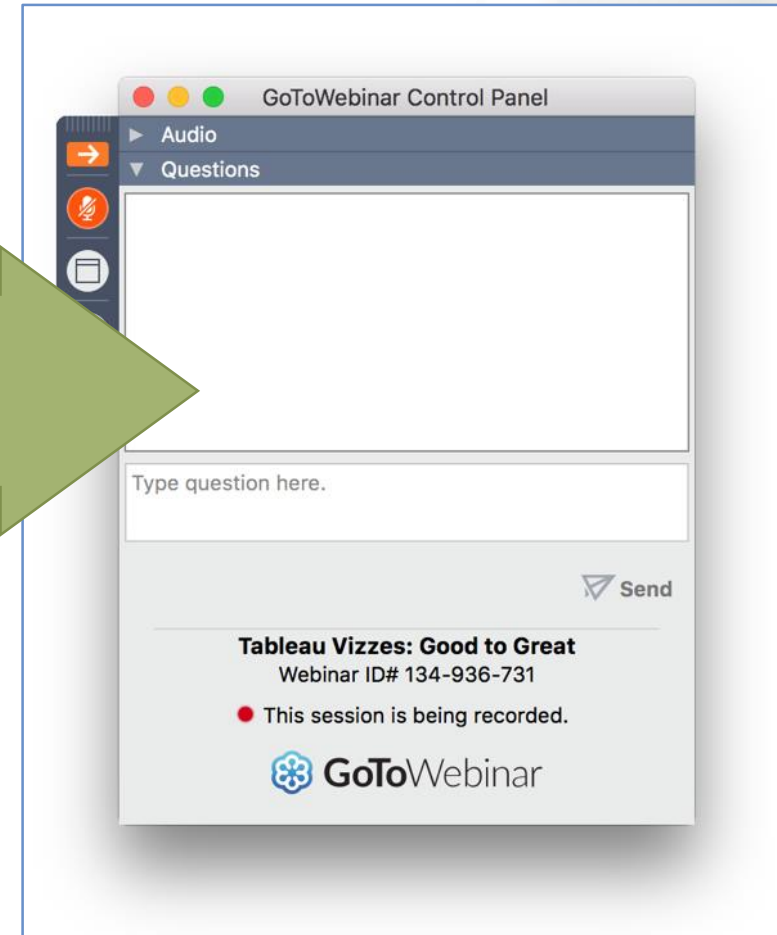


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SHEDDING LIGHT ON CLOUD BI OPTIONS
Amazon. IBM Cognos Cloud. Microsoft Power BI Service. Tableau Online.
Azure.



BUSINESS
STRATEGY



IBM COGNOS REPORTING TOOLS: FEATURE SET COMPARISON
Visual Reference Guide



FEATURES



A COMPARISON OF POWER BI, TABLEAU & COGNOS
Differentiators Demo'd



FEATURES



Agenda

Introductions

Snowflake

Senturus overview

Additional resources

Q&A



Introductions



Chris Richardson

Sales Engineer

Snowflake



Michael Weinbauer

Director of Training and Content

Senturus, Inc.

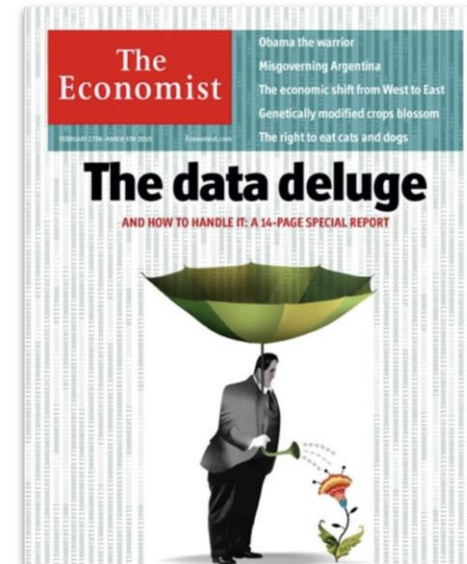


Introduction to Snowflake

A CLOUD DATA PLATFORM FOR MODERN ANALYTICS

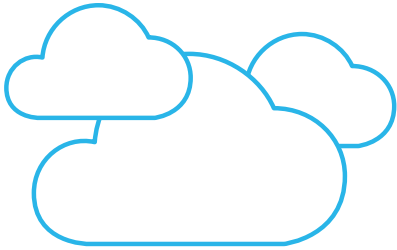
Chris Richardson - Sr. Sales Engineer
February 27, 2020

