

aws marketplace

**Snowflake**

# Reviews, tips, and advice from real users



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# Product Recap



Snowflake

# Snowflake Recap

Snowflake provides a modern data warehousing solution with features designed for seamless integration, scalability, and consumption-based pricing. It handles large datasets efficiently, making it a market leader for businesses migrating to the cloud.

Snowflake offers a flexible architecture that separates storage and compute resources, supporting efficient ETL jobs. Known for scalability and ease of use, it features built-in time zone conversion and robust data sharing capabilities. Its enhanced security, performance, and ability to handle semi-structured data are notable. Users suggest improvements in UI, pricing, on-premises integration, and data science functions, while calling for better transaction performance and machine learning capabilities. Users benefit from effective SQL querying, real-time analytics, and sharing options, supporting comprehensive data analysis with tools like Tableau and Power BI.

## What are Snowflake's Key Features?

- Scalability: Easily adjusts to handle growing data volumes.
- Seamless Integration: Works with a wide range of platforms.
- Consumption-Based Costs: Pay only for what you use.
- Time Travel: Access historical data effortlessly.
- Data Sharing: Secure and efficient sharing of datasets.
- Time Zone Conversion: Built-in feature for global operations.
- Security: Robust measures to protect sensitive information.
- Compute and Storage Separation: Independent scaling for optimal performance.

## What Benefits Should You Look for?

- Cost Efficiency: Optimized pricing models for minimal waste.
- Enhanced Performance: Fast queries and processing times.
- Flexibility: Handles both structured and semi-structured data.
- Analytics Capabilities: Supports advanced data analysis and reporting.

In industries like finance, healthcare, and retail, Snowflake's flexible data warehousing and analytics capabilities facilitate cloud migration, streamline data storage, and allow organizations to consolidate data from multiple sources for advanced insights and AI-driven strategies. Its integration with analytics tools supports comprehensive data analysis and reporting tasks.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Snowflake is a data lake on the cloud where all processing happens in memory, resulting in very fast query responses.”



**Snehasish Das**

Technology Leader at eTCaaS



“The technical support from Snowflake is very good, nice, and efficient.”



**Verified user**

Data Architect at a tech services company with 10,001+ employees



“In addition to the database, Snowflake also provides ingestion capabilities.”



**VivekSingh 1**

Senior Enterprise Architect at Boston Scientific



“I don't think it is difficult to maintain.”



**Verified user**

Center Head - Goa Regional Delivery Center. at a tech services company with 51-200 employees



“The product is quite fast.”



**Rahul Saxena**

Manager - Business Technology Solutions at a consultancy with 1,001-5,000 employees



“The best thing about Snowflake is its flexibility in changing warehouse sizes or computational power.”



**Sushrit Moundekar**

Program Manager at InfoCepts



“The solution speeds up the process of onboarding.”



**OvidiuPirvu**

Cloud Data Engineer at Expo Design Center

## What users had to say about valuable features:

“The platform's most valuable features include its ability to effectively summarize and manage large datasets, allowing multiple teams to analyze and generate insights. Its integration with data lakes for business impact analysis, performance metrics, and KPIs is particularly important..”

### Verified user

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Data Engineer at a photography company with 1,001-5,000 employees

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“With Snowflake, we don't need any other ETL tool, which is the primary reason I started liking this tool. In addition to the database, Snowflake also provides ingestion capabilities. Currently, we are only using the database because we already have integrations with the IICS. The solution also provides data engineering capabilities, which we can leverage and utilize in the future..”

### VivekSingh 1

[Read full review](#) 

Senior Enterprise Architect at Boston Scientific

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“Snowflake is a data lake on the cloud where all processing happens in memory, resulting in very fast query responses. One key feature is the separation of compute and storage, which eliminates storage limitations.

It also has tools for migrating data from legacy databases like Oracle. Its stability and efficiency enhance performance greatly. Tools in the AI/ML marketplace are readily available without needing development..”

**Snehasish Das**

Technology Leader at eTCaaS

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The independence of the compute and storage within Snowflake is key. The integration with third-party solutions like DBT, Airflow, and Fivetran is highly beneficial. The scalability options it provides, addressing issues without tying workloads into one virtual machine, enhance functionality. The fast pace of delivering new AI features also brings excitement about future possibilities. Further, being able to perform AI and Machine Learning in the same location as the data is quite advantageous.

