

SNOWFLAKE UNISTORE

A modern approach to working with transactional and analytical data together in a single platform

POWER YOUR ORGANIZATION WITH A SINGLE DATASET

Unistore extends a new horizon to what's possible when transactional and analytical data are brought together in a single, cloud-built environment. Run fast analytical queries on transactional data and easily join that data with historical or 2nd- and 3rd-party analytical datasets for more holistic, end-to-end views to streamline your business and to better know and serve your customers in the moment.

STREAMLINE YOUR TRANSACTIONAL APPLICATION DEVELOPMENT

Easily build transactional business applications for a number of use cases on a modern cloud data platform. Gain near-immediate access to transactional and analytical data without the complexity of moving data between multiple systems. Rely on Snowflake's simplicity, performance, and availability across multiple clouds and their regions.

ELIMINATE DATA MOVEMENT, DELIVER UNIFIED DATA GOVERNANCE

Managing multiple databases and pipelines has always burdened IT professionals, created massive overhead, and limited what's possible with data. With Unistore, simplify with a single architecture for your transactional and analytical data, and get consistent security and governance controls from Snowflake's fully managed Data Cloud.

“

Running Adobe Campaign on Snowflake has enabled us to offer unparalleled speed and scale to our customers, who can now leverage our best-in-class cross-channel campaign management functionality with performance that can't be matched. Our teams already love the improvements we're seeing, including 50x improvement in delivery preparation time. We look forward to seeing how Unistore will enhance the ability of Adobe Campaign to unlock even more possibilities for our customers to do personalization at scale.”

NICK HALL,

Senior Director, Adobe Campaign & Managed Cloud Services



HYBRID TABLES: THE CORE OF UNISTORE

Hybrid Tables (currently in private preview) are a new Snowflake table type that powers Unistore. A key design principle for Hybrid Tables is to support the most common transactional capabilities that application developers have come to rely on. To accomplish that, Snowflake has developed an entirely new row-based storage engine so enterprise transactional applications can now be built directly on Snowflake.



ANALYTICS ON TRANSACTIONAL DATA

With Hybrid Tables, you can run fast analytical queries on transactional data and join Hybrid Tables with data from other Snowflake tables, Snowflake Marketplace datasets, and shared data from across your organization and your business ecosystem.



TRANSACTIONAL APP DEVELOPMENT

Hybrid Tables offer fast single-row operations; primary keys defined and unique constraints enforced; secondary indexes for accelerated lookups on important attributes; and primary key and foreign key relationships with referential integrity constraints.



ONE POWERFUL AND FULLY MANAGED PLATFORM

Snowflake's Data Cloud consistently enforces data governance and security controls across all data; delivers fast performance at nearly any scale with Snowflake's elastic performance engine; virtually eliminates the need to manage infrastructure, query tuning, and data design; and delivers nearly seamless data sharing across clouds and their regions, without having to copy or move data.

UNISTORE USE CASES

APPLICATION STATE

Financial Services

Eliminate ETL processes to analyze customer transactions in near-immediate time to detect fraud or identity theft. Integrate and access customer (transactional) data and third-party socioeconomic (analytical) data for quicker and more precise data-driven lending decisions.

DATA SERVING

Retail & CPG

Retailers can drive more revenue by integrating and analyzing customer transactions with purchase recommendations derived from machine learning models to better classify customers and provide them more precise upsell and cross-sell offers.

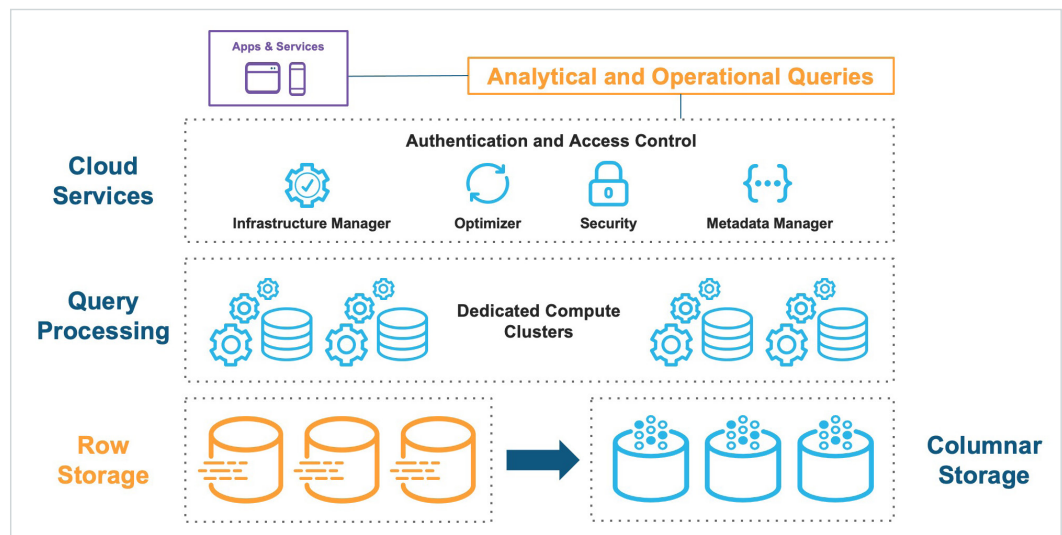
TRANSACTIONAL APP & REAL-TIME ANALYTICS

Logistics

Track shipments or supply-chain incidents, or deliver customer-facing applications, with the power of transactional analytics on a single copy of your data stored in one location.

SNOWFLAKE UNISTORE ARCHITECTURE

Snowflake has built a row-oriented datastore, and has optimized the other layers of the Snowflake Data Cloud to perform well on transactional workloads.



WHO WILL BENEFIT FROM UNISTORE AND HOW?

ENTERPRISE ARCHITECTS – Eliminate data movement between multiple solutions and rely on Snowflake’s trusted enterprise-grade capabilities for data security, governance, and availability.

PLATFORM TEAMS – Deploy fewer technologies, avoid skills shortages, and empower more data consumers with more data, when and where they need it.

APPLICATION DEVELOPERS – Speed up app development, combine transactional and analytic app capabilities, and simplify the app development stack with a single unified dataset.

[Learn more](#) or [sign up for public preview](#)

ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)