DATA: THE WORLD'S MOST VALUABLE RESOURCE



NEW TECHNOLOGY CHANGES HOW WE USE DATA

Rise of the Cloud



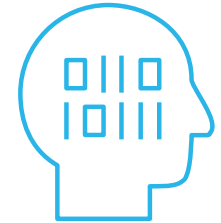
Cloud gives us the ability to scale and centralize data

Explosion of Data



IoT, mobile and social open up new opportunities for insight

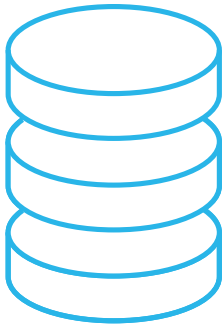
Diversification of Analytics



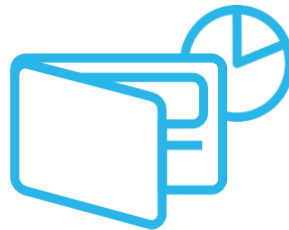
Analytics is growing in importance, everywhere, and for everyone

CAPITALIZING ON THESE TRENDS LEADS TO BIG BUSINESS IMPACT

**Make Better, Quicker
Business Decisions**



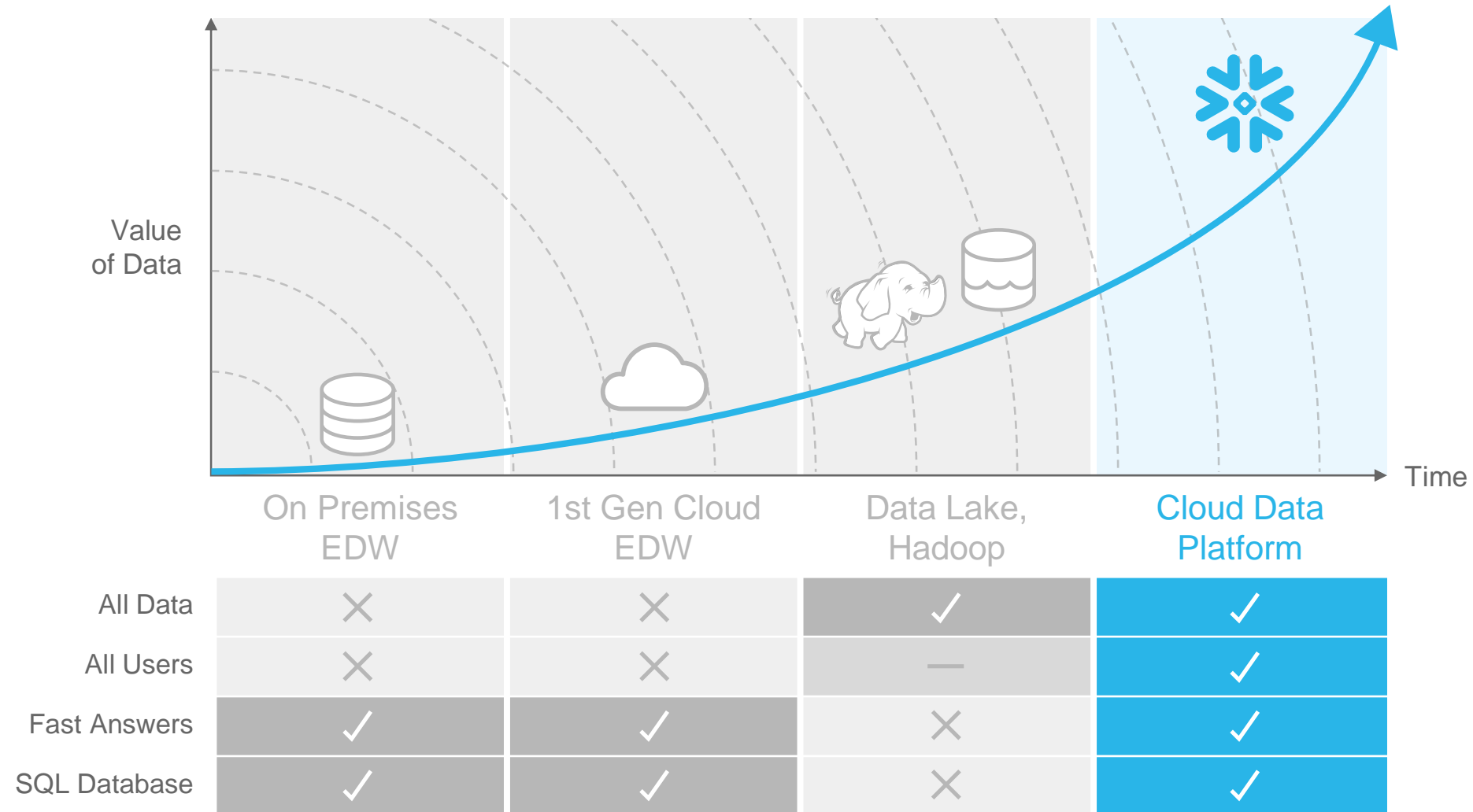
**Reduce the Cost of
Scaling Data Management
and Analytics**