**Verified user**

Data Architect at a tech services company with 10,001+ employees

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“In my view, cost optimization for the computing power required by the ETL jobs, reports, and dashboards is the most valuable feature. Especially for startups, this helps us to keep cost spending within control without having to worry about manually shutting down the server when not used.

As a Google partner, we like to leverage GCP (Google Cloud Platform). Snowflake supports GCP, AWS & Azure platforms. This works just fine for us. Encryption of data with multiple keys for both data in transit and data at rest gives us enough confidence to use snowflake for our customer 360 solutions..”

**Azhagarasan Annadorai**

Founder at Unknown.University

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“It's easy to use, which is a feature that really helps me out.

“Snowflake Data Cloud is scalable enough for my data management processes.

“The reduced infrastructure management is the big difference compared to on-prem warehousing with Snowflake Data Cloud.

“Snowflake Data Cloud is good enough security-wise for my needs, and it can integrate in terms of networks and user management.

“Integration with third-party tools is possible, not just Snowflake Data Cloud solutions..”

**Mikalai Surta**

Head of Big Data Department at IBA Group

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# Other Solutions Considered

“I have tested all the different alternatives to Snowflake as well. It is hard to determine which one is the most suitable, as each has its own advantages and disadvantages..”

**Verified user**

Architect at a tech vendor with 10,001+ employees


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Snowflake's main competitor is Databricks. Databricks was initially built for big data and machine learning, and then moved to SQL capabilities, while Snowflake followed the opposite trajectory.

**Verified user**

Data Architect at a tech services company with 10,001+ employees

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“In the past, we used Google Cloud SQL. However, Snowflake offered cost optimization among the many other useful features. They also introduced app building on top of the data hosted. .”

**Azhagarasan Annadorai**

Founder at Unknown.University

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“I have not worked with anything else in the cloud as competition to Snowflake Data Cloud.

“I worked with on-prem warehousing before Snowflake Data Cloud..”

**Mikalai Surta**

Head of Big Data Department at IBA Group

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“I also used Oracle. Snowflake is easier to handle than other solutions and has many things under one umbrella. I like Snowflake's data ingestion capability the most compared to other RDS and database vendors. In other solutions, you would need to design your integration methods separately. However, if you choose, it's not fake. Data ingestion and data lake creation can be easily achievable with Snowflake..”

**VivekSingh 1**

Senior Enterprise Architect at Boston Scientific

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“We did. I evaluated Google BigQuery and Amazon Redshift.

In terms of distinguishing features between each of them, it was really just two things. One was the speed factor of query times. The other thing that really sold us on Snowflake was their ability for data sharing. They have a unique product as part of their solution that you can share information directly with other individuals, either in their own additional private cloud or if they're not Snowflake customers, simply sharing a URL link to where they can receive data themselves..”

**Verified user**

[Read full review](#) 

director of business operations at a logistics company with 51-200 employees

# ROI

Real user quotes about their ROI:

I assume I achieve a certain level of return on investment, though I am skeptical about the calculations. However, I am generally happy after adopting Snowflake.

**Verified user**

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Data Architect at a tech services company with 10,001+ employees

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“We have many long-term customers who have been using Snowflake for years, and they wouldn't continue to use it if they weren't seeing a strong return on investment..”

**Chris Hastie**


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Data Lead at InterWorks

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“The solution is worth the money. It is good to use. It has a lot of features which are not available in other products. However, users must explore other products to control their costs..”

**Rahul Saxena**

[Read full review](#) 

Manager - Business Technology Solutions at a consultancy with 1,001-5,000 employees

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“Snowflake is a cloud-based, scalable solution that provides strong data security. Handling all the data is much easier in Snowflake, and it has a very nice interface to control user access. The administration of Snowflake is also comparatively easier..”

**Sushrit Moundekar**

Program Manager at InfoCepts

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“We haven't yet seen a return on investment because some of the applications are yet to be fruitful and make revenue. We have used Snowflake for the past three years at this point, but we have not yet made great revenue..”

