

WHITEPAPER

SALT: your **integrated  
technology triangle**  
for effective digital  
transformation



**keyrus**

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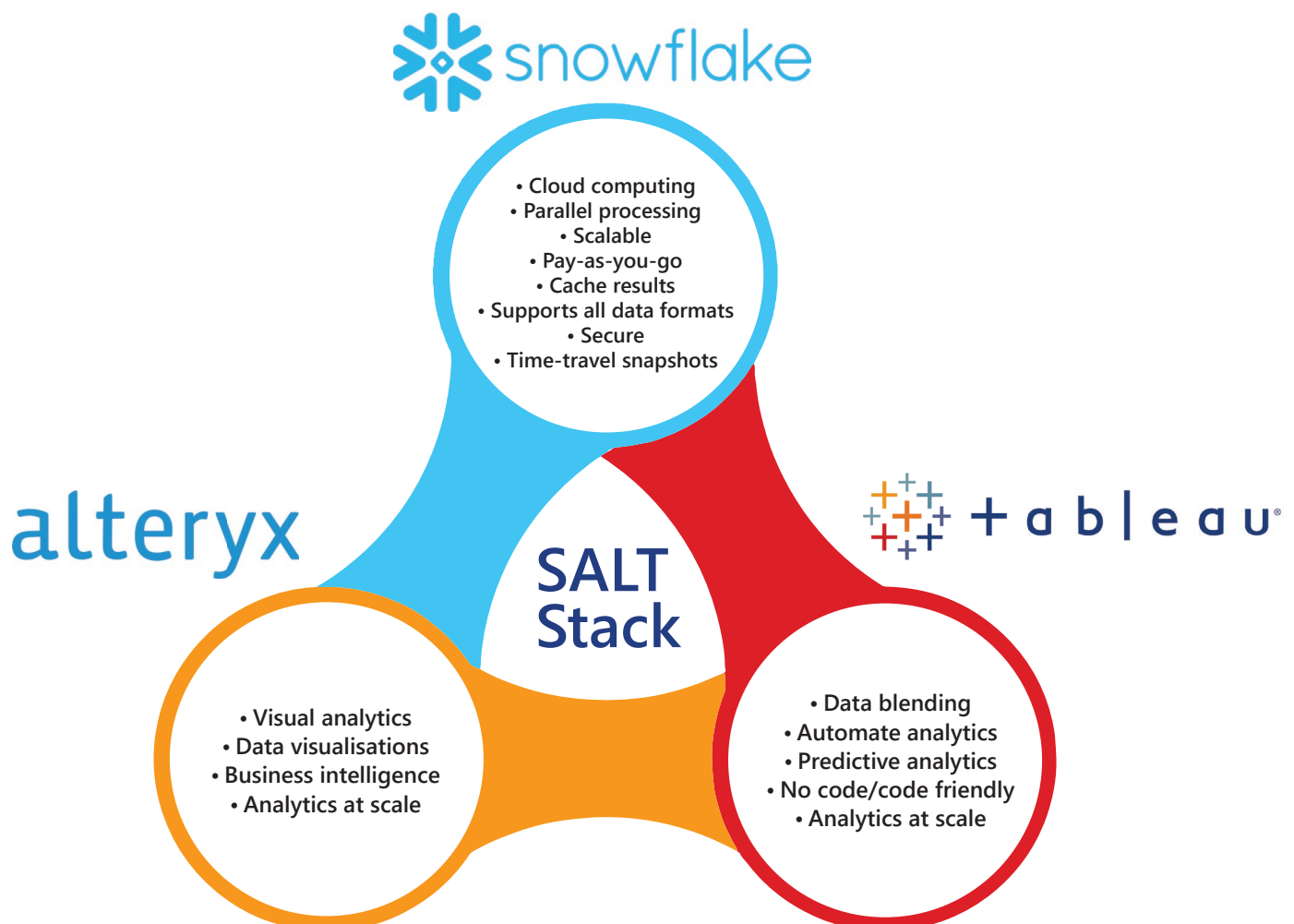
# The SALT stack

A triarchy of complementary technologies:

**Snowflake,**  
**Alteryx and Tableau**

SALT technologies work together to give you the foundation, tools, and performance to reach your transformation goals. These three technologies complement each other, therefore it's easy to work with them in combination.

SALT focuses on diminishing obstacles and speeding up access to data insights, paving the way for innovation and delivering real business impacts.



