

CLOUDZERO BUILDS A CLOUD COST INTELLIGENCE PLATFORM ON SNOWFLAKE

SOFTWARE

CLOUDZERO

COMPANY CloudZero
LOCATION Boston, Massachusetts

SNOWFLAKE WORKLOADS USED



SaaS company CloudZero translates cloud cost into business insight. CloudZero's cost intelligence platform helps engineering teams understand and control their cost of goods sold and margins. To provide near real-time insights and anomaly alerts, CloudZero ingests and analyzes large amounts of cloud cost data from customers' AWS and Snowflake accounts.

STORY HIGHLIGHTS:

Multi-cluster shared data architecture with near-infinite scalability

Architecting on Snowflake provides a scalable data environment that supports CloudZero's current and future use cases.

Managed infrastructure

CloudZero's data engineers spend a fraction of the time on infrastructure management with Snowflake, resulting in shorter development cycles and increased customer value.

Snowflake Secure Data Sharing

Modern data sharing simplifies customer onboarding and creates new opportunities for democratizing access to data.

CHALLENGE:

Innovating faster while keeping pace with the rate of growth

CloudZero's legacy data architecture could not easily scale to support the company's growing customer base, massive data volumes, and robust machine learning pipeline. Customers provided hundreds of gigabytes of data that were processed and readjusted multiple times per day, which strained CloudZero's platform and led to data storage challenges. Resource contention occurred during peak usage of CloudZero's customer-facing reports and dashboards.

Each data engineer spent up to one hour per day managing databases, resizing clusters, and dealing with operational complexity. Infrastructure management diverted the team's attention from developing features and connecting new data sources. "The operational overhead to maintain everything was really starting to eat into our velocity," CloudZero's Founder and CTO/CISO, Erik Peterson, said.

Developing and testing new features involved copying large data sets, which was cost prohibitive and time-consuming. Sharing raw data with customers required complex replications and additional operational costs.

“Snowflake enabled us to go faster and deliver value to the market.”

—ERIK PETERSON, Founder and CTO/CISO, CloudZero

Billions

Number of events per day ingested into CloudZero's platform

260+

Number of hours saved on infrastructure management per engineer, per year, with Snowflake

74

Number of connected AWS service plug-ins

SOLUTION:

A platform for scalable cloud cost intelligence

Realizing the need for a modern data environment, CloudZero turned to Snowflake.

CloudZero successfully migrated its near real-time anomaly detection, customer-facing analytics, and machine learning activities to Snowflake in two months. Snowflake's multi-cluster shared data architecture scaled to handle virtually any amount of data, users, and workloads and delivered better performance for CloudZero's users. According to Peterson, "When customers log in to CloudZero and explore the data, they're directly interacting with Snowflake—whether they know it or not."

Snowflake's managed infrastructure aligned with CloudZero's serverless philosophy and freed technical staff to focus on value-added work. Snowflake's ability to instantly spin up a virtually unlimited number of concurrent workloads accelerated feature development. Engineering projects that would have taken multiple quarters were completed in less than three months with Snowflake. "Snowflake enabled us to go faster and deliver value to the market," Peterson said.

Snowflake Secure Data Sharing simplified CloudZero's process for accessing customer data.

RESULTS:

Delivering innovative cloud cost insights in less time

Shorter development cycles enable CloudZero to roll out more features, reports, and data that help customers protect their margins, control costs, and maximize ROI. For example, CloudZero's cost per customer report correlates massive amounts of application telemetry and billing data in Snowflake to quantify the cost of each customer, feature, and development team. Customers leverage these insights to make data-driven decisions about future development and infrastructure projects. According to Peterson, "Snowflake made it possible. We would not have delivered the same functionality in the same timeline without the flexibility of Snowflake."

“Snowflake is a critical part of our infrastructure and our customers' infrastructures, which is why we built our cost intelligence platform to support Snowflake as a data source.”

—ERIK PETERSON, Founder and CTO/CISO, CloudZero

Delighting customers with a painless onboarding experience

Simplified data sharing combined with increased platform performance aligns with CloudZero's desire to provide a streamlined onboarding experience. "Our goal is that customers can onboard themselves in five minutes or less, and we've kept that same delightful experience with Snowflake," Peterson said.

Accelerating time to market

Combining cost data from AWS and Snowflake provides customers with a holistic view that differentiates CloudZero from competing solutions. For example, a large AWS user shortlisted CloudZero due to the platform's support for Snowflake. According to Peterson, "There's a ton of pent-up demand for this, and that's powerful for us as we grow our market share."

“Anything we build that's involved with real-time analytics, machine learning, and reporting is driven by Snowflake.”

—ERIK PETERSON, Founder and CTO/CISO, CloudZero

FUTURE:

Democratizing access to cloud cost data and recommendations

Leveraging Snowflake to provide richer insights is a top priority for CloudZero. Peterson said, "We want to open up our data in more ways to customers." CloudZero's embedded BI tool will make it easier for users to interact with data and control costs. Snowflake Secure Data Sharing will make it possible to share CloudZero's data into customers' environments for advanced data exploration.

Using Snowflake to make data-driven recommendations at scale is also on the roadmap. Analyzing benchmark data will surface new insights that help CloudZero's customers identify inefficiencies and continuously optimize their architectures.

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)