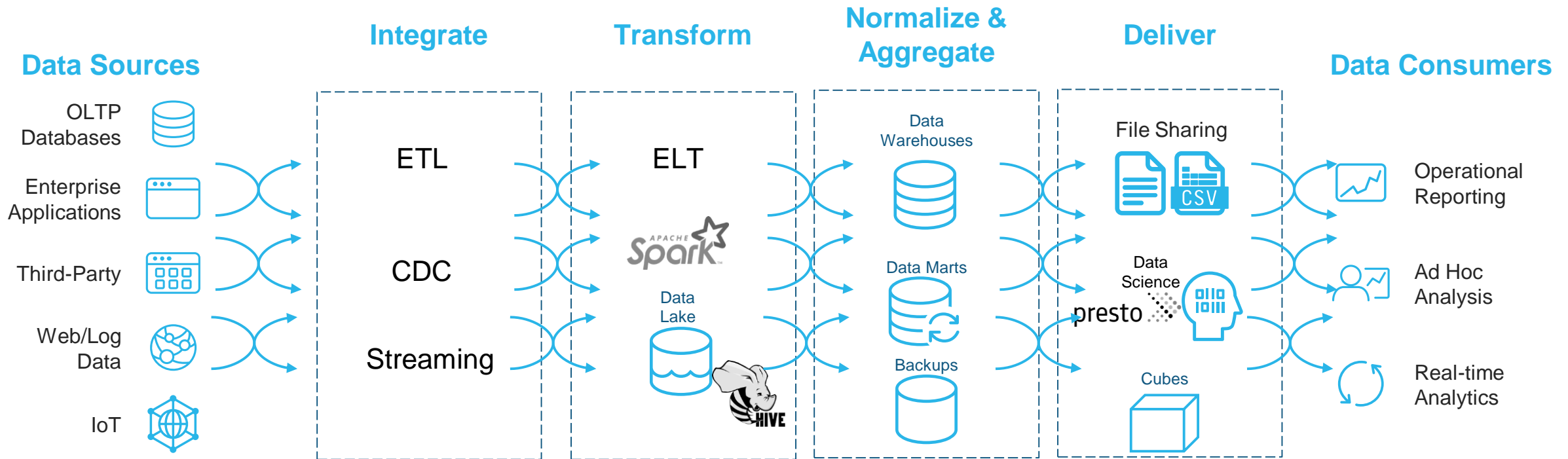
**Create a Great Customer
Experience with Data**



JOURNEY TO A CLOUD DATA PLATFORM



TRADITIONAL DATA ARCHITECTURE



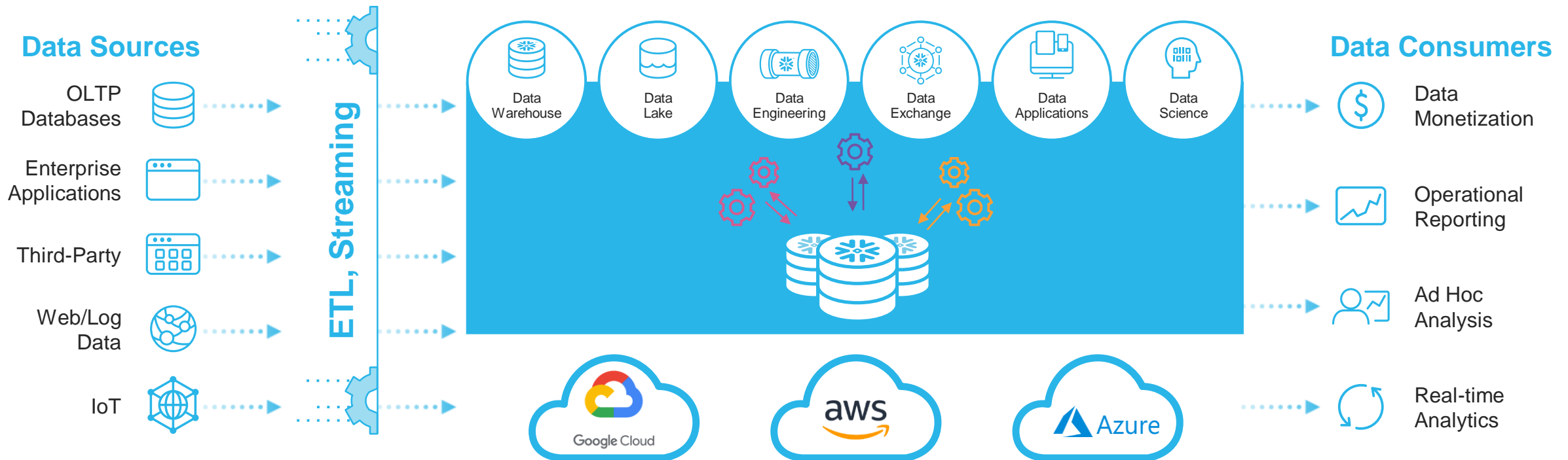
Complex, Costly with Multiple Copies of Data