# Advantages of SALT

## 1 Cloud agnostic

SALT technologies are cloud agnostic and can be deployed onto the three major cloud platforms (Google Cloud, Amazon Web Services & Azure).

Thus, an organisation can choose a variety of deployment options depending on where they are on their journey with Cloud. This provides flexibility to cater to an individual organization's needs.



## 2 Data governance & security

In terms of data governance, the SALT trifecta is easier to manage due to simpler data lineage, when adopting Snowflake.

All three technologies bring their own security measures and support industry standards so data can be secured for the right individuals and teams.



Due to Snowflake's independent Compute Clusters, teams can be charged back based on usage. Additionally, it means experimentation can occur without fear of disrupting business-as-usual analytics and reporting.

### 3 Scalable

The ability to scale compute means organisations can get answers faster or meet demands at peak times:

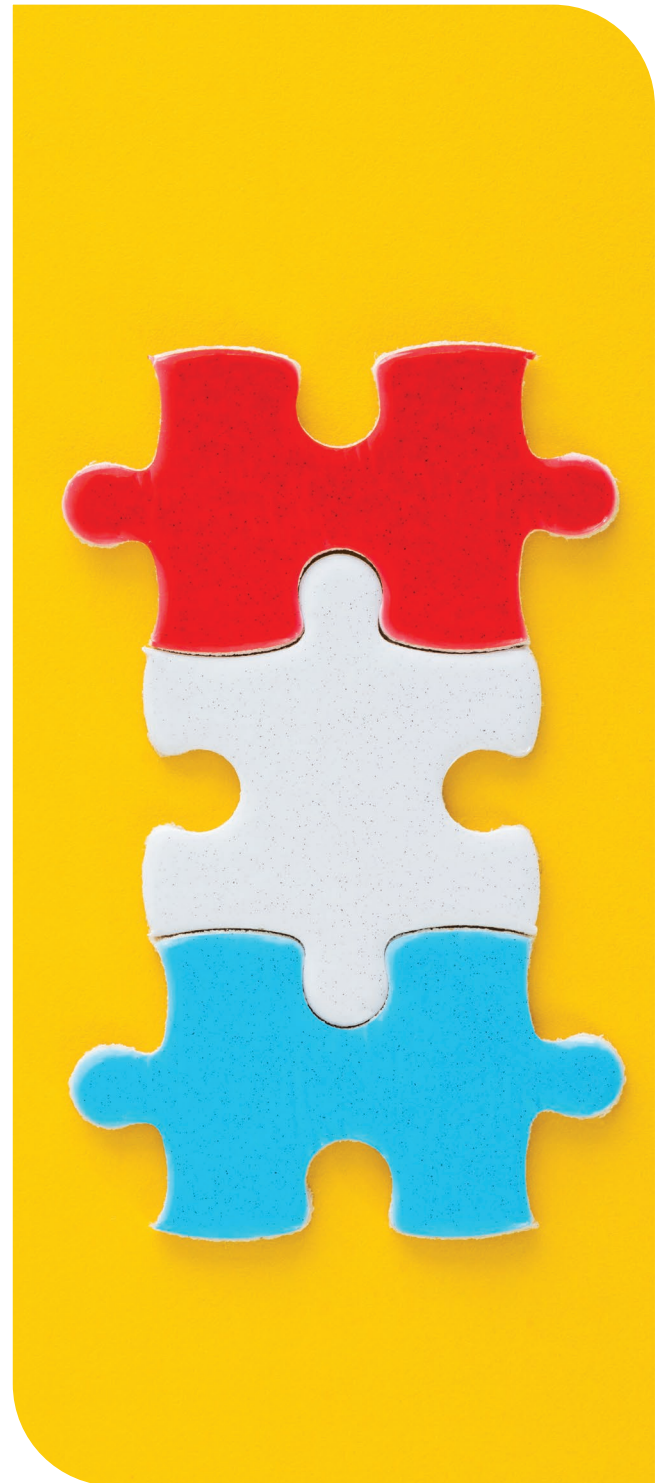


- Agility in building solutions without the need of IT and using no code/ low code options
- SALT can easily make solutions production ready to serve your organisation
- Reduce the undifferentiated heavy lifting of IT
- Small Investment to test ROI

