snowflake®

RED DOT PAYMENT BOOSTS PERFORMANCE AND LOWERS COSTS WITH SNOWFLAKE

FINTECH

red dot payment

COMPANY	Red Dot Payment
LOCATION	Singapore

SNOWFLAKE WORKLOADS USED

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

Red Dot Payment is an online payment gateway with a presence in Singapore, Thailand, Indonesia, and South Africa. Established in 2011, the company has 100 employees and serves more than 3,000 retail merchants. As a rapidly growing FinTech firm, Red Dot Payment works closely with banks, credit card providers, and other payment gateway providers.

STORY HIGHLIGHTS:

40,000 daily financial transactions
By building its processing infrastructure on Snowflake, Red Dot Payment created a powerful data management system that supports its operations.

Streamlined reporting and improved client service
Merchant reports that previously took two days to deliver can now be generated in less than an hour.

Significantly reduced operational costs
Shifting to Snowflake has allowed Red Dot Payment to reduce its data management costs by 75%.

❝ **Our clients are very satisfied with our new data processing and reporting capabilities."**

—DANIEL CHEW, CTO, Red Dot Payment

CHALLENGE:

Spiraling data management costs slowing growth
As Red Dot Payment's operations expanded during the past 10 years, the volume of data needing to be collected and stored had increased exponentially. To generate detailed activity reports, Red Dot Payment needed to process transaction records from merchants, feeds from credit card providers, and data from other payment firms.

As data volumes increased, so did storage and management costs, according to Red Dot Payment's CTO, Daniel Chew.

Chew said the company's data infrastructure made it difficult to meet processing and reporting deadlines. The firm had a goal of providing merchants with reports of transactions the day after they had occurred, but this was becoming increasingly difficult to achieve.

"Our reporting process was automated, however, as the reports are transaction-based and require lookups to various tables and records, this caused a bottleneck when we joined records together," he said.

Chew added the company was concerned about data accuracy and the integrity of its transaction reports. "We were having issues around the timeliness of data delivery, mainly due to delays in various layers that caused incorrect calculations when we tried to reconcile transactions," he said.

75%
Reduction in annual data management costs

40,000
Merchant transactions processed each day

1 hour
Amount of time to deliver a report that used to take two days

SOLUTION:

Snowflake's scalable, cost-effective data management
In April 2020, after carefully assessing alternative data management solutions, the Red Dot Payment IT team decided to migrate to Snowflake. They began with a POC before implementing a full deployment.

"Our internal IT team undertook most of the work, with support from Snowflake as required," said Chew. "The migration from our legacy platform was achieved seamlessly and with no disruption to our business processes."

> **What we had been paying each quarter in database management costs is the same as what Snowflake costs me for an entire year."**
>
> **—DANIEL CHEW,** CTO, Red Dot Payment

RESULTS:

Immediate data availability
Once the new Snowflake platform was fully operational, Red Dot Payment quickly noticed some significant benefits. Data received from external parties was immediately available for processing, removing many of the delays that had been problematic in the past.

"Previously we had to catalog incoming data, which caused bottlenecks and meant we could not instantly use it for our reporting," said Chew. "With Snowflake, data no longer needs to be cataloged and can quickly become the basis for merchant reports. This has made a significant difference for us. It used to take two to three hours to complete an internal report whereas now the same job can be completed in less than 30 minutes."

More accurate financial reconciliations
With all transaction data stored in Snowflake, Red Dot Payment can complete reconciliations from a single version of the truth. This ensures all reports are based on the most up-to-date data available, allowing them to be as accurate as possible.

"Internally, we now have better insight into how the company is performing, and we can be confident these insights are based on accurate data," said Chew.

Before, data had been processed with many intermediary functions and processes that used different storage types and formats. Now Red Dot Payment can do all the same processing within Snowflake to create the desired output.

Improved customer satisfaction
The Snowflake platform has also led to an increase in customer satisfaction among Red Dot Payment's client base. Rather than having to wait days for reports, many clients now receive them within an hour.

"We no longer receive any complaints about missing reports or the timeliness of our delivery," said Chew.

> **Data no longer has to be cataloged and can quickly become the basis for merchant reports."**
>
> **—DANIEL CHEW,** CTO, Red Dot Payment

FUTURE:

Using Snowflake and AI to add value for clients
With Snowflake now fully operational, the Red Dot Payment IT team is focusing on how Snowflake can further support the company's growth.

"We are looking at ways in which we can use AI tools with Snowflake to monitor for and identify fraudulent transactions," said Chew. "This will add further value for our merchant clients and ensure we remain a leader in the payment processing space."

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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