MODERN DATA ARCHITECTURE WITH SNOWFLAKE



MODERN DATA ARCHITECTURE WITH SNOWFLAKE



SNOWFLAKE ARCHITECTURE





ETL/ELT



Structured & semi-structured



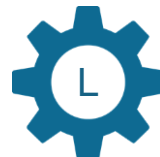
Snowpipe



Cloud Services

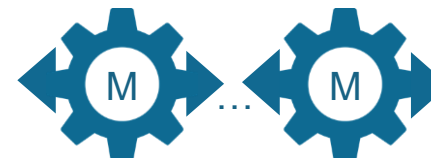
Infrastructure management
Query planning & optimization
Metadata management
Security
Transactional control

Finance



Data protection & Time Travel

Sales



Automatic multi-cluster warehouse

MicroStrategy AWS QuickSight

+ a b l e a u looker ZOOMDATA

Yellowfin Power BI Qlik

On-demand elasticity



Data Science



Database clone



Prod/Dev



Data sharing

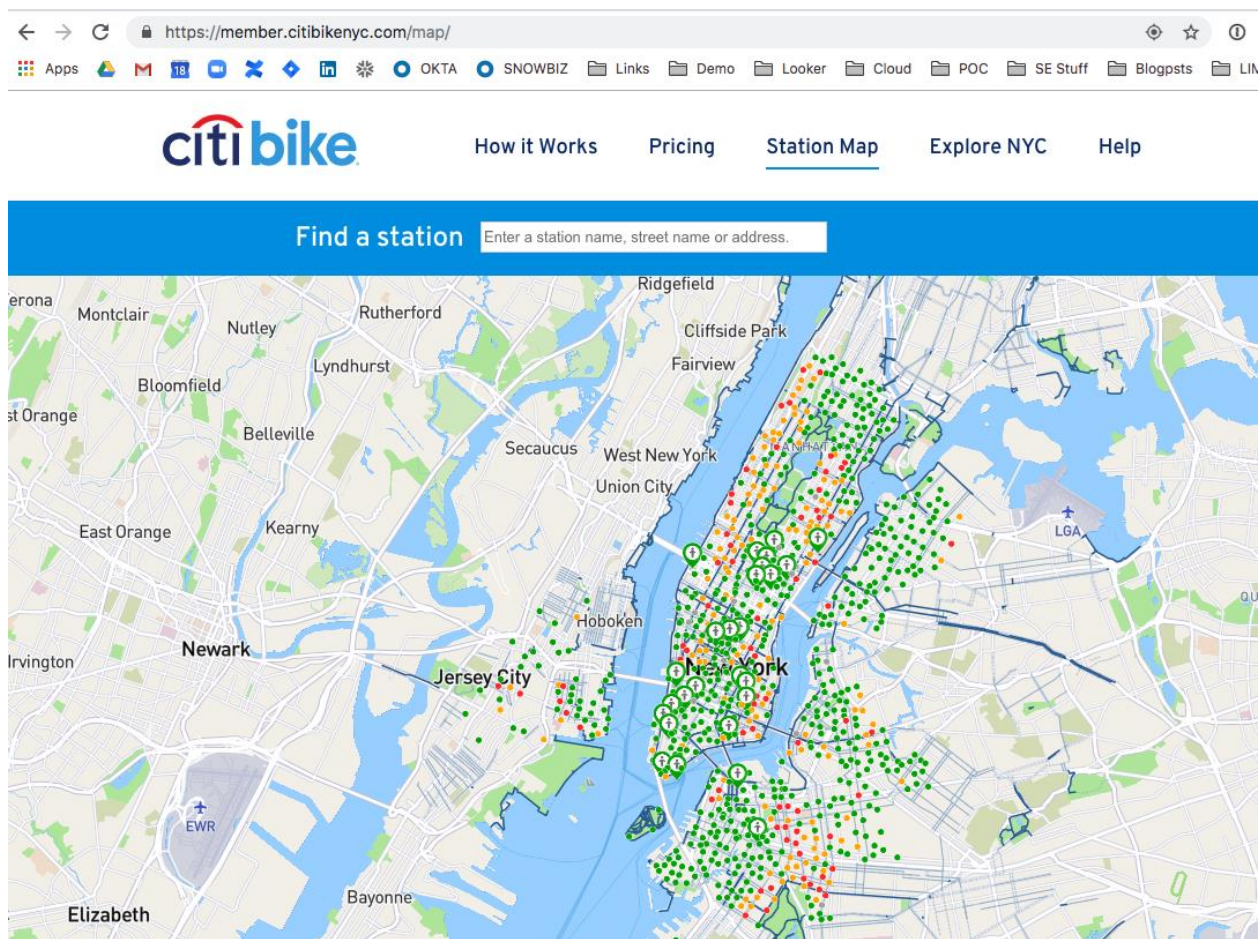


External Data Consumers

= Data in Snowflake Account
 = Snowflake Virtual Warehouse

SNOWFLAKE DEMO - CITIBIKE NYC