## 4 Unified platform

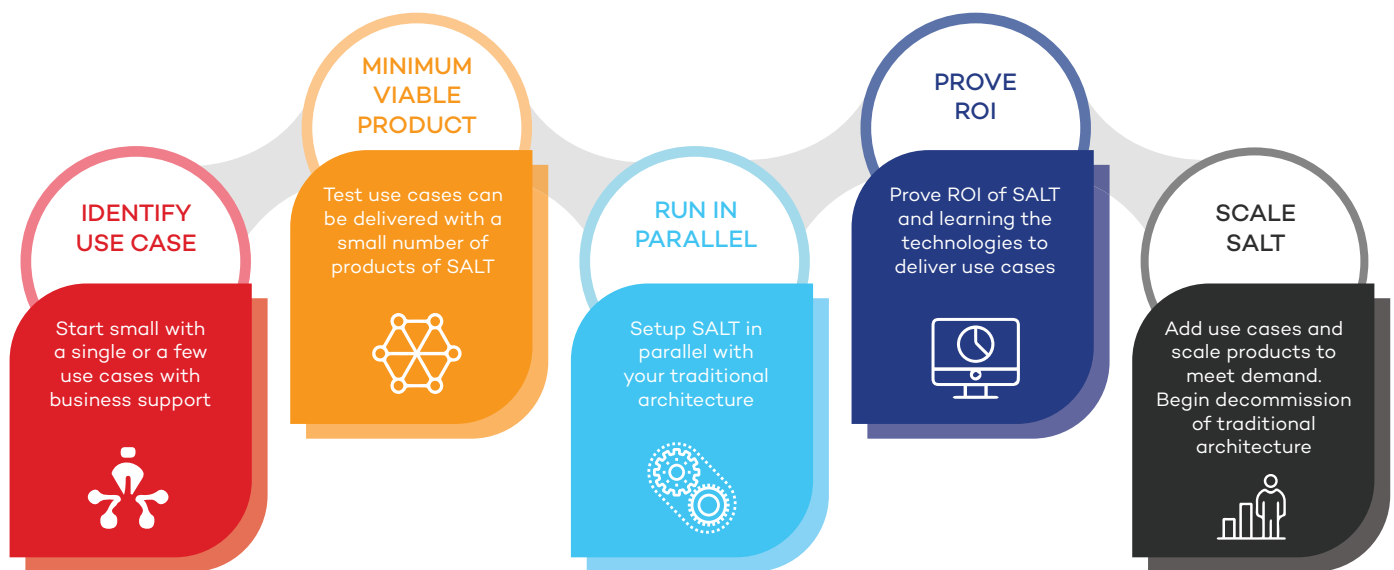
All three technologies invest into each other, work well together and have active communities for support and training.

- Users will have fewer barriers to data while still being secure.
- Human outputs will be amplified due to fewer hurdles and being able to answer questions quicker.
- ROI and transformational outcomes are measurable across all lines of business.



## 5 SALT - Course of action

The SALT stack allows an organisation to start small prove out use cases with little commitment in terms of capital, reputational risk and existing IT infrastructure, to the point in which only one person is capable of manage it.



The SALT stack works to help **overcome challenges** to enable your organisation to scale





# Snowflake



As IT architecture is built for the cloud, Snowflake can scale up and down at speed, in line with ever changing demands. This gives you the agility and flexibility you need to respond, cost-efficiently with faster decision-making.

By keeping your data centralised and shareable, everyone involved can access one single source of truth effortlessly, to find all their information and business insights.

Because Snowflake operates in the cloud, there is no hardware or maintenance to worry about. You only pay for what you use, as you use it. What's more, it uses SQL code so it's easy to work with.

All information is backed up immediately and regionally in the event of an unexpected disaster, so you can enjoy the peace of mind that you'll always be well-protected.

- Safe, protected data storage in the cloud.
- Easier data governance due to simple data lineage.
- Cloud agnostic – can run on any cloud platform.
- Reduced on-premise datacenter costs.



