BAGEL BRANDS UNLOCKS A NETWORK OF DATA THROUGH THE SNOWFLAKE DATA CLOUD

RETAIL

BAGEL ⬤ BRANDS

COMPANY   Bagel Brands
LOCATION   Denver, Colorado

SNOWFLAKE WORKLOADS USED

| DATA ENGINEERING | DATA LAKE | DATA WAREHOUSE | DATA SCIENCE | DATA APPLICATIONS | DATA SHARING |

Bagel Brands is the parent company for Einstein Bros., Bruegger's, Noah's NY, and Manhattan Bagels. Headquartered in Denver, Colorado, the company serves 1,100+ domestic franchise and license locations supported by 16,000+ employees.

STORY HIGHLIGHTS:

Multi-cloud capabilities
Snowflake's multi-cloud capabilities allows Bagel Brands to take advantage of best-of-breed tools and data sources.

Seamless data sharing
Snowflake Secure Data Sharing and Snowflake Data Marketplace eliminate the need for Secure File Transfer Protocol (SFTP) processes, saving time and operational costs.

Data science initiatives
Bagel Brands is building machine learning (ML) models that optimize the business, for example, by forecasting labor, ingredients, and sales at store and regional levels.

> **Snowflake has given us the flexibility to adopt tools that are best for our organization and provide the latest feature set that our data scientists and analysts need to be the most productive."**
>
> **—JESSICA LEE,** Director of Data Science and Analytics, Bagel Brands

CHALLENGE:

Inability to scale using traditional data sharing methods
Bagel Brands' market constantly changes and customers' food preferences are deeply personal. To fuel its data analytics and data science initiatives, Bagel Brands wanted to add third-party geolocation data from PlaceIQ to predict foot traffic at stores. However, with 11 TB (approximately 500 billion rows) of data, data sharing using SFTP wasn't feasible with its on-premises SQL Server environment, which ran 24/7 and cost thousands of dollars per month. So access to data sets was provided in three- to seven-day windows.

Bagel Brands began a cloud migration to Azure, but the processing power and data manipulation required to handle massive amounts of third-party data (for example, geolocation and customer segmentation data) was still a challenge and it would take over a year to get meaningful results. According to Bagel Brands' Director of Data Science and Analytics, Jessica Lee, "We needed a modern data platform that could help us get access to new data and be a truly scalable, enterprise solution."

SOLUTION:

Unifying Internal and External Data in Snowflake's Data Cloud
Bagel Brands chose Snowflake as its new platform. Snowflake's separation of compute and storage allows Bagel Brands to efficiently and cost effectively scale the processing needs of their analysts and data scientists while maintaining optimal performance.

According to Lee, "We now have a deeper understanding of our business and customers by having access to data that we otherwise couldn't have, because Snowflake can flexibly scale to handle our amount of data and users."

Near real time and continuous
Access to data sets, instead of only three to seven days of access with SFTP

All stores send POS data to Snowflake, such as details about items ordered, modifications, store location, and time. Many strategic third-party data sets, such as PlaceIQ, are available through Snowflake Data Marketplace, removing the need for SFTP and providing data in near real time. Although Bagel Brands primarily uses Snowflake on Azure, they have instances of AWS as well. "We can take advantage of Snowflake's multi-cloud capabilities and use best-of-breed tools and data providers," Lee said. With Snowflake powering BI analysis through ThoughtSpot, Lee's team is also building a self-service application for internal executive and business users to see sales forecasts.

Leveraging Snowflake Professional Services
To maximize its Snowflake investment, Bagel Brands has a Resident Solutions Architect (RSA) from Snowflake Professional Services. According to Lee, "We had to set up a new production instance, and I wanted it done right. Our RSA has been incredibly valuable as a strategic adviser, making sure we're set up for success in all perspectives, such as cost, compute, modeling, and architecture."

RESULTS:

Unlocking a network of data through Snowflake Secure Data Sharing
In addition to geolocation data, Bagel Brands is accessing other third-party data sources through Snowflake Data Marketplace, such as COVID-19 Starschema data and customer loyalty data through secure data sharing. "Instead of waiting for updates, Snowflake gave us the ability to analyze campaign performance in near real time, automate the process, and start realizing what the true ROI was for campaigns. We are now setting up ML models for predictive campaign performance and working closely with the marketing team to find the best promotional calendar simulations to see how they impact sales," Lee said.

> **When choosing a partner, I want someone who already has a relationship with Snowflake. It's become our criteria, because it removes operational burden and unlocks our capabilities for data science and business intelligence."**
>
> **—JESSICA LEE,** Director of Data Science and Analytics, Bagel Brands

Accelerating business objectives through data science
Previously, Bagel Brands had weekly and monthly forecasts based on rolling averages for catering and in-store sales that determined everything from the number of staff to the amount of ingredients

needed for bagels. With Snowflake as the central source of truth, data scientists introduced new ML models that can generate daily forecasts with higher accuracy by using third-party data sources that add relevant information about changes in the economy, competitors, and more.

"The industry is used to static forecasting models that are based on many experienced operators knowing the business. However, with Snowflake, we can use data science to achieve results set by business objectives," said Lee. "Data sharing is enhancing restaurant operations by enabling data science teams to build more accurate machine learning models that give us data-driven insights around specific business metrics."

For example, receiving terabytes of geolocation information without complex manual file transfers, Bagel Brands can predict what actions will help operators improve metrics such as foot traffic. The company now has the ability to ensure positive customer experiences by having an optimal number of staff and menu items at all stores.

> **With Snowflake, we've found a way to infuse data into every level of our operations. Data is what gives us our competitive edge to understand what's happening and to see what's coming."**
>
> **—JESSICA LEE,** Director of Data Science and Analytics, Bagel Brands

FUTURE:

Innovating to increase customer loyalty and hyperpersonalization
Bagel Brands is creating a new app that will prioritize enhancing the customer experience through personalization fueled by data science. With Snowflake, Bagel Brands has a 360-degree view of its customers from historical touchpoints. Lee plans to add a recommendation engine to the app for personalized offers, suggested products, and more.

According to Lee, "Our customers have unique preferences, and hyperpersonalization requires multiple business teams to work seamlessly together. We have the data with Snowflake; the next step is to create dynamic marketing templates that use model predictions to recommend offers that are best for our guests." Lee sees a long roadmap with Snowflake because data is increasingly relevant for Bagel Brands' continued success.

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**

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