<https://www.citibikenyc.com>



System Data

Where do Citi Bikers ride? When do they ride? How far do they go? Which stations are most popular? What days of the week are most rides taken on? We've heard all of these questions and more from you, and we're happy to provide the data to help you discover the answers to these questions and more. We invite developers, engineers, statisticians, artists, academics and other interested members of the public to use the data we provide for analysis, development, visualization and whatever else moves you.

This data is provided according to the [NYCBS Data Use Policy](#).

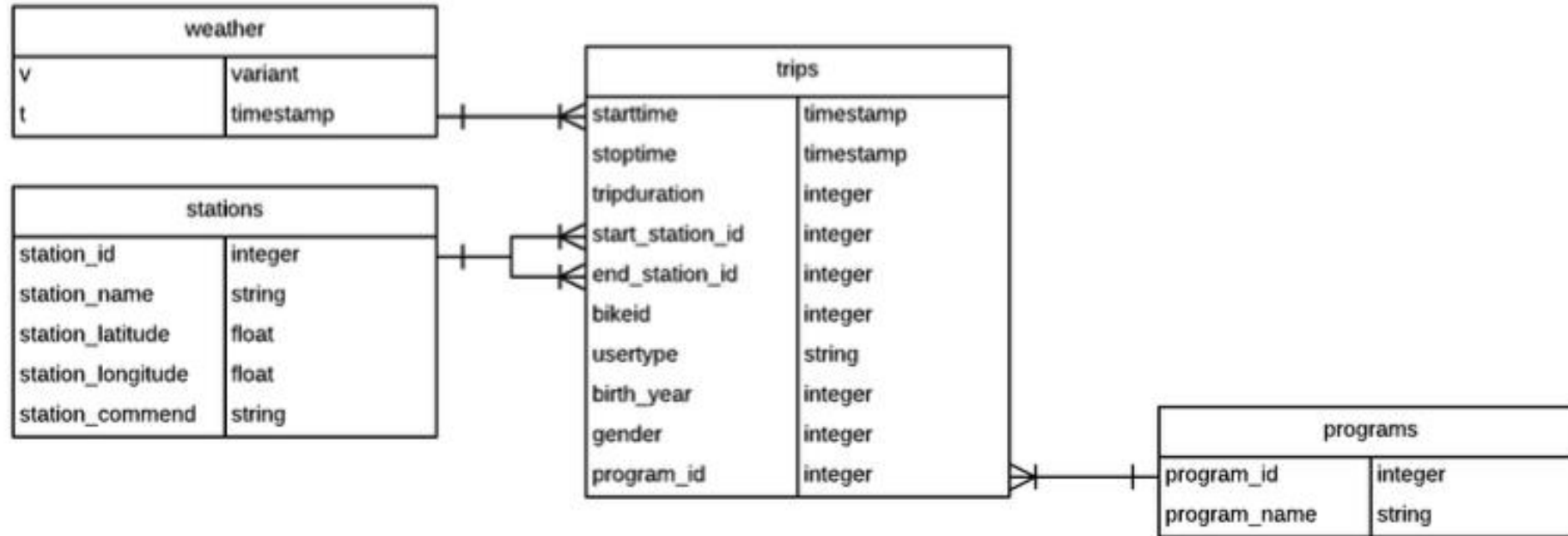
Citi Bike Trip Histories

We publish [downloadable files of Citi Bike trip data](#). The data includes:

