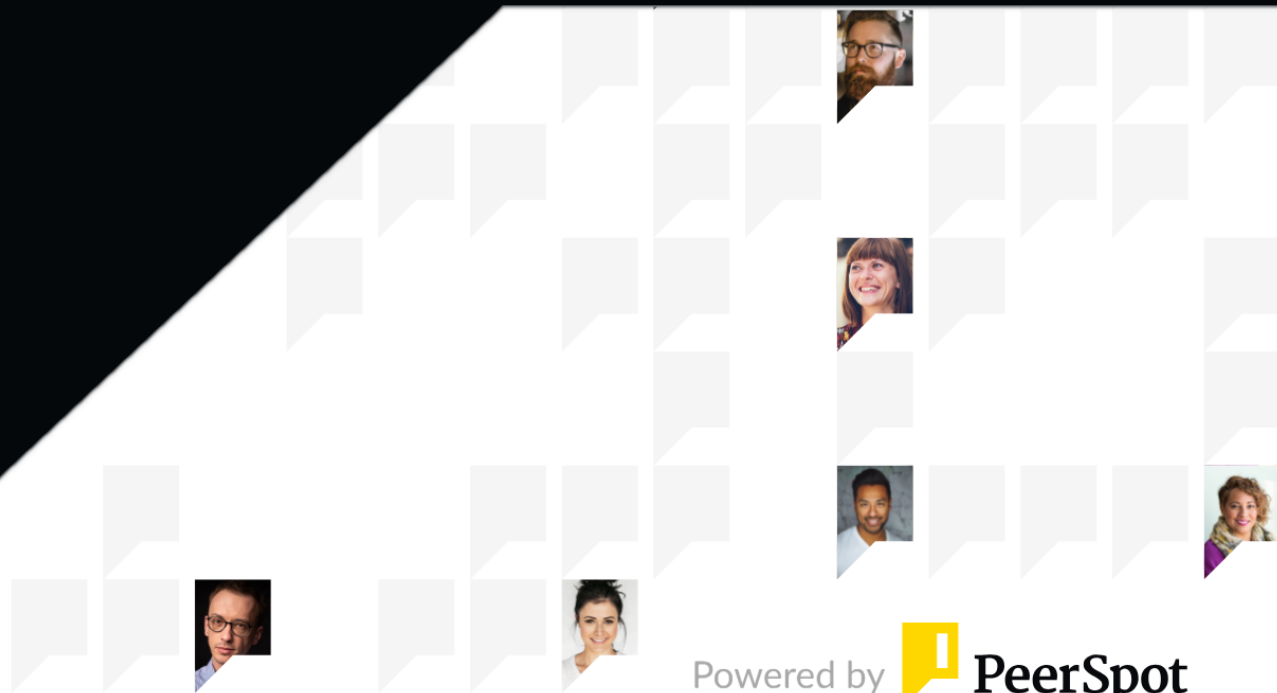


aws marketplace

**Snowflake**

# Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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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:

- ✓ “We utilize Time Travel with Snowflake because this is a very useful feature; everyone finds it crucial because in conventional data platforms, it's very difficult to handle these kinds of things.”



**SunilPatil1**

Asset Builder at Genpact - Headstrong

- ✓ “Snowflake has evolved significantly over time; initially, they started with scalability, but more recently, they have introduced streaming capabilities, real-time and dynamic tables, along with various connectors.”



**Verified user**

Senior Data Engineer at a tech services company with 11-50 employees

- ✓ “Snowflake has positively impacted us by making everything cloud-native, significantly reducing the systems and application running process.”



**AmolDhormare**

Data Integration Developer at a tech services company with 1,001-5,000 employees



“Snowflake's data sharing capability with other enterprises is the best feature they offer, which is excellent for us as a software company.”



**Verified user**

CEO



“Since we are using Snowflake, it has improved the speed and reliability of our analytics processes, which is key to any data engineering or data warehousing project.”



