

SEISMIC BUILDS ANALYTICS PLATFORM ON SNOWFLAKE AND BOOSTS QUERY PERFORMANCE BY 1,000X

SOFTWARE



COMPANY Seismic
LOCATION San Diego, California

SNOWFLAKE WORKLOADS USED



SaaS company Seismic helps go-to-market teams deliver engaging buyer experiences that drive growth. More than 700 companies use Seismic's sales enablement platform to manage, automate, and distribute their sales content. To provide customers with meaningful content analytics, Seismic ingests and analyzes large amounts of user interaction data from social media and its web and mobile applications.

STORY HIGHLIGHTS:

Multi-cluster shared data architecture with instant scalability

Snowflake's separate storage and compute provides a cost-effective solution for powering Seismic's content analytics and machine learning workloads.

Governed and secure data sharing

Snowflake Secure Data Sharing and Snowflake Data Marketplace enable live data sharing without copying and moving data sets.

Extensive network of connectors, drivers, and programming languages

Snowflake's interoperability with a wide array of industry-leading tools and technologies simplifies how Seismic ingests and analyzes data.

“By providing raw access to our data model, Snowflake allowed the scalability and level of detail that customers were asking for.”

—TOM STRADER, Vice President of Product Management, Seismic

CHALLENGE:

Providing actionable content analytics to hundreds of customers at scale

Seismic's legacy data architecture could not affordably scale to keep pace with increased demand for content analytics. Maintaining hundreds of SQL databases and pools was operationally burdensome and inhibited cross-customer visibility. Spinning up new pools was time-consuming and diverted technical staff from higher priority activities. Querying and aggregating data from 500 tenants delayed time to insight and made large-scale machine learning (ML) almost impossible. Sharing raw data sets involved complex ETL pipelines.

Seismic's customer-facing dashboards were not interactive, which made it difficult for go-to-market teams to understand the impact of their content. API failures caused by rapidly expanding data volumes accelerated the need for change. “Customers were struggling to get their data,” Seismic's Vice President of Product Management, Tom Strader, said.

Seeking to streamline the delivery of actionable content insights, Seismic's product team reevaluated its existing data infrastructure and developed criteria for an ideal data interface. According to Strader, “It was a real opportunity to make our teams more efficient and better facilitate the needs of our customers.”

SOLUTION:

A platform for scalable content analytics

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

1,000x

Performance improvement on cross-tenant queries

75%

Reduction in engineering time spent on infrastructure maintenance

6x

Increase in ML-based feature deployments

Centralizing data in Snowflake provided a single source of truth to power Seismic's data analytics and ML workloads. Snowflake's multi-cluster shared data architecture scaled instantly to ingest millions of streaming interactions for near real-time analytics. Flexible capacity scaling and per-second pricing enabled Seismic to handle any amount of data, users, and workloads at a lower cost. Snowflake's near-zero maintenance freed up capacity to focus on value-generating projects.

Connecting Sisense to Snowflake expedited the creation and deployment of embedded data visualizations in Seismic's content analytics platform. Customizable dashboards provided a richer BI experience and empowered customers to easily explore their data. "By providing raw access to our data model, Snowflake allowed the scalability and level of detail that customers were asking for," Strader said.

Snowflake Secure Data Sharing and Snowflake Data Marketplace enabled live data sharing without copying and moving data sets. Snowflake's extensive network of connectors, drivers, programming languages, and utilities simplified Seismic's data pipeline.

RESULTS:

Empowering go-to-market teams with actionable insights and AI-guided recommendations

Seismic's content analytics dashboards, powered by Snowflake and Sisense, provide sales leaders with data-driven insights for estimating buyer engagement and elevating team performance. Analysts rely on data from Seismic to understand content lifecycles and revenue impact. Data visualizations help marketers track content throughout the buyer journey.

Combining CRM and social data with Seismic interaction data makes it easier for customers to analyze sales activity by industry, buyer stage, and persona. According to Strader, "Snowflake brings to life one unified dashboard for understanding each person's impact on production, sales actions, and buyer engagement." AI-guided selling features make hyper-targeted content recommendations to help sellers maximize their outreach efforts.

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Boosting cross-tenant query performance by 1,000x

Architecting Seismic's content analytics platform on Snowflake eliminated the need for hundreds of SQL databases and pools and reduced infrastructure maintenance by 75%. Cross-tenant queries that previously took 83 minutes now finish in five seconds—a 1,000x improvement. Snowflake's Direct Share feature delivers additional efficiency gains by enabling account-to-account sharing without complex ETL pipelines.