- Trip Duration (seconds)
- Start Time and Date
- Stop Time and Date
- Start Station Name
- End Station Name
- Station ID
- Station Lat/Long
- Bike ID
- User Type (Customer = 24-hour pass or 3-day pass user; Subscriber = Annual Member)
- Gender (Zero=unknown; 1=male; 2=female)
- Year of Birth



CITIBIKE SCHEMA



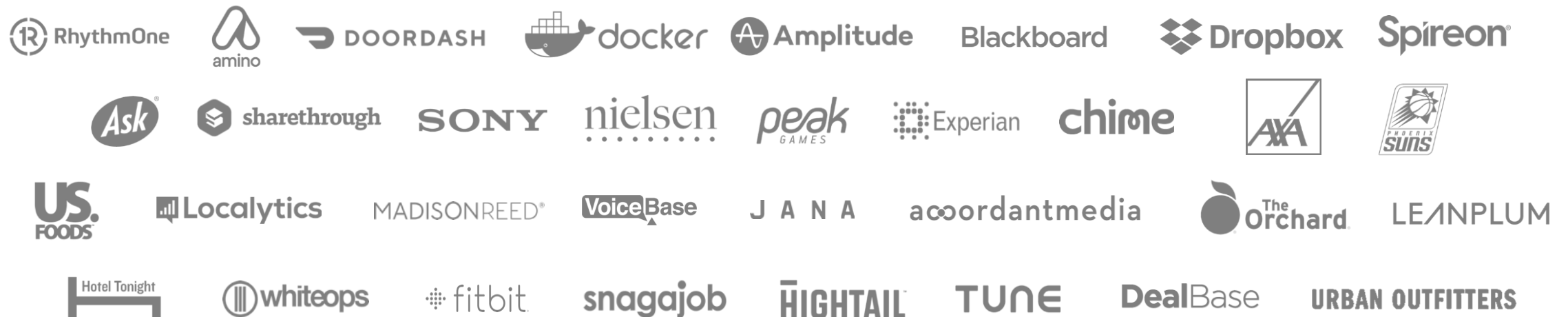
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- **TRIPS**: 76M records, each record represents a single rider trip on the New York City Citibike bike share program.
- **WEATHER**: 82M weather observations records in JSON format in a variant column.
- **STATIONS**: 980 records, contains data for the bike stations where trips begin and end.
- **PROGRAMS**: 61 records with data about the various membership programs that rides are taken under