**Verified user**

Vice President, Data Architecture and Management at a financial services firm with 10,001+ employees

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“The tool does add some value to the company. When it comes to pipeline development work, though customers expect it to be faster, I think if you have simple files, you can load them in a day and analyze the data. Productivity-wise, it is definitely much better compared to Redshift. Redshift Spectrum is catching up with Snowflake, but I have not explored it. To be very frank, I am not very familiar with Azure Data Warehouse, so I am not sure how it is different from Snowflake, but from what I have seen, it has been good in terms of productivity..”


**Verified user**

Center Head - Goa Regional Delivery Center. at a tech services company with 51-200 employees

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# Use Case

I primarily use Snowflake for hosting and analyzing data. It acts as a data warehouse where data is stored, analyzed, and moved from stage to stage, ultimately exposing it to end users. Additionally, there is an increasing trend in implementing AI capabilities, allowing me to write SQL queries for insights into structured and unstructured data.

**Verified user**[Read full review](#) 

Data Architect at a tech services company with 10,001+ employees

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“The main use cases for Snowflake Data Cloud are standard data warehouses.

“Real-time data sharing capabilities are not something we require with Snowflake Data Cloud..”

**Mikalai Surta**[Read full review](#) 

Head of Big Data Department at IBA Group

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“Snowflake is used to create a data lake, and we have a consumer base where we create data. This data is consumed by different consumers and vendors, who have different needs in how they want to use it. We are from the data engineering side, and we put this data from various source systems in this data lake. We put the data into Snowflake and use connectors to connect to the data lake..”

**VivekSingh 1**

Senior Enterprise Architect at Boston Scientific

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“Mostly, we use it for the data warehousing side of use cases, where you have, like, a huge amount of data, and you are required to do reporting in terms of data science, data warehousing, or ad hoc reporting. The use cases we have used are, for example, data coming from MedTech devices, mostly sensor data, which we need to load in Snowflake and do data analytics. We have been using the tool for a couple of MedTech clients. .”


**Verified user**Center Head - Goa Regional Delivery Center. at a tech services company  
with 51-200 employees[Read full review](#) 

“Data warehousing is typically a rich guys' toy. Large enterprises are only able to leverage data warehouses for data analytics purposes. We wanted to change that and wanted to build a data warehouse template model for businesses across industries.

If Snowflake was not around, we would have used Google's Big Query or Amazon's Redshift, or a MYSQL/Postgres database in a Windows VM (virtual machine). However, Snowflake made it a lot easier for us with loads of features such as encryption of data in motion and at rest, masking policies, time travel (to correct data load issues), controlled access based on roles, data sharing, third-party data from marketplaces, etc..”

**Azhagarasan Annadorai**

Founder at Unknown.University

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“I started working with Snowflake when I was with Fidelity Investments around 2016–2017. We used Snowflake on AWS cloud because Snowflake doesn’t have an on-premise offering. You need to use it with AWS, Azure, or Google Cloud.

As a consultant now, I assist enterprise customers, though I don't have Snowflake deployments yet..”

**Snehasish Das**

Technology Leader at eTCaaS

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup was rated six out of ten due to the time required for migrating existing data to Snowflake. Configuration and data migration are major steps involved..”

**Snehasish Das**

Technology Leader at eTCaaS

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“The initial setup is not difficult. Google Search will lead us to articles that can guide us on the setup of users, roles, warehouses, and access controls..”

**Azhagarasan Annadorai**

Founder at Unknown.University

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“Speaking about the product's initial setup phase, I would say that the product is used just from the cloud. We have not installed it in any environment. I work with the tool's SaaS version..”

**Verified user**[Read full review](#) 

Center Head - Goa Regional Delivery Center. at a tech services company with 51-200 employees

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Setting up Snowflake in 2021 was challenging, especially due to the strong security requirements at the enterprise level. It involved back-and-forth communication with Snowflake and Azure support. However, the documentation has improved over time, which would likely streamline the process now.

**Verified user**[Read full review](#) 

Data Architect at a tech services company with 10,001+ employees

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“The solution's deployment is simple. You purchase the license on the Internet—I think there's only a free trial for thirty days—and set it up like a Gmail account. It takes less than a minute to set up. You can set up your Snowflake server or use an enterprise vendor like AWS or Azure. Recently, Snowflake has been moving away from third-party vendors. They want to set up their remote infrastructure..”

