snowflake®

FRONTIFY ENGINEERS A TRUSTED DATA ECOSYSTEM WITH THE SNOWFLAKE DATA CLOUD

TECHNOLOGY

Frontify

COMPANY Frontify

LOCATION St. Gallen, Switzerland

SNOWFLAKE WORKLOADS USED

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

Frontify's vision is to create a world where everyone is a part of building beloved brands. Its software-as-a-service platform brings everyone and everything brand-related together under one ecosystem, including brand guidelines, DAM, a space for collaboration, and more. A unique network of integrations, open developer toolkit, and upcoming offerings for expanding the ecosystem ensures brands at every scale can evolve and thrive with Frontify.

STORY HIGHLIGHTS:

Simple implementation and development
An easy implementation helped Frontify rapidly prototype data pipelines to find a robust, accurate, and future-proof approach to data.

Powerful, consistent performance
By engineering its data pipelines in Snowflake, Frontify gets the performance it needs to power ThoughtSpot analytics environments.

Trusted data and insights
With a robust analytics pipeline and flexible connections with tools such as Fivetran and ThoughtSpot, users know they can trust their data and insights.

CHALLENGE:

Maintaining query performance and trust as data volumes grew
Frontify has undergone a rapid journey from startup to global brand management leader. But as it grew, so did its data. "When I first joined Frontify, we were a team of 80 people," Frontify's Head of

Data, Sibel Atasoy Wuersch, explained. "But even for a business of that size, we generated a lot of data across all our tools."

At first, Frontify found success using custom Python scripts to move data into a MySQL database and then using Tableau for reporting. But over time, its database performance fell short of expectations.

"We were seeing issues with our scripts failing, resulting in inconsistent, unreliable data," Atasoy Wuersch said. "It was taking too long for our leadership team to get the insights they needed, and it just wasn't scalable."

SOLUTION:

A proven, modern, and future-proof data platform
Atasoy Wuersch and her team began comparing data platform solutions. And as they ran proof-of-concept (PoC) projects, the choice quickly became clear.

"We considered a wide set of criteria," Atasoy Wuersch said. "How easy is it to connect to different sources? How easy is it to manage access? What about costs? Is it flexible? When we asked these questions, one platform had all the answers: Snowflake was the clear winner."

Over three months, Frontify completed two proof-of-concept projects, including one comparing Fivetran and Stitch. It ultimately decided to use Snowflake and Fivetran, and spent nine months migrating workloads and connecting larger data sets through custom scripts.

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>
> **—SIBEL ATASOY WUERSCH,** Head of Data, Frontify

660M
Rows of data connected to ThoughtSpot production environments

0.22 seconds
Average query response times to all ThoughtSpot queries

27%
Of Frontify personnel use Snowflake and ThoughtSpot every month

RESULTS:

Simple setup helps Frontify experiment and build a robust data pipeline

Thanks to Snowflake's simple documentation, the Frontify team managed its two PoC projects simultaneously with just one data engineer, Lukas Jaeger. "The switch from our MySQL environment to Snowflake was quite straightforward. We only needed to change the destination database and we were basically set up," Jaeger said.

Frontify implemented Snowflake across several phases. At first, it integrated data sources into Snowflake through Fivetran, but this phase only included ingestion and storing raw data. Phase two involved designing the database and developing data marts to further analyze data stored in Snowflake.

Frontify also brought in ThoughtSpot during this phase—so the team had to get its data marts up and running while simultaneously preparing data for initial ThoughtSpot use cases.

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> —**MICHAL LAPINSKI,** Data Infrastructure Lead, Frontify

Frontify also restructured its data team around this time. It brought in Michal Lapinski, Data Infrastructure Lead at Frontify, to ensure the final deployment stages went smoothly. And once Frontify had launched ThoughtSpot, it expanded the team further to scale data discovery, validation, and delivery and build awareness, adoption, and enablement.

"There were many things we carefully planned and refreshed multiple times, like our data schemas and databases, and approach to user access rights," Lapinski recalled. "We took a few detours, but we took them quickly, learned from each stage, and ultimately solved some of our most pressing challenges around data validation and trust."

Trusted data powers, trusted business decisions

Together, ThoughtSpot and Snowflake deliver accurate, trusted information that helps Frontify's leaders and employees make decisions with confidence.

"Sales, marketing, customer success, finance, and even our product teams are all using Snowflake and ThoughtSpot to access data," Lapinski explained. "ThoughtSpot Liveboards, powered by our data pipeline in Snowflake, help these teams analyze performance against our KPIs every week to make sure the business is on track to meet our goals."

And if they aren't quite meeting those goals, teams at Frontify trust they have the accurate data to identify the problem and find a solution. "Having a central source of truth to show where people are going wrong is really valuable," Lapinski said. "When we connect all our tools through Snowflake and ThoughtSpot, we can see when we have gaps."

> **Thank you, Snowflake, for the fantastic performance. We simply couldn't have done this before."**
>
> —**MICHAL LAPINSKI,** Data Infrastructure Lead, Frontify

A connected, high-performance data platform

"What we've achieved in ThoughtSpot needs a powerful environment where the data is designed properly," Lapinski explained. "We do that through Snowflake. We use the platform to engineer pipelines and develop the backbone to power self-service analytics for our users."

The figures speak for themselves. Frontify teams see average query response times of 0.22 seconds across 660 million rows of data in ThoughtSpot production environments. "All I can say is thank you, Snowflake, for the fantastic performance," Lapinski said. "We simply couldn't have done this before."

FUTURE:

With Snowflake, Frontify is ready for new growth, new challenges, and new ways of working

With Snowflake powering Frontify's data pipelines, the data team is ready for whatever the future brings.

"Our team is growing," Atasoy Wuersch said. "We need to democratize data as new employees and data analysts start knocking on our doors for access to Snowflake. But we know we're ready with Snowflake's Data Cloud, and can easily create the new environments they'll need."

And it's not just teams that are shifting at Frontify. "I see the way we work changing as well," Lapinski said. "In the past we focused on defining databases. Now, we need production-ready databases where you can continuously develop and take a DevOps approach. Snowflake makes it much easier for us to develop these new, robust processes."

"We've always innovated and pushed in new directions," Atasoy Wuersch said. "I don't know which way we'll go, but I know Snowflake has the potential to help us scale in different ways—whatever we need moving forward."

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**