PROVEN BY OVER 3400 CUSTOMERS



Platform



BI/Analytics

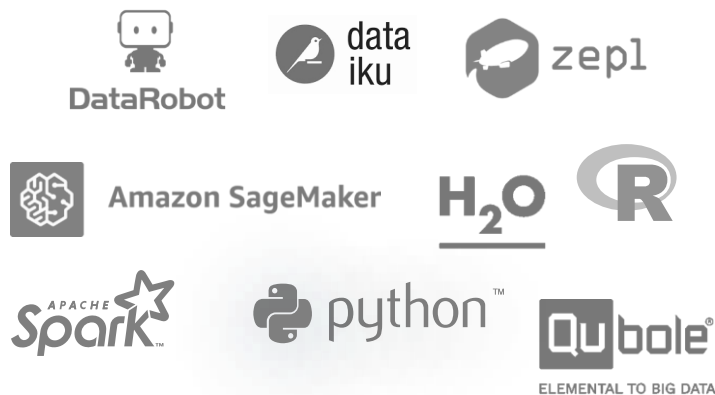


ETL



EVER EXPANDING ECOSYSTEM

Data Science



Services





THANK YOU



Data & analytics roadmap

Architect to accommodate changes in technology and data

Senturus can

- Review your existing system

- Outline plan for future

- Offer holistic, tech agnostic and highly pragmatic guidance

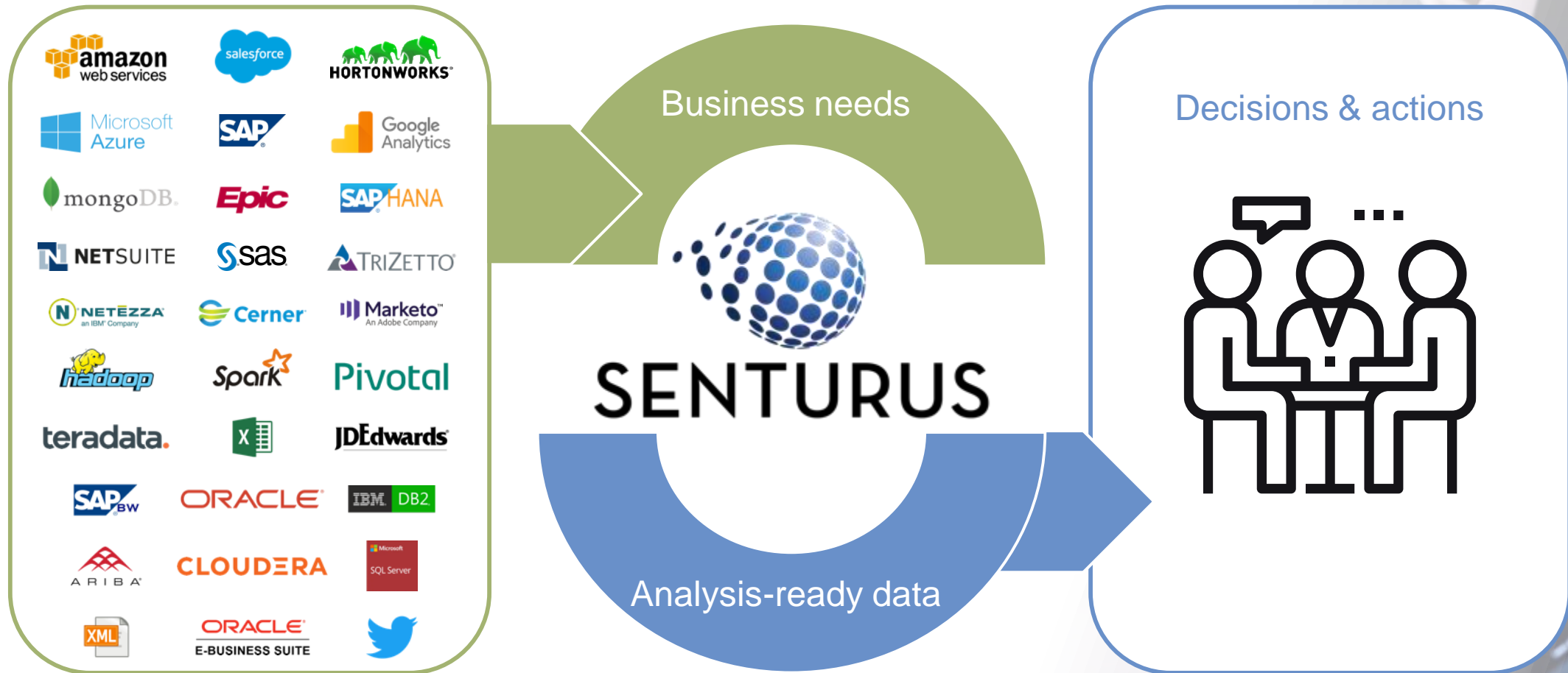
<https://senturus.com/business-analytics-roadmap/>

The authority in Business Intelligence

Exclusively focused on BI,
Senturus is unrivaled in its
expertise across the BI stack.



Bridging the data & decisioning gap



Full spectrum BI services

- Dashboards, reporting and visualizations
- Data preparation and modern data warehousing
- Hybrid BI environments (migrations, security, etc.)
- Software to enable bimodal BI and platform migrations
- BI support retainer (expertise on demand)
- Training and mentoring