**Hemanthreddy Vakiti**

Data Engineer at a tech vendor with 10,001+ employees



“From my experience, Snowflake is the most stable, user-friendly, and simply the nicest tool that I have been working with, and I have had experience working with many databases and different solutions.”



**Andrejs Nikitins**

Data Analyst at Mastercard



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



**Verified user**

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

## What users had to say about valuable features:

“We utilize Time Travel with Snowflake because this is a very useful feature. Everyone finds it crucial because in conventional data platforms, it's very difficult to handle these kinds of things. This feature is essential, though I don't have the use cases currently; it is just there for implementation.

Regarding Snowflake's automated scaling and suspension features, this auto-scaling is very significant. We had a comparison with Databricks and Snowflake a few months back, and this auto-scaling takes an edge within Snowflake; that's what our observation reflects. .”

**SunilPatil1**

Asset Builder at Genpact - Headstrong

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“Snowflake offers a user-friendly interface that is native and to some extent simple. You do not need a lot of time to find features you need to use. I would also mention scalability as one of the best features. Additionally, what Snowflake is doing around AI with the Cortex solution looks quite powerful, even though we do not currently use it.

“Snowflake has impacted my organization positively mainly in terms of collaboration and transparency. We have multiple departments, so we do not have free access to other teams or departments' knowledge base. However, the fact that we can see what is happening in Snowflake from other departments and teams helps our team build quality reporting..”

**Andrejs Nikitins**

Data Analyst at Mastercard

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“Snowflake's data sharing capability with other enterprises is the best feature they offer, which is excellent for us as a software company. Everything else they offer can be done better with other platforms at a cheaper rate. Snowflake's data sharing capability stands out compared to other platforms because it is native to Snowflake. If your customer has Snowflake, it is valuable. You can send your data into Snowflake and then the customer receives it automatically.

“However, Snowflake has been the biggest mistake we have made since we started the company. It was a drain on the team from a technical perspective and almost from an emotional perspective. A specific example of how it was a drain on the team includes that we were promised a significant amount of things pre-sale around access to solution architects, support to get us on the project, and technical abilities to simplify our infrastructure. All of these technical abilities were significantly oversold. When it came to setting up meetings and getting help, it took months to get meetings with people who could actually assist us. In the end, when we got the meeting with someone who actually had the technical ability to do the work, he confirmed that they could not actually help us. Since then, Snowflake has only held our feet to the fire for the capacity commitments we made on the commitments that they made to us pre-sale..”

**Verified user**

CEO

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“Snowflake has evolved significantly over time. Initially, they started with scalability, but more recently, they have introduced streaming capabilities, real-time and dynamic tables, along with various connectors.

“Snowflake is well integrated with other solutions. I have used the Snowflake Zero-Copy Cloning feature in the past while prototyping data in lower environments. This feature is helpful as it saves a lot of time during the data replication process.

“I have utilized the Time Travel feature multiple times while conducting testing. I have typically used the Time Travel feature for testing to see what the state of data was at a specific point in time. This feature is helpful, and Snowflake also has good RBAC policies with masking capabilities and policies that can be implemented.

“Snowflake's data sharing capabilities are good for enhancing collaboration within the team. Additionally, Snowflake has introduced Snowpark and AAML integration, which makes it feasible to perform CICD operations..”

**Verified user**

[Read full review](#) 

Senior Data Engineer at a tech services company with 11-50 employees

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“One of the best features I appreciate is how the computing and storage are separate in Snowflake, so that in our project with multiple teams, around 15 to 20 teams, all of them can use Snowflake without affecting each other's work due to the separation of compute and storage. Another key feature is scaling and performance optimization; based on the amount of data we receive, we can easily scale Snowflake without requiring any special requests to be raised to the team. For instance, during weekdays, the data would be less compared to weekends, so we reduce the storage somewhat during weekdays, saving us a huge amount of money.

“This separation of compute and storage allows us to scale compute resources independently based on our requirements while keeping storage costs negligibly low. The automatic scaling and performance optimization are very important for any data engineering tool, and Snowflake offers this, allowing it to scale down when the amount of data is less and to automatically scale up when the data is high. Additionally, I appreciate the special features such as Time Travel and secure data sharing.