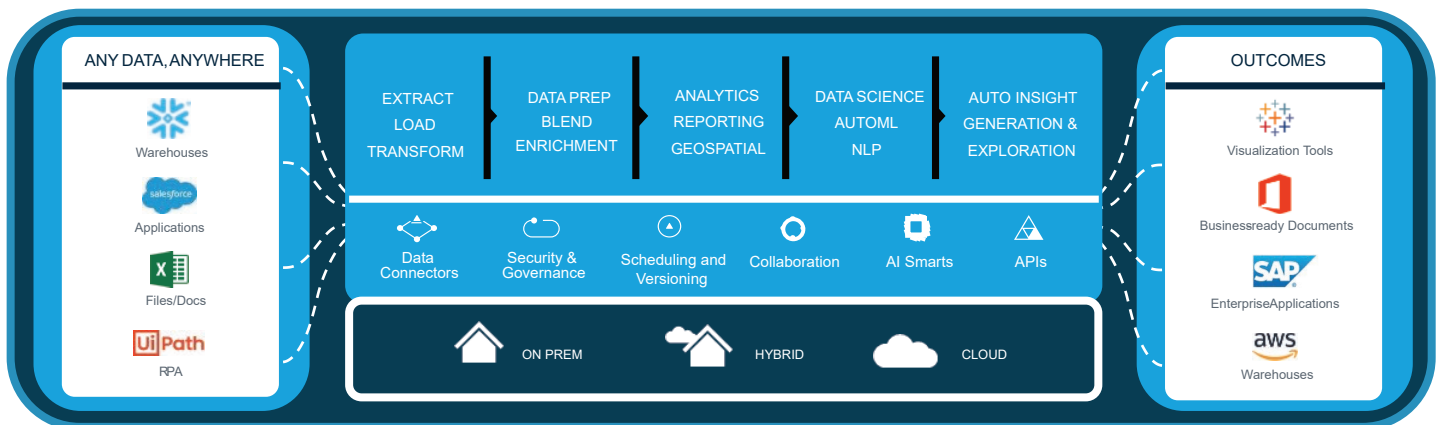
# Alteryx

# alteryx

This advanced, end to end analytics platform has changed the data analytics game. It connects to a wide variety of different data sources and platforms, to transform your output into one common format and send it back into Snowflake for processing.

No more siloed, isolated analysis processes happening through a suite of conflicting, independent tools.

## Alteryx Analytics Automation Platform



By blending and transforming your raw data from multiple sources, in one place and via one process, Alteryx creates a self-service, intuitive ecosystem where employees and customers can gain invaluable insight easily and share it instantly

# Tableau



Tableau empowers your organisation to turn data into actionable insights with speed and ease, with an intuitive interface to create beautiful visualisation and tell stories from your data.

In addition to visual analytics, Tableau offers powerful AI, data management, and collaboration. Tableau's visual analytics platform is the most powerful, secure, and flexible end-to-end analytics platform. Tableau supports data prep, analysis, visualisation, governance, collaboration, and more.

From individuals to organisations of all sizes, customers around the world use Tableau's advanced analytics to fuel impactful, data-driven decisions.

- Visualize trends and distribution information.
- Aggregate, sort, group and filter data based on your needs.
- Flexible with cloud and on-premises infrastructure.
- Supported by a large, active user community, making it easy to collaborate and learn.



## Conclusion

Operating as a robust, end to end data platform with flexible governance and a comprehensive user experience, you benefit from the freedom to deploy it in any environment to get maximum value from your data with minimal technical difficulty or disruption.

Together, Snowflake, Alteryx and Tableau act as three interactive and specialist applications to form SALT -enabling you to deliver transformation programs with a difference... and a far greater chance of success.

With active communities for support and training, proven security and very few data barriers, SALT may be your choice to deliver to deliver measurable ROI and transformational outcomes across all lines of business.



