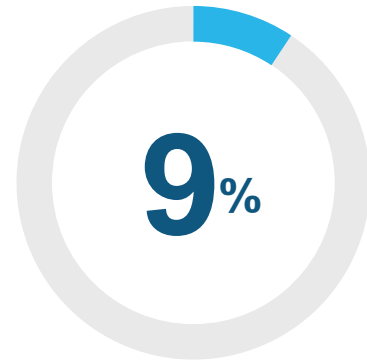




Snowflake and Crowe - Better Together

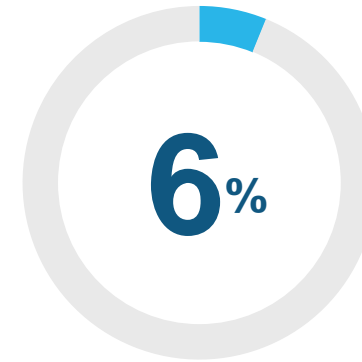
TODD CROSSLIN, HEAD OF HEALTHCARE AND LIFE SCIENCES

FAR FROM TURNING DATA INTO INSIGHTS



of executives
always trust data is

“ACCURATE”



of executives
always trust data is

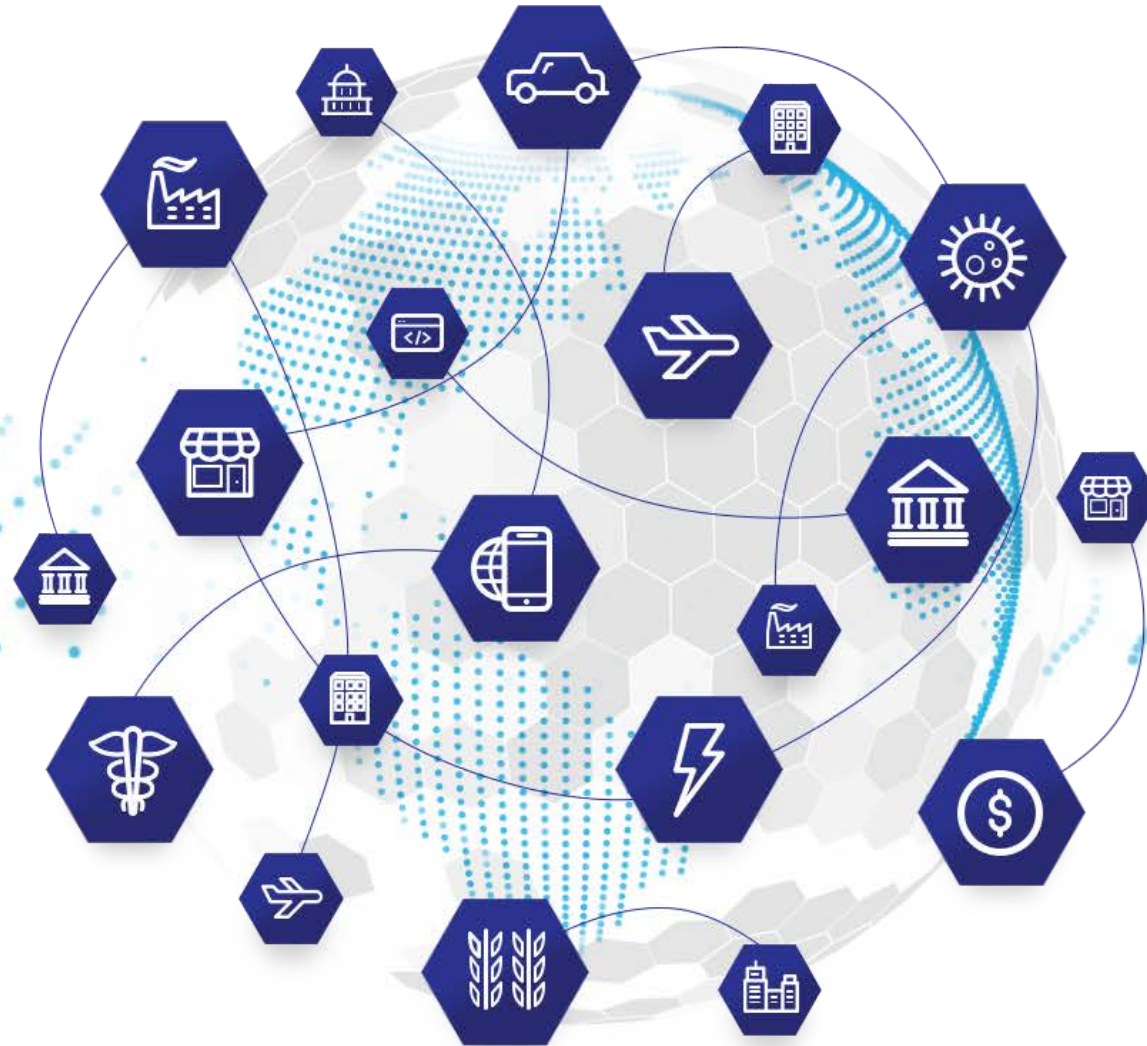
“COMPLETE”