“Since we are using Snowflake, it has improved the speed and reliability of our analytics processes, which is key to any data engineering or data warehousing project. Prior to using this cloud data warehouse, reporting jobs often competed for resources, causing delays and sometimes making business users wait for more than hours to receive data during peak times. With Snowflake, different teams can separately use the same data without affecting one another, and the data sharing has become more user-friendly. The performance tuning and scalability have positively impacted our organization as well.

“Before using Snowflake, business users received data during peak hours at around 9:00 p.m. to 10:00 p.m., causing a three to four hours time wastage, but since we transitioned to Snowflake, that time is easily utilized for other tasks. Now, during both peak hours and normal days, data is available to business users daily at 6:00 p.m., making that three to four hours available for analytics, helping them make better business decisions..”

**Hemanthreddy Vakiti**

Data Engineer at a tech vendor with 10,001+ employees

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“Snowflake has a very wide variety of data integration capabilities. For workflows and data sources, we can capture semi-structured or non-structured data such as Avro, Parquet files, JSON files, and text files, or we fetch data from API integrations, such as Salesforce API or SAP data. We try to inculcate and grab all the data and then load it into Snowflake. Snowflake works as a very good tool because it handles and creates micro-partitions automatically. Whenever we create SQL queries, it automatically divides and runs the whole query itself on a multi-cloud, multi-cluster, and multi-cloud enterprise workflow.

The top features about Snowflake are first that it is hybrid cloud native. Everything is on cloud, so we have very zero maintenance for computational or in order to maintain Snowflake. Second, it is a very simple tool to understand with an architecture dividing the data layer, storage layer, computational layer, and the UI layer. This unique feature of Snowflake gives us very low costs. It is very helpful for SQL analysis. In Snowflake, we keep the data in a very low-cost manner, and if we don't compute it, we can also move it to cloud storage. Third, it is very elastic in scaling. Whenever a large amount of SQL or computational work is required, the warehouse automatically scales in and out. This is one of the best features in Snowflake that it manages automatically and runs on ACID properties: Atomicity, consistency, isolation, and durability. Each query works on isolation, hits isolation, and Snowflake very much optimizes performance. It is very simple to use.

The elastic scaling helps significantly; for example, if we get a large amount of data after a leave period, it requires scaling out the warehouse to a larger size. If we have a bulky query, the warehouse size increases automatically, dividing the query into micro-partitions for quick execution. If we encounter unexpected data, such as special characters, Snowflake creates zero-copy cloning, aiding in development and testing. Such cloning does not require physical storage, hence reducing storage costs.

Snowflake has positively impacted us by making everything cloud-native, significantly reducing the systems and application running process. The maintenance costs are low because Snowflake maintains a high amount of data

efficiently at a low cost. There is also a massive scalable data warehousing performance. Whenever we need to increase SQL data, the data warehouse scales up or down based on our needs and query requirements. If the query is not heavy, the costs remain low, and the differentiation between storage and computational layers makes Snowflake very cost-effective compared to other data warehousing tools.

Snowflake has contributed to significant cost savings. Previously, we paid for both storage and computational layers, where unused data accumulated costs unnecessarily. With Snowflake, the unique approach to managing storage and computational costs allows us to transfer less frequently accessed data to Glacier, further optimizing expenses. Snowflake's performance enhances business efficiency, allowing timely achievement of targets. The analytics and transformations we execute using Snowflake are notably faster, providing significant advantages. The scalability is remarkable; marketing teams can analyze data on time-sensitive trends swiftly..”

**AmolDhormare**

Data Integration Developer at a tech services company with 1,001-5,000 employees

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## Other Solutions Considered

“It is difficult for me to give an answer regarding evaluating other options before choosing Snowflake because I was not in this organization when it began to operate. This means I do not know the full history behind this decision..”