# We are **experts and your trusted partner** across the full modern technology stack

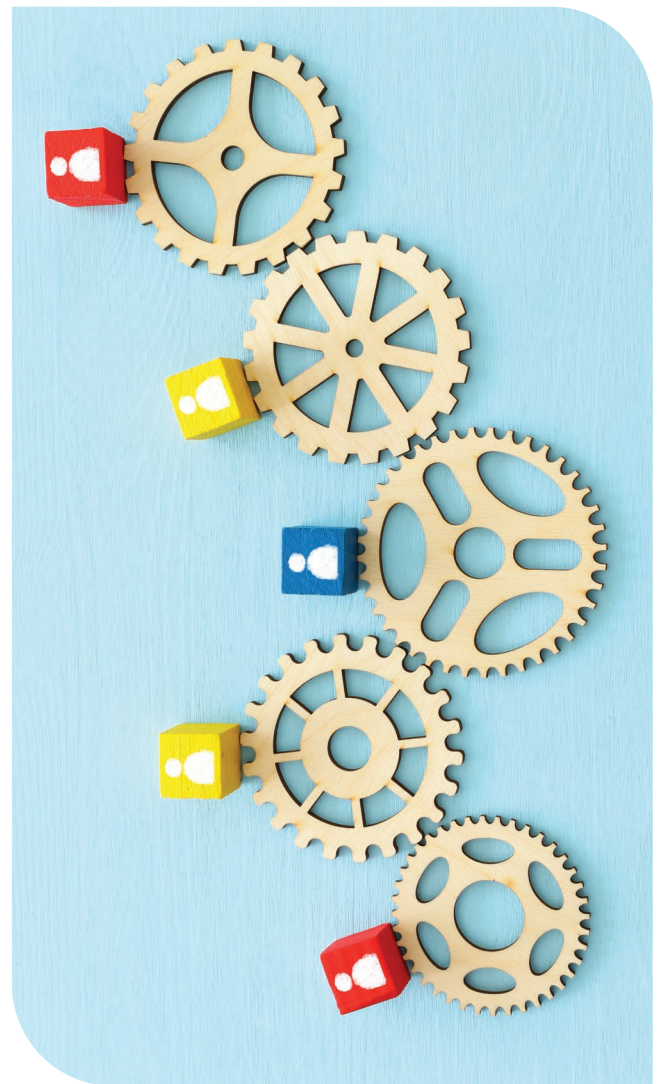
As a data consultancy Keyrus can partner with your organisation and strategise, plan, and prioritise use cases to ensure the SALT technology solve challenges in your organisation.

Keyrus has a wealth of expertise in delivering all three technologies and can help successfully deliver them in your organisation.

Our consultants can implement the SALT tech stack and prove out initial use cases, enabling the organisation to scale once the use cases have proven successful.

Based on experience with our clients we can provide thought leadership and best practises and governance with all three technologies on the SALT tech stack.

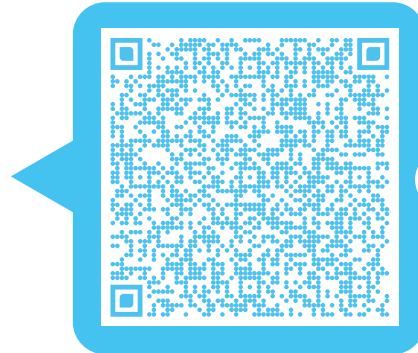
Our technical experts can deliver training to upskill and empower your people to utilise the SALT tech stack and deliver value to the organisation.



# Let's talk about how we can make your data matter



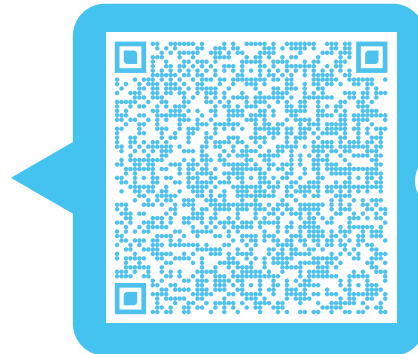
**Adam Walker**  
General Manager



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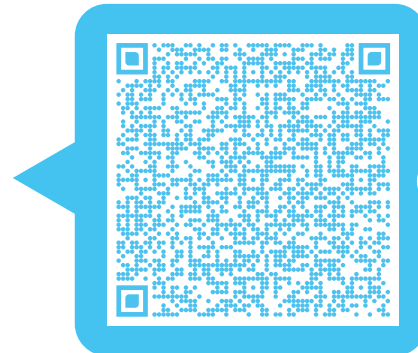
**Steven Hunt**  
Strategic Sales Manager



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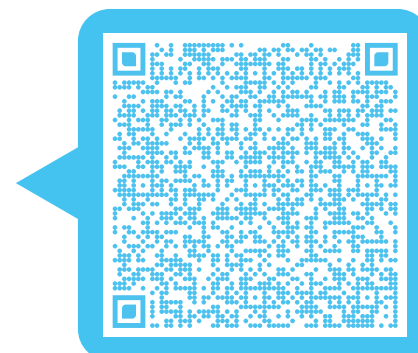
**Nkosinathi Xulu**  
Head of Data Engineering



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**Craig Andrew**  
Head of Data Analytics



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Thank you!

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