**AyindeHammed**[Read full review](#) 

BI Developer at DivVerse LLC

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“The primary challenges during the initial setup were the high pricing and uncertainties regarding future costs associated with data usage.

The deployment involved consultation among managers, agreement on on-site requirements, scale calculations, and collaboration with engineers for setup approval.

I rate the process a seven out of ten. .”

**Verified user**

Data Engineer at a photography company with 1,001-5,000 employees

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# Customer Service and Support

“Snowflake's technical support is excellent. During my time at Fidelity, I received great support in migrating data to Snowflake, with quick responses and innovative solutions..”

**Snehasish Das**

Technology Leader at eTCaaS

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“I only put data in and modify data. Most of the time, I don't require technical support. We occasionally had downtimes, and the data engineer would escalate these issues to Snowflake to resolve them..”

**AyindeHammed**

BI Developer at DivVerse LLC

[Read full review](#) 

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“My company is a direct partner of the product. We have a lot of Snowflake experts who can resolve any doubts. Hence, I haven't felt the need to contact customer service and support..”

**Verified user**

Associate Data Engineer at a outsourcing company with 201-500 employees

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“I've never directly dealt with technical support. We do have a direct contact. There are other people who might have. There might have been a version issue at some point. However, it wasn't something I dealt with. I've only interacted with the Snowflake community pages. .”

**Verified user**

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BI Consultant at a tech consulting company with 201-500 employees

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“My company has partnered with Snowflake. Normally, we reach out to the account manager or regional manager, and sometimes we get support. Most of the time, we ask for support from the architecture and solutions part of it to review it or for some workarounds. Right now, we have not gone for low-level technical support from Snowflake. Whatever we have worked on, we are able to manage..”

**Verified user**

[Read full review](#) 

Center Head - Goa Regional Delivery Center. at a tech services company with 51-200 employees

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“The customer service and support team is very useful and strong. They've got support built directly into the Snowflake UI. So wherever you are on the platform, and you see an issue, you can click into the support area and submit your ticket, including direct things like the query ID that you're using or multiple query IDs and all that stuff.

I find Snowflake to be very responsive, and if you submit a top-level ticket, you can get a response very quickly. The lowest tier of tickets might take 48 hours sometimes, but overall, they are very helpful..”

**Chris Hastie**

Data Lead at InterWorks

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# Other Advice

“Snowflake is growing with newer features and capabilities. But not much success with [Stream](#) lit app. Big query + app sheet is an alternative that we're considering..”

**Azhagarasan Annadorai**

Founder at Unknown.University

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New users should not proceed on their own without leveraging the experience of others who have already implemented Snowflake. Establishing a framework for operation and change management is crucial. Define a clear operating model for Snowflake adoption, and start with a small warehouse to adjust as needed. I rate Snowflake a 9.5 out of ten because there is room for expecting further improvements.

**Verified user**

Data Architect at a tech services company with 10,001+ employees

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“Snowflake is a great solution if you have substantial data volume. For those considering Snowflake, be prepared for the necessary initial investment in time and resources.

I rate the overall solution nine out of ten..”

**Snehasish Das**

Technology Leader at eTCaaS

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“Snowflake Data Cloud is good, and I can recommend it to colleagues or friends, though it may depend on the use case.

“On a scale where ten is a perfect solution and one is absolutely useless, I would rate Snowflake Data Cloud an eight out of ten..”

**Mikalai Surta**

Head of Big Data Department at IBA Group

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“Snowflake is integrated through a complex workflow that involves collecting data on the publisher side, using tools like Airflow and Kafka for batch jobs, and frequently importing data into the product from various sources, including S3 and Data Lakes. It creates a smooth data pipeline.

I rate it a seven out of ten. .”

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**Verified user**

Data Engineer at a photography company with 1,001-5,000 employees

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“The solution's integration aspect is good, and all the connectors are in place. I found Snowflake similar to RDS. We use it for both data in motion and data in transit. It looks like the tool handles the data quite securely.

We create ETL patterns. We ingest data from different source systems, and we have to create data pipelines. It would be useful if we could have AI features added to identify what I'm going to do with this data. It would be good if it could look at the data and help me create an automated pipeline instead of me creating a pipeline by myself.