**Andrejs Nikitins**

Data Analyst at Mastercard

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“We did evaluate a couple of other databases and data lakes before choosing Snowflake. I cannot remember what they were, but this was back when we were on Azure as well..”

**Verified user**

CEO

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“Earlier, we were using on-premise data warehousing with Hadoop, but it was complex and high-maintenance. The setup was also prolonged and costly. Therefore, we transitioned to Snowflake, which allows for rapid setup..”

**AmolDhormare**

Data Integration Developer at a tech services company with 1,001-5,000 employees

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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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“We found Snowflake's Cortex tools and some of their AI tools to be not as good as Bedrock and much more expensive and slower.

“My advice to others looking into using Snowflake is to look at DuckLabs and other tools. I would not recommend Snowflake on any level..”

**Verified user**

CEO

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“Before choosing Snowflake, we evaluated other options such as Redshift and Databricks. What we observed was Redshift's architecture seemed coupled, leading to slower scaling and limited concurrency issues requiring extensive maintenance. Redshift's clustering methods increased complexity in data management. In contrast, we found Snowflake offers fully managed services with micro-partitioning and independent scaling, making it a more desirable option..”

**AmolDhormare**

Data Integration Developer at a tech services company with 1,001-5,000 employees

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# 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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“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**

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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**

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Program Manager at InfoCepts

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“At this point, we have not seen a return on investment. However, we are having conversations about allowing new users to try Snowflake and some features, such as Cortex agents. It would be better to revisit this question in a month or two..”

**Andrejs Nikitins**

Data Analyst at Mastercard

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“In the end, Snowflake cost us more money. One of the things they said they could automate or improve for us was the ingestion of data and eliminate our Databricks requirements. In the end, we did not move to Snowflake to do ingestion, but they admitted that they could not actually eliminate any steps and would actually add steps to the process and add costs to the project. Snowflake undoubtedly cost us more money and provided almost no value to us..”

**Verified user**

CEO

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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**[Read full review](#) 

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

# Use Case

“I have used Snowflake for an end-to-end data solutioning as a warehouse, including all its capabilities such as ingestion and any implementations that were needed..”

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

Senior Data Engineer at a tech services company with 11-50 employees

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“My main use case for Snowflake is building ETL pipelines and ad-hoc analytics on data that we have. A specific example of a pipeline and ad-hoc analytics task I have worked on using Snowflake involves working in both Snowflake and Tableau to build BI analytics solutions for our customers and for the company. Every Tableau report needs a data source which is built in Snowflake. This means that we perform analysis where our raw data is located. Then we aggregate it, building queries that query other queries. The data source that Tableau is consuming can have the data that is needed..”

**Andrejs Nikitins**[Read full review](#) 

Data Analyst at Mastercard

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“In terms of solutions such as security, automation, or monitoring, security is prime. In agentic, I am building the agentic assets. From a data migration perspective, we are building the multi-agent accelerator which will help to migrate legacy data to a cloud platform or new platform, such as Databricks and Snowflake. Everywhere security is a prime concern nowadays. Nobody will allow you without the security assurance.

Regarding assessing Snowflake's data sharing capabilities in terms of enhancing collaboration, currently there isn't end-to-end or B2B sharing of data. .”

**SunilPatil1**

Asset Builder at Genpact - Headstrong

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“Snowflake is primarily used to handle the data warehousing part, for creating data modeling, and also keeping the raw data and creating reporting data so that it is further used for data analytics.

Whenever we receive files from API integration from the front end, such as Excel files, HR data, sales data, or marketing data, we load those files into Snowflake. These files may be in non-SQL formats, such as Parquet files or text files. From Snowflake, we transform those files into tables. Once the tables are transformed, we create dimension tables according to the business needs, either in a star schema or Snowflake schema. After creating that schema, we create curated data on top of it. Once the curated data is created, we create a view query which is further used as reporting data analytics. We load the raw data, transform it, and then use it further as reporting data analytics.

Snowflake is utilized as a hybrid cloud. We primarily use it as a private cloud, but some components are hybrid..”

