

# GLOAT SCALES ITS DATA PLATFORM, BOOSTS PERFORMANCE, AND ENHANCES SECURITY WITH SNOWFLAKE

## TECHNOLOGY



**COMPANY** Gloat  
**LOCATION** Tel Aviv, Israel

## SNOWFLAKE WORKLOADS USED



Gloat gives people the freedom and access to build their careers with their existing employers, and enables businesses to respond to disruptions with ease. Additionally, its Workforce Agility Platform analyzes HR data to help leaders and managers better understand their people's skills, aspirations, and capabilities. Gloat's footprint covers four continents and its customers include multinational enterprises such as Unilever, Mastercard, PepsiCo, Nestlé, Novartis, HSBC, Seagate, and many more.

## STORY HIGHLIGHTS:

### Faster data processing and analysis

Building its data platform on Snowflake has helped Gloat scale its operations.

### Improved platform efficiency

Gloat has achieved 99% faster query performance and segmented data setup, including enhancing development cycles by 30%.

### End-to-end security across its ecosystem

From data masking and encryption to regional replication and failovers, Gloat has achieved enhanced security across the board.

**“With Snowflake sharing capabilities, we have access to 3 billion data points in a matter of seconds.”**

—AVIV NETEL,  
Data Engineering Team Lead, Gloat

## CHALLENGE:

### A need for scalable infrastructure to handle increasing data volumes

Gloat helps organizations move like startups but deliver like enterprises. This means giving employees the access and agency to develop their careers within their own company.

At the same time, businesses become more agile by tapping into the skills, aspirations, and bandwidth of their talent to deliver against priorities. Combining the power of a talent marketplace and workforce intelligence, Gloat's Data Platform aggregates and processes several internal and external HR data sources for clients to deliver deep-dive insights.

Gloat's legacy data infrastructure was built on MySQL as a single tenant per customer. This caused performance issues, duplication of code, and inconsistency in logic. As the number of customers grew, Gloat required a centralized platform for storage, aggregation, and analysis of the data from different sources.

“We needed to rethink our data infrastructure and plan how to scale,” Gloat's Data Engineering Team Lead, Aviv Netel, said. “While we could have migrated our platform, we were very conscious that significantly more users would impact performance, data security, and segregation. That's when we decided to rebuild the entire architecture from scratch—ensuring we'd be ready for future growth.”

Netel and his team felt this approach was necessary to ensure long-term business continuity. Gloat needed a scalable and secure data processing and analytics platform that could offer high performance on demand with flexible pay-per-use pricing.

>99%

Query performance improvement

>99%

Reduction in time to set up  
usage data

>30%

Faster development cycles

## SOLUTION:

### A single ecosystem for data science, engineering, and analytics

After assessing several data ecosystems' capabilities, Gloat chose Snowflake's Data Cloud as the basis for its data platform and associated data. "With so many unknowns and new requirements for the platform, we didn't take the decision lightly," Netel said. "A survey of our clients' data environments also told us we needed to be cloud-agnostic. This—coupled with uncompromising time to market, elasticity, scalability, and security—meant that Snowflake came out on top."

In addition to building its client-facing analytical platform based on Snowflake, Gloat also uses Snowflake internally for a wide range of purposes. For example, Gloat's data engineers develop modeling and business logic using Snowflake, its analysts make decision-based product enhancement recommendations, and its data scientists train NLP models using aggregated data in the new ecosystem.

"We want our people to be more data-driven—it's one of the many reasons our product is rooted in AI," Netel said. "While we're making good use of data already, our goal as a data team is to have everyone using Snowflake—from sales to C-suite."

One of the areas that's already helping radically transform and develop Gloat's capabilities is its use of data science—driven by dedicated tools in Snowflake. Gloat has created a single ecosystem for all of its data science activities, ensuring fewer points of failure and helping its data scientists be more effective in their roles.

Netel and his team are even building a proof of concept in Snowpark, with the view to boost Gloat's machine learning capabilities by managing all data calculations through Snowflake's platform.

Gloat also uses Snowflake's data collaboration capabilities to accelerate its third-party data integrations. "With Snowflake, we have access to 3 billion data points in a matter of seconds. We expect data sharing to become increasingly important to augment our engineers' data."

**"Snowflake's security features provide everyone with real peace of mind. It means our clients trust us with their most valuable asset, and we can rest assured their data is being handled responsibly."**

—AVIV NETEL, Data Engineering Team Lead, Gloat

But above all, Gloat works with the largest global enterprises. Data privacy and security are among the company's core values. By using Snowflake's Terraform integration, Netel and his team can write security restrictions into their code for each client, establishing nuanced access rules for any use case. "Building security rules in Snowflake was so easy, and it's a real advantage that Snowflake invests in third-party open-source integrations, giving us the ability to use infrastructure as code methodologies," Netel said. "Snowflake's security features provide everyone with real peace of mind. It means our clients trust us with their most valuable asset, and we can rest assured their data is being handled responsibly."

**"Data is a living organism and it's changing all the time. The future possibilities Snowflake's Data Cloud offers are really interesting to us as a research and development company—there are endless opportunities."**

—AVIV NETEL, Data Engineering Team Lead, Gloat

## RESULTS:

### >99% faster data processing and development cycles cut by a third

From setting up data usage to query performance and development cycles, Gloat has accelerated its processing speeds and time to market. "The preparation of a client's database for analytics and science—this is something that used to take us four days on our old infrastructure—now it takes just five minutes," Netel said. "Likewise, our query performance is 99% faster, and we cut our development cycles by a week. Snowflake's performance is outstanding. Our data platform is so much quicker and more reliable."

What's more, Gloat can now transfer and merge its data almost autonomously, ensuring it's protected from failovers and cloned at every stage.

## FUTURE:

Aside from modernizing the pipeline of its data science architecture, Gloat is also looking to improve its observability and governance, data profiling, and data mesh capabilities—ensuring each line of data is instantly discoverable. "Data is a living organism and it's changing all the time," Netel said. "The future possibilities Snowflake's Data Cloud offers are really interesting to us as a research and development company—there are endless opportunities."

## ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 510 of the 2022 Forbes Global 2000 (G2K) as of July 31, 2022, use Snowflake Data Cloud to power their businesses.

Learn more at [snowflake.com](https://snowflake.com)