I'm from a retail background. I completed my Oracle DBA training a long time ago, about 18 years ago. I was quite familiar with the Snowflake and relational database concepts since I had already completed the Oracle ops, DBA ops, OCP, and OPA courses. For me, it was a journey similar to when I shifted from Oracle RDS to Snowflake. Although I was quite familiar with most of the concepts, there were some learnings.

Whosoever is in the data field should at least try Snowflake once. They will then realize the best features in the solution and can continue using it.

Overall, I rate the solution a seven out of ten..”

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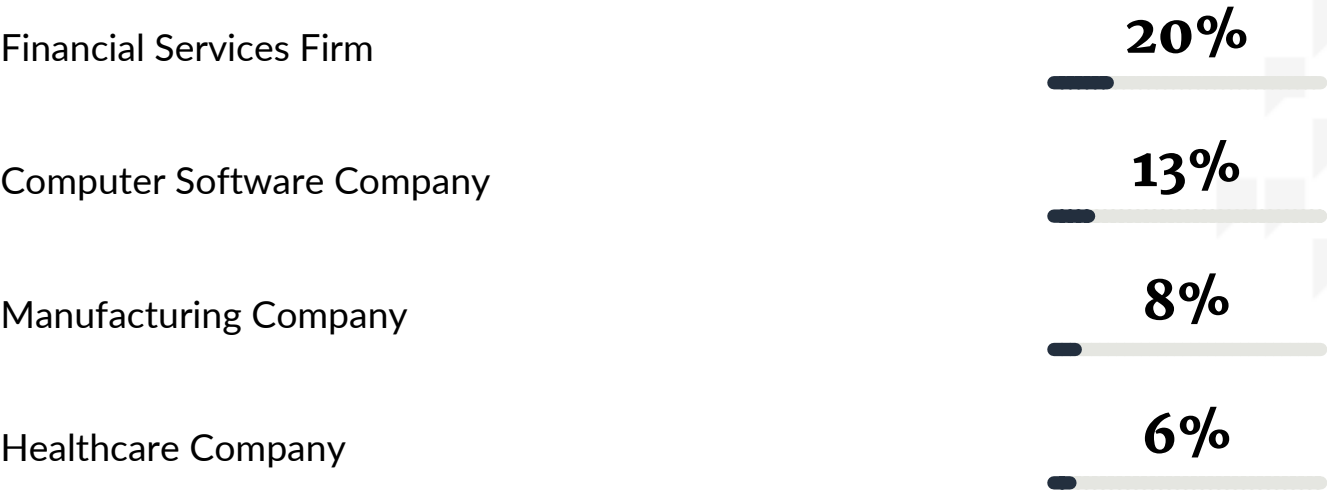
**VivekSingh 1**

Senior Enterprise Architect at Boston Scientific  
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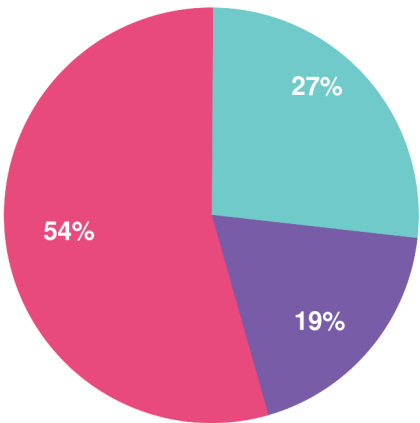
# Top Industries

by visitors reading reviews



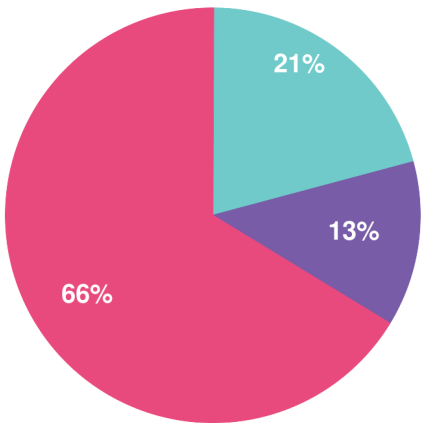
# Company Size

by reviewers



# Company Size

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Large Enterprise      Midsize Enterprise      Small Business

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