**AmolDhormare**

Data Integration Developer at a tech services company with 1,001-5,000 employees

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“Our main use case for Snowflake was to ingest data, use it for search, analytics, and data sharing with our customers; however, in reality, those use cases did not work.

“When it came to our challenges with those use cases, Snowflake oversold their capabilities dramatically and told us we could simplify our Databricks implementation. In the end, this was confirmed by Snowflake architects that Snowflake ingestion would not work for our use case because Snowflake is not sophisticated enough. This resulted in us losing significant time, spending considerable money, and ended up with a product that was not a good fit for us after making a substantial financial commitment. When it came to search, we thought we could use it based on the initial conversations with the sales representatives, but after we purchased the product and made the capacity commitment, we were told that capability was not available. The end result was that we have a very expensive data lake that does not support things like Iceberg as it should..”

**Verified user**

CEO

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“As a Data Engineer, I primarily use Snowflake for data warehousing tasks as well as ETL processing, and sometimes I also use it for data sharing. I personally find Snowflake better than other tools because one of the biggest benefits is how compute and storage are separated in it, allowing different teams to run workloads independently without affecting each other's performance. In that way, I find Snowflake more useful than other tools.

“For example, I am part of an ETL team, which is transitioning from Informatica to GCP B-Cloud, so there are a lot of transitioning and tech remediation happening presently in our project. We use Snowflake to verify whether the data has been loaded and shared with the business users daily through Informatica, checking how much data is shared. We also verify this using GCP to see how much data is sent to the users, allowing us to determine whether the transitioning is happening perfectly or if we need to add any more constraints. Additionally, for maintaining data warehouse tasks in our restaurant project, we receive data continuously and must produce sales reports for the business users at the end of the day by the EOD flag, utilizing data warehousing steps to store a huge amount of data from the past 10 to 15 years of sales data, so we use Snowflake for that.

“My main use case is for data warehousing, ETL process, and data sharing; these are the main tasks where we use Snowflake..”

**Hemanthreddy Vakiti**

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Data Engineer at a tech vendor with 10,001+ employees

# 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**

Director at a university with 1-10 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**

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

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“I am not the person who manages pricing, setup cost, and licensing. Our team is not limited in pricing. The only experience we have had in terms of running and reprocessing a large number of historical data is that we monitor it from time to time. Since nobody is asking, we feel that we are doing fine with the money we spend on our calculations..”

**Andrejs Nikitins**

[Read full review](#) 

Data Analyst at Mastercard

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“Deploying Snowflake in my environment is really easy to set up. If you want it to do sophisticated things for a SaaS company, it does not do them.

“Snowflake's configuration process is straightforward and very easy..”

**Verified user**

[Read full review](#) 

CEO

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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**

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

# 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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“Customer support is an atrocious experience, filled with many challenges, whether it is getting a meeting to fulfill the promises they made, getting them to prepare for that meeting, or getting them to actually help or have the technical abilities to assist..”

**Verified user**

CEO

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“I have not had a direct interaction with Snowflake's customer service or technical support. I have only interacted with them for billing calls, and those interactions have been fine without any challenges..”

**Verified user**

[Read full review](#) 

Senior Data Engineer at a tech services company with 11-50 employees

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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**

[Read full review](#) 

BI Developer at DivVerse LLC

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“We interacted with customer support, and they were quite helpful. They listened to our issues and provided solutions, but we faced challenges acquiring documentation for various structures. We sought this documentation multiple times but faced difficulty in obtaining it..”

**AmolDhormare**

[Read full review](#) 

Data Integration Developer at a tech services company with 1,001-5,000 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

# Other Advice

“Anyone with prior knowledge in SQL and data engineering can easily use Snowflake. To understand the tool better, you can go through the documentation provided on Snowflake's website or use tutorials on YouTube before utilizing the tool. The user interface is very user-friendly, making it easy for new users to find it useful. I would rate this product an 8 out of 10..”

