PRICEMOOV DELIVERS PRICING INSIGHTS AT SPEED WITH SNOWFLAKE'S DATA CLOUD

TECHNOLOGY

pricemoov

COMPANY Pricemoov
LOCATION Paris, France

SNOWFLAKE WORKLOADS USED

COLLABORATION · DATA ENGINEERING · CYBERSECURITY · DATA SCIENCE & ML · APPLICATIONS

DATA WAREHOUSE · DATA LAKE · UNISTORE

Pricemoov is a global provider of next-generation price optimization and management solutions that help companies power digital commerce, adapt to market dynamics, and empower sales teams.

Featuring powerful data science, end-to-end automation, and advanced pricing strategies, the cloud-native Pricemoov platform enables B2C and B2B enterprises to manage and optimize their prices across all channels with ease, and at scale.

STORY HIGHLIGHTS:

Presence in the marketplace
Through sharing contextual market data on Snowflake Marketplace, Pricemoov has attracted new business in valuable markets.

Faster time to value for customers
Using Snowflake Collaboration capabilities, Pricemoov now ingests new data feeds in minutes instead of days using FTPs.

A platform that supports growth
Pricemoov can now execute queries that once took hours in a matter of minutes, and uncovers insights that would have taken up to a year in as little as five weeks.

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>
> **—NICOLAS LALOUM,** Strategic Alliance Director, Pricemoov

CHALLENGE:

Providing insights at the speed of business
To deliver its pricing insights, Pricemoov combines inventory data, product data, and customer data with a wide range of third-party sources. In total, this comprises hundreds of terabytes of data a day, and requires robust, flexible, and powerful data management to execute.

In its early years, however, Pricemoov encountered challenges processing data at the speed and scale required to meet its customers' needs.

"We have to extract and process customer data at scale, but the tools we were using in a lot of cases just didn't allow us to do that optimally," Pricemoov's Strategic Alliance Director, Nicolas Laloum, said. "We tried various solutions, but they either couldn't scale quickly enough, or didn't have the compute power required."

SOLUTION:

A faster, simpler way of working
In 2019, one of Pricemoov's existing customers introduced the company to the Snowflake Data Cloud. The following year, Pricemoov began its data transformation, migrating some of its biggest customers in a matter of weeks.

"From the moment we started using Snowflake, data management became incredibly easy," Laloum said. "It was like all of the scalability and speed challenges we had went away overnight."

Pricemoov now uses Snowflake's data warehouse capabilities for all of its customers, rapidly ingesting their data, enriching it with third-party sources, and sharing it with its team of engineers for analysis. This data is then used to feed machine learning models, and enables customers to adapt their pricing at the speed of business.

6 years of data
Shared on Snowflake Marketplace

200+ GB data
Processed in minutes

2 billion prices
Computed each day

The company is also a partner of the Powered by Snowflake program, which provides Pricemoov with numerous opportunities to put these capabilities to use through networking and promotional activities.

RESULTS:

Lead times reduced from years to weeks

Since moving to Snowflake on AWS, Pricemoov can now execute queries that previously took hours in a matter of minutes, and integrate new customer data in a matter of weeks, where other pricing solutions may take up to a year to set up. In a world where around 90% of companies still use spreadsheets to set their prices, this speed to insight is a true competitive differentiator.

"We have a lot more agility now," Laloum said. "Our customers handle a large volume and complexity of data. They're amazed by how fast we can edit data pipelines. From our customers' point of view, they just see us crunching data, understanding it, and delivering insights really quickly."

Another aspect to this speed of insight is that, with Snowflake, Pricemoov has more time to focus on its customers.

"Before Snowflake, half our teams were focused on customers and the other half were managing infrastructure-related tasks," Laloum said. "We are now able to work a lot more efficiently on those tasks and dedicate much more of our time to providing a great service to our customers."

> **Sharing data and collaborating with our customers is now incredibly easy. Some of our biggest customers send us hundreds of gigabytes of data each day. It used to take hours to extract, verify, and process those files. With Snowflake, that whole process can be completed in a matter of minutes."**
>
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Simple collaboration and rapid data ingestion

One of the primary benefits of Snowflake is the speed at which Pricemoov can ingest data using Snowflake's Collaboration feature.

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This significant time savings means Pricemoov's customers can make pricing decisions based on the most timely and relevant data, which gives them the very best chance of maximizing profits. In addition, they are able to save on resources, as there is no complex data transfer to oversee.

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Entering Marketplace

Pricemoov also uses Snowflake Marketplace to enrich customer data with a wealth of third-party sources.

This isn't a one-way exchange, though. The company makes contextual market data available on Marketplace, providing historical information from the last six years. This illustrates the sheer scope of data Pricemoov has in comparison to its competitors.

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FUTURE:

The first step on a long, exciting journey

Pricemoov is still in the early stages of its partnership with Snowflake, and as the company grows it expects to explore further opportunities.

Many of these will be presented by the Powered by Snowflake program, which will expose Pricemoov to a vast network of customers, prospects, and partners as the company expands globally.

"There are plenty of things we want to do," Laloum said. "There are lots of features that we're confident in releasing thanks to Snowflake's simplicity and ability to scale. That really empowers our product engineering team, so I'm happy to say we're very much at the beginning of our journey with Snowflake."