

AN OCEAN OF POSSIBILITIES: SNOWFLAKE HELPS A MARITIME BUSINESS OPERATE IN REAL TIME

GLOBAL MARITIME



Wilhelmsen

COMPANY Wilhelmsen Ships Service
LOCATION Lysaker, Norway

SNOWFLAKE WORKLOADS USED



Wilhelmsen is the world's largest maritime network, with over 21,000 employees operating in more than 2,200 locations in over 70 countries. Founded in 1861, its ambition is to shape the maritime industry, driving market trends within various industry segments. Offering crews and technical management for some of the most complex vessels at sea, Wilhelmsen currently delivers products and services to over half of the world's merchant fleet.

STORY HIGHLIGHTS:

Powerful new applications

Wilhelmsen now has access to all of its data from multiple sources in near real time, which allows it to develop value-added applications for better customer service.

Ability to be proactive rather than reactive

Snowflake expanded Wilhelmsen's predictive analytics capability, which increased cost efficiencies.

A data-driven future

With Snowflake's low maintenance and with instant access to key metrics, Wilhelmsen can now look forward—offering new services that enhance its attractiveness to clients.

“With Snowflake, my team can actually focus on adding more value, like developing and creating insights from data, rather than managing infrastructure and performing typical DBA tasks.”

—NIKLAS KRYSANDER, Data & Analytics Manager, Wilhelmsen

CHALLENGE:

Putting data to work

For the past 15 years, Wilhelmsen's data was in an on-premises environment. However, its legacy solution was unable to serve the data demands of the business. The company's global operations—including agency, marine products, and related services—generated ever-increasing amounts of data, but the time to insight was long and laborious. Most transactional data reports took 12 to 14 hours, and sales reports were done only on a monthly basis, rendering the data outdated for business users, analysts and data scientists.

To support the data-driven ambitions of the company, Wilhelmsen needed a modern, cost-effective, and high-performing Data & Analytics platform to store and analyze data captured from its global operations, serving it in near real time to a wide range of stakeholders, both internal and external.

SOLUTION:

A platform that scales to support the data-driven ambitions of the company

Wilhelmsen chose Snowflake on Azure as the cornerstone of its new data-driven business. Snowflake's platform was able to handle the increasing amount of structured and semi-structured data that was pouring into Wilhelmsen, reducing time to insight. Among the key features that were attractive to Wilhelmsen were Snowflake Zero-Copy Cloning, Time Travel and Snowflake's separation of compute and storage, which allowed the company to flexibly scale its data usage.

Also, since Snowflake supports ANSI SQL, code from the company's legacy environment was easily copied over to Snowflake. Rather than merely patch its old legacy systems and tools, Wilhelmsen took

60%

Reduction in TCO

**12 hours to almost
immediately**

Reduction in the time it takes to
generate reports

30%

Increase in operational efficiency

the opportunity to start afresh with Snowflake and replace its legacy analytics reporting tools with Power BI, redeveloping all its reporting and visualization dashboards.

Snowflake's native support for semi-structured data (JSON, Parquet, Avro) also removed the need for an additional data lake. Semi-structured data from IoT devices and digital products could quickly and easily be ingested using a schema on read approach with no need to analyze the structure ahead of time.

Security was also a critical factor that contributed to the choice of Snowflake. Snowflake's security features such as dynamic data masking, row and column level security and end-to-end encryption for data in transit and at rest ensured that Wilhelmsen could keep its data safe.

RESULTS:

Leveraging data to its fullest potential

Using Snowflake has transformed the way Wilhelmsen is able to produce reports for stakeholders. Transaction data reports are now generated in near real time, down from 12 to 14 hours, and sales reports can be produced on demand, rather than on a monthly basis.

Operational efficiency has been increased by at least 30% in the team, thanks to Snowflake's reduced need for non-value-adding activities such as database maintenance, indexing and other typical DBA tasks. TCO is 60% lower, compared to TCO with the company's legacy system, and Wilhelmsen provides a much greater range of services and handles a magnitude of data that would have been previously unthinkable.

“ Keeping our data safe is an integral part of what we do. Seeing that Snowflake leverages the most sophisticated cloud security technologies available and could document compliance with industry compliance standards gave us great confidence that we could keep our data safe in the cloud.”

—CHRISTIAN LØSET,
Head of Technology & Strategy, Data & Analytics, Wilhelmsen

Predictive analytics with real-time data

Snowflake as Wilhelmsen's single source of truth unifies diverse data sources and allows for faster forecasting and predictive analytics. For example, unpredictable events such as COVID-19 created scenarios that required extremely fast response times.

Access to near real-time metrics, such as the volume of goods moving, outstanding credit and other key reports can be quickly factored into projections and decision making.

A holistic customer experience, from internal reporting to IoT and digital products

Wilhelmsen is now able to deliver a truly holistic customer experience, where all the data points from its global operations and digital products using IoT sensors, are joined together to create actionable insights that are consumed by internal and external users as well being embedded into digital products and services.

Integration of semi-structured data sources, such as IoT and Edge devices enables the company to develop new digital products, services, and subscriptions to leverage new capabilities.

“ Snowflake empowers us to create new products and services that provide value to the customer. We can put data and analytics back into the customers' hands to improve their operations and make better decisions, which is helping us move from being an organization focused on product delivery to a service-providing company.”

—CHRISTIAN LØSET,
Head of Technology & Strategy, Data & Analytics, Wilhelmsen

FUTURE:

Embracing a data-driven tomorrow

According to Løset, “Adoption of Snowflake has been incredible, because users are able to innovate and make data-driven decisions. And we're continuously implementing new, value-adding capabilities.”

Wilhelmsen is now looking to increase its value-adding capabilities with increased focus on automation, predictive analytics and machine learning. Furthermore, sharing data with external partners is becoming increasingly important. “We can add more value to our partners' services, while moving further away from manual processes and manual communication to develop automation and increase efficiency, thanks to the seamless way in which the data moves through Snowflake,” said Løset.

Wilhelmsen sees a bright future as a truly data-driven business, starting the next stage of its evolution.

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