DATA

SILOS

THE DATA CLOUD: A GLOBAL NETWORK



OUR MISSION & STORY

Enable every organisation to be data-driven



Founded in 2012
by Oracle industry
veterans



\$1.4B funding from
leading investors on a
\$12.4B valuation

Gartner



3,000+ active customers,
“The Cloud Data Platform”
launched and IPO



2015 general availability of
“The Data Warehouse Built
for the Cloud”



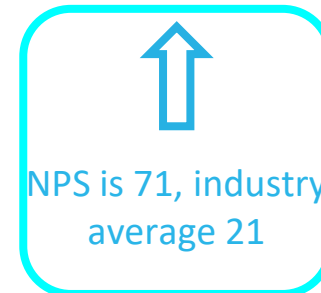
Gartner Data
Management Solutions
for Analytics leader



500m+ jobs per day



180 PB total storage,
biggest table 68TN rows



NPS is 71, industry
average 21



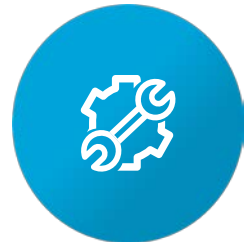
REQUIREMENTS AND IMPACT OF A CLOUD DATA PLATFORM



One Platform
One Copy of Data,
Many Workloads



Secure &
Governed Access
to All Data



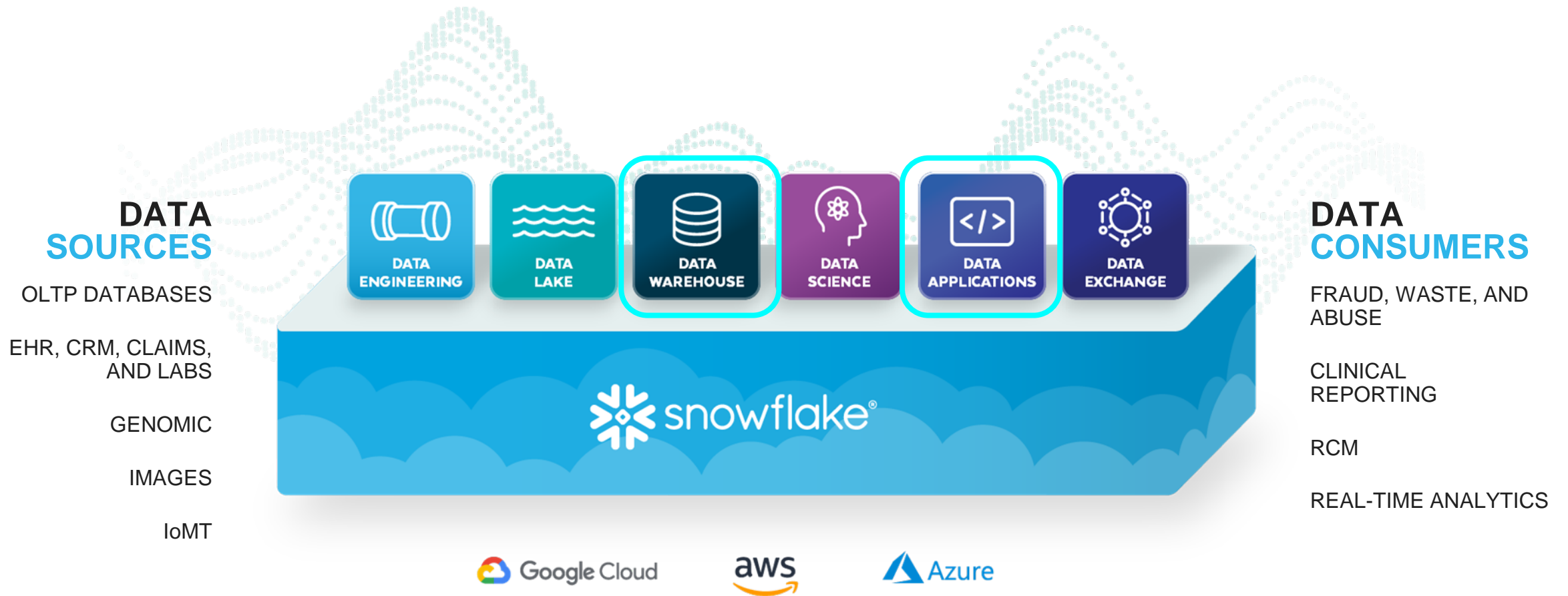
Near-zero
Maintenance,
as a Service



Unlimited
Performance
and Scale



SNOWFLAKE CLOUD DATA PLATFORM... as a SERVICE



REAL WORLD APPLICATION



Analytics

- Serve all sub-industries with customer-facing applications analytics and industry data aggregation built on top of Snowflake



Pharma, Biotech, and Med Device/IoT

- Measure performance of drugs/treatments by analyzing clinical trial data
- Ensure adequate inventory between manufacturing and sales through supply chain analysis
- Stream IoMT device data



Payers/Insurance/RCM

- Identify and eliminate fraud/waste/abuse through analysis of past claims and behavioral data
- Optimize policies/programs and incentivize care providers to reduce the cost of healthcare through shared benefit programs
- Build map of patient journey and predict clinical outcomes by combining primary care data with claims data for predictive analytics
- Create new revenue streams by monetizing time and effort it takes to share data with brokers and partners



Genomics

- Inform drug development through complete understanding of genomic data
- Drive collaborative research projects by sharing data with other healthcare institutions



