ATSC△LE + ❄ snowflake

Seamless Cloud Transformation for Enterprise Analytics and Business Intelligence

AtScale's Virtual Data Warehouse creates a single, logical view of an enterprise's data across traditional on-premise data warehouses and Snowflake

Augmenting / replacing traditional data warehouses and analytical data marts including Teradata, Netezza, SSAS and Vertica requires application and analytical tools transparency. AtScale dramatically accelerates Snowflake's ability to land and expand within enterprise environments.

▲ **Native SQL integration between AtScale and Snowflake**

△ AtScale's Virtual Data Warehouse enables business intelligence applications to execute a wide range of complex SQL and MDX analytics (OLAP) natively on Snowflake with unparalleled scale, performance and security. **Additionally, AtScale is the only way to enable a real-time connection between Microsoft Excel and data in Snowflake.**

△ AtScale can seamlessly leverage multiple virtual Snowflake Elastic Data Warehouse instances based on the workload characteristics.

Customer Spotlight:

ℝ Rakuten

AtScale virtualizes data between a Cloudera Hadoop cluster and Snowflake, transparently shifting business intelligence workloads to Snowflake for business users querying data in Tableau and Excel.

Rakuten's analysts run thousands of queries per day through AtScale to determine the efficacy of ad spend.

> *As an early adopter of AtScale's Virtual Data Warehouse, we have experienced unparalleled performance, scale and agility as we modernized our operational analytics. We've transitioned between legacy platforms and Hadoop and now to Snowflake without application downtime or business interruption; the only difference for our users has been dramatic improvements in performance and simplicity.*
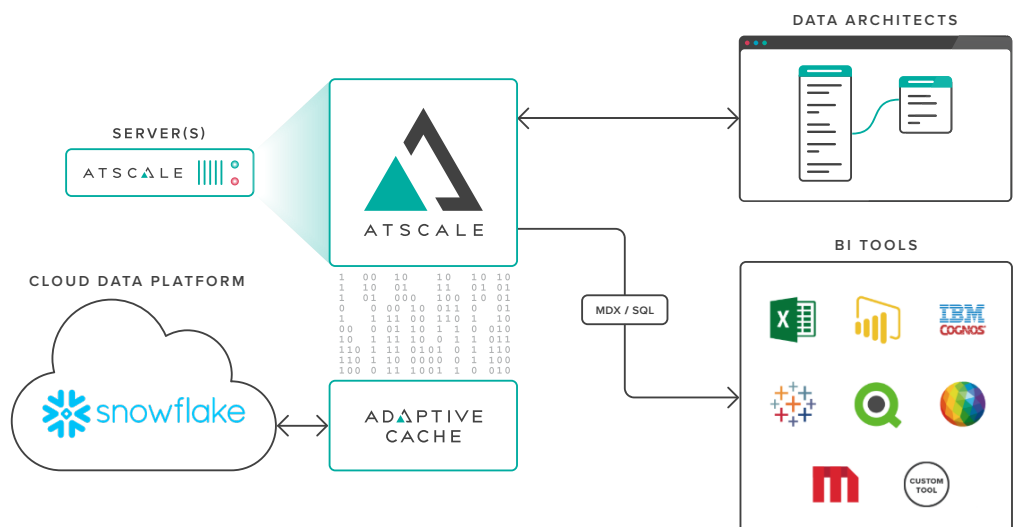>
> **—Mark Stange-Tregear**
> VP of Analytics, Rakuten

▲ **AtScale produces more accurate results with enhanced performance**

△ AtScale's visual model builder designs business focused data models to leverage the parallelism and concurrency of Snowflake.

△ AtScale's Intelligent Aggregates analyze query patterns in real-time to automate and optimize the creation and management of smart data structures, driving down time to insight from days to seconds.

▲ **How AtScale integrates with and augments the existing Snowflake security model**

△ Snowflake warehouses on either Amazon Web Services' or Microsoft Azure's platforms satisfy the most stringent data governance and access auditing policies as well as data encryption at rest and in transit.

△ AtScale integrates with both Amazon and Azure security Access Management features while providing an additional layer of governance and security capabilities.

△ AtScale requires no data movement, contains end-to-end TLS, and provides the ability to set security measures at the cell or user level.