A long, strong history of success

- 19+ years
- 1300+ clients
- 2500+ projects



Expand your knowledge

Find more resources
on the Senturus website:

senturus.com/senturus-resources



Upcoming events

Connecting to and prepping data in Power BI

Pros & cons of four different data connection scenarios

Thursday, Mar. 12, 2020, 11am PT/2pm ET

Cognos 11.1.6

Live Q&A with IBM offering manager

Thursday, Apr. 16, 2020, 11am PT/2pm ET

Complete BI training



Power BI



Tailored group sessions



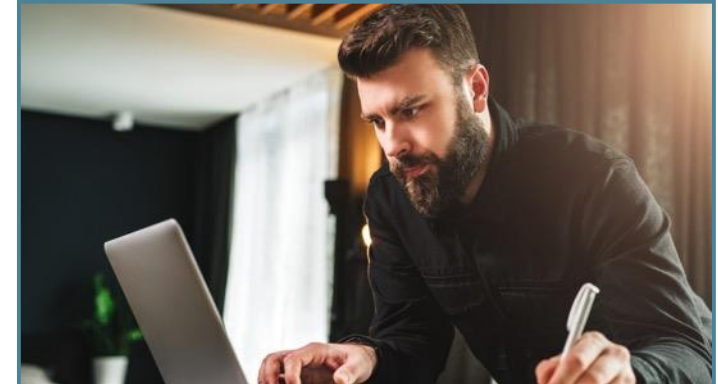
Mentoring



Instructor-led online courses



Self-paced learning



Additional resources

Unbiased product reviews



Technical tips



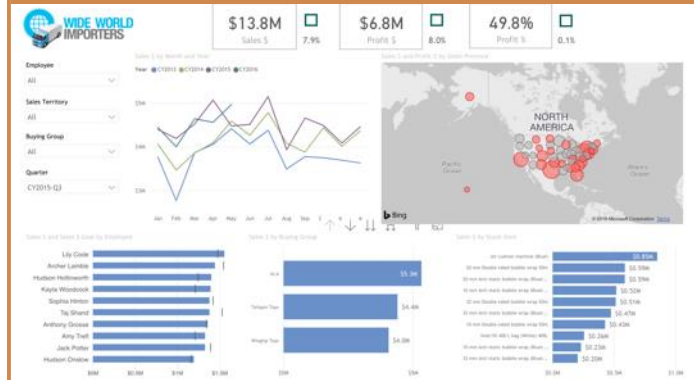
Insider viewpoints



More on this subject



Product demos



Upcoming events

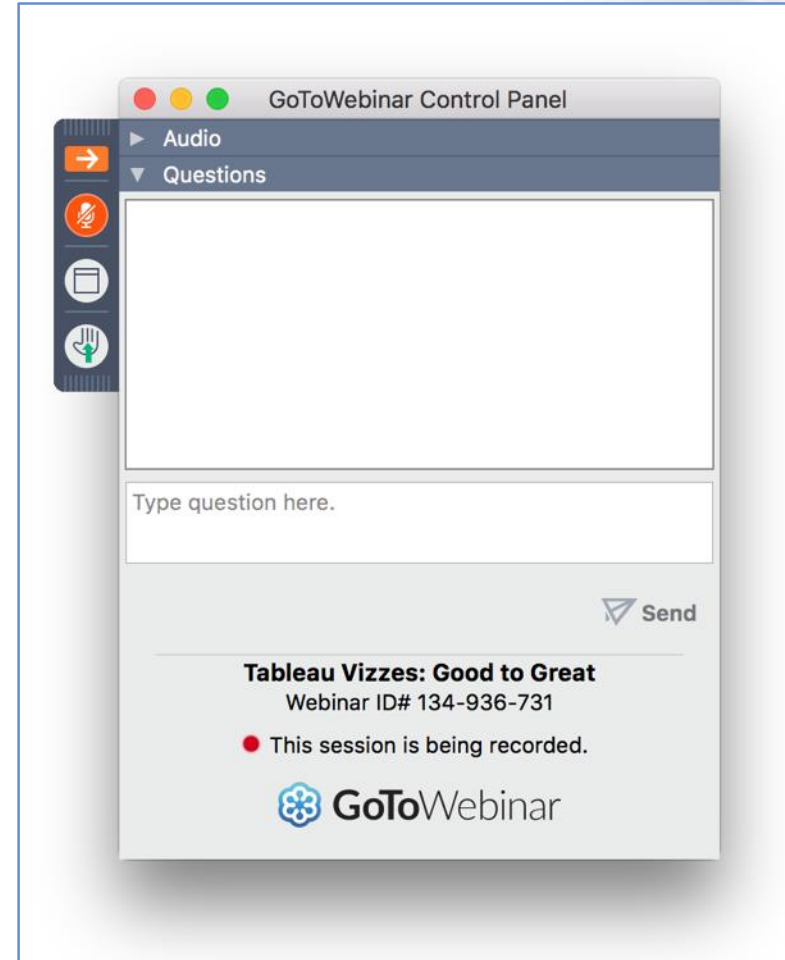


Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.



Thank You



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