Providers

- Improve care quality and affordability by analyzing patient outcomes
- Deliver better patient outcomes by providing clinicians with analytics and insight into which behaviors impact patient care
- Reduce costly waste and keep care affordable
- Align reimbursements with outcomes by sharing data with health plans/other health systems



Digital Health

- Help patients navigate the healthcare system and make informed decisions with better transparency into treatment costs
- Provide customers with personalized, instantaneous health insights based on activity metrics



Question #1

Which of the following is NOT a type of Workload on Snowflake?

1. Data Applications
2. Data Science
3. Data Extraction
4. Data Warehouse



CASE STUDIES



33X FASTER QUERIES @ PALADINA HEALTH



“The combination of performance and near-zero maintenance that Snowflake provides is a clear winner. For our organization to move forward and thrive, Snowflake was the best platform for us.”

JARRED CAMPBELL,
Manager of Data and Business
Intelligence

PROBLEM

- Relied on an on-premise database server, analytics software, and visualization software - none designed to scale
- Needed a solution w/ simple architecture to allow team to focus on analytics and insights

SOLUTION

- Matillion ETL software to ingest data into Snowflake
- JDBC connector to integrate Snowflake with Tableau to provide near real-time information to end users

RESULTS

Growth

Consists of both a reduction in OpEx and increase in value to our clients to extend our existing contracts. We're able to provide faster delivery of KPI's to internal users that have been hard to come by in the past

Operational Excellence

Cut time of running queries down from 22 minutes to seconds

Risk Mitigation

Recreated claims process that took 3 days to run for a given month to minutes



ENHANCED BI REPORTING @ FUNDBOX

“Snowflake is our go-to source of truth for building better models and making smarter loans.”