**Hemanthreddy Vakiti**

Data Engineer at a tech vendor with 10,001+ employees

[Read full review](#) 

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“I have not explored multi-cloud deployment in Snowflake extensively enough to understand how it impacts an organization's data strategy for cost, performance, or compliance. I can rate Snowflake an eight out of ten based on my limited encounters with their support team, as those interactions have been positive. My company are customers only, not partners of Snowflake. I would rate this product nine out of ten overall..”

**Verified user**

Senior Data Engineer at a tech services company with 11-50 employees

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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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“This is a service industry, service company.

Regarding satisfaction with pricing for Snowflake, I'm not in detail about Snowflake. I'm managing all the agentic world for the last two years, GenAI agentic. I don't have much insight on that part. The actual licensing is managed by the COE leads working with the sourcing team.

I rate Snowflake 8 out of 10. .”

**SunilPatil1**

Asset Builder at Genpact - Headstrong

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“My advice for others looking into using Snowflake is to try it out for yourself and allow different types of employees to use it. For example, project managers or people who are not technical should also be allowed to try it out, even if they do not have SQL or Python knowledge.

“From my experience, Snowflake is the most stable, user-friendly, and simply the nicest tool that I have been working with, and I have had experience working with many databases and different solutions. I would rate this product a 9 out of 10..”

**Andrejs Nikitins**

Data Analyst at Mastercard

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“One more feature is Time Travel, which maintains historical data. For transient tables, it is retained for seven days, but for permanent tables, it is stored for 90 days. If we want to keep historical data beyond that, we can extend it via Time Travel. If we accidentally delete some tables, we can retrieve that data within 90 days, or if that does not happen, we can reach out to Snowflake support team for retrieval known as Fail-safe travel. Additionally, Snowflake offers very secure data sharing, ensuring no data movement among different applications while collecting data into one place for transformation and loading into data warehousing. The storage, security, and compliance are all managed well within Snowflake, and we just need to maintain the security policies as per administration.

One thing is very low maintenance. The infrastructure has transitioned to cloud, which is very manageable. Snowflake gives us very high concurrency, and we can predict our costs effectively. The enterprise data analytics we perform—whether BI reports or analytics—everything is very helpful with Snowflake.

My advice is to leverage Snowflake for its scalability, efficient query handling, user role assignments, and direct integrations with platforms such as SAP and Salesforce. The decoupling of computational and storage architecture is a key feature, allowing us to pay based on actual usage. Features such as zero-copy cloning and Time Travel enable easy data recovery and improve overall data management. Additionally, automatic tuning enhances query performance and sharing securely aligns with stringent security policies.

I believe we have covered almost everything. To summarize, Snowflake offers scalable storage that adjusts automatically, high concurrency, and virtually no downtime. It continually enhances performance by improving cluster configurations. I rate this product an 8.5 out of 10..”

**AmolDhormare**

Data Integration Developer at a tech services company with 1,001-5,000 employees

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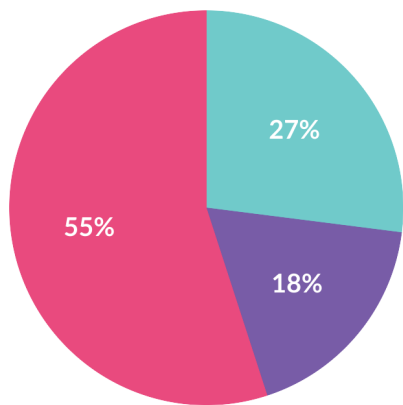
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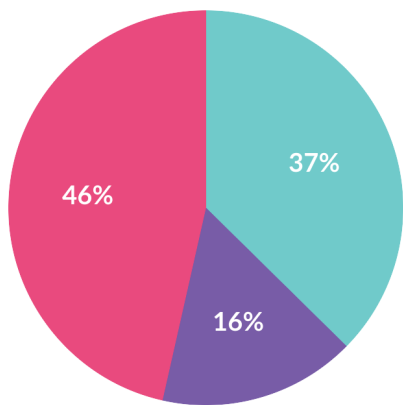


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