ALMOG SHUNIM,
Head of Data Infrastructure
and BI

PROBLEM

- Legacy data warehouse was extremely slow and unable to support concurrent querying
- Ongoing attention to infrastructure maintenance diverted attention from analytics

SOLUTION

- Cloud data warehouse that's designed to scale
- Streamline Fundbox's ETL process and foster deeper analysis of third party data sets
- Support Fundbox's Small Business Graph initiative, which maps interactions among 12.8 million small businesses

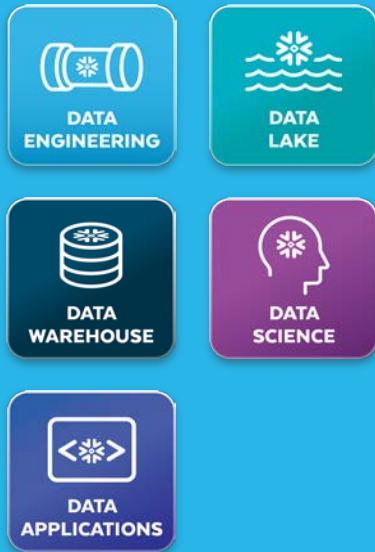
RESULTS

Operational Excellence
Contention-free reporting allows Finance to track loss-rate metrics, lending margins, and cash flow trends in great detail with improved performance

Risk Mitigation
Improved inspection of credit models reduces the risk of loss and customer churn



CORE PLATFORM



Crowe is using Snowflake as an Enterprise Data Warehouse to store healthcare financial and revenue cycle data:

- patient accounting information
- hospital/health system financial data
 - revenue
 - adjustments
 - charges
 - PHI/PII



Question #2

Which concept was not discussed in driving value with Snowflake in the prior Case Studies?

1. OpEx Reduction
2. Reduced Risk of Customer Churn
3. KPIs Delivered Quicker
4. CapEx Reduction

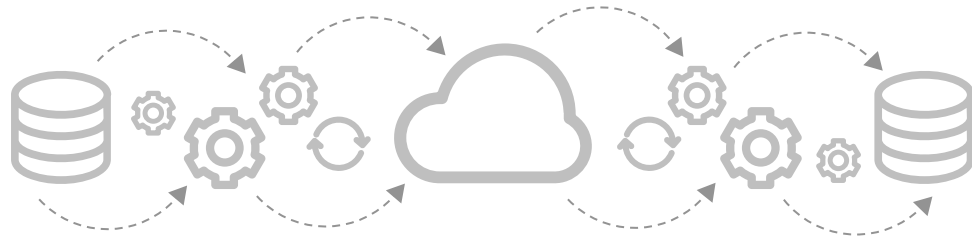


**SHARING DATA....
BETTER, FASTER,
STRONGER**



TRADITIONAL WAYS OF SHARING DATA

TRADITIONAL METHODS



Copying files in FTP/ cloud buckets

Building, Maintaining & Calling APIs

ETL pipelines

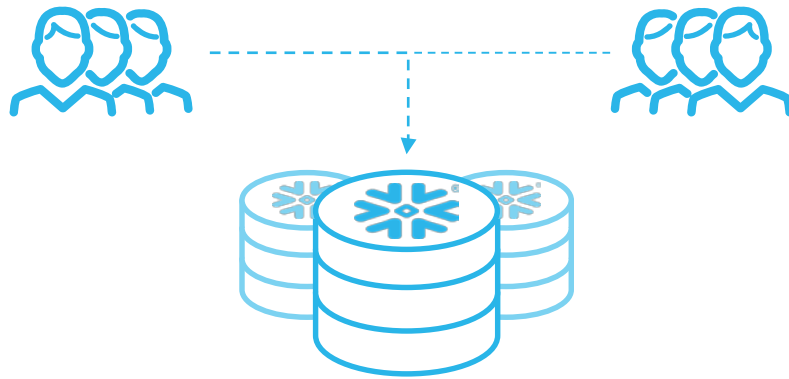
Data marts

GAPS

- ✗ Copy and move data
- ✗ Costly to maintain
- ✗ Data is delayed
- ✗ Error-prone
- ✗ Unsecure, once data is moved

SECURE DATA SHARING

SECURE DATA SHARING



Single **live** copy of the data

DIFFERENTIATORS

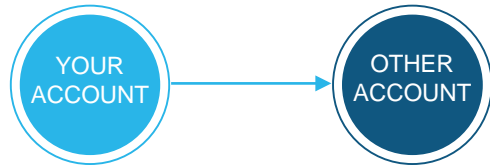
- ✓ No moving, no copying, no ETL
- ✓ Live data, no delays
- ✓ Share personalized, secure views
- ✓ Governed, revocable access
- ✓ Globally available, cross-cloud



PRODUCT OFFERINGS

All powered by Secure Data Sharing: A single, live copy of the data: no copying, no moving, no delays.

DIRECT SHARE



For sharing data 1-to-1



Square sharing marketing data with a partner

DATA EXCHANGE

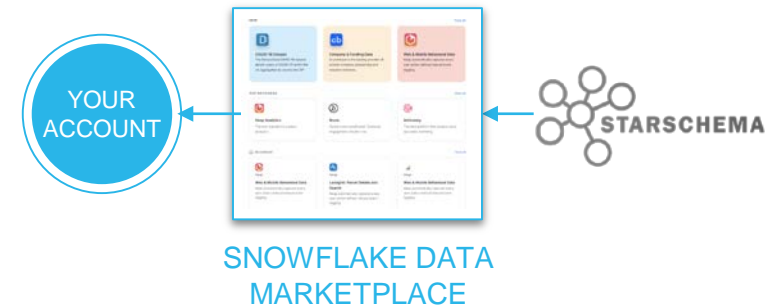


For data sharing AT SCALE:
many parties, many data sets



Cisco's data exchange for its suppliers

SNOWFLAKE DATA MARKETPLACE



Consuming data from 3rd parties:
Access data from over 60 providers



Starschema COVID data

Data Marketplace

- Publicly Accessible “App Store for Data”
- Standard/Personalized
- Freemium Model
- Not a Data Lake of files you must ETL
- Live Data in a Governed Database
- or..... a **Private Data Exchange**

Data Sets for COVID-19 Research

HEALTH
Starschema: COVID-19 Epidemiological Data

HEALTH
DemystData: COVID-19

LOCAL
PlaceIQ: COVID Reemergence Tracker

TRANSPORTATION
COVID-19 Impact and Discourse

All Data Sets

Categories

- Business
- Demographics
- Energy
- Financial
- Government
- Health
- Human Resources
- Local
- Marketing
- Security
- Transportation
- Travel
- Weather

173 RESULT(S)

DEMOGRAPHICS
Intelial: PSMA Geocoded National Address Data (G-NAF)

DEMOGRAPHICS
Intelial: Australian Bureau of Statistics - Regional Statistics

DEMOGRAPHICS
Intelial: Australian Bureau of Statistics - Socio-Economic Indexes for Areas (SEIFA)

SECURITY
Adaptive Shield: SaaS Security Posture Management Sample Data

BUSINESS
Eagle Alpha: Alternative Dataset Trials

FINANCIAL
S&P Global: Market Intelligence

Question #3

What is the differentiating word/acronym that describes the difference between how Snowflake shares data and others?

1. API
2. Concurrent
3. Live
4. Copy



Question #4

Who will win the English Premier League for 2020/21?

1. Liverpool
2. Manchester City
3. Manchester United
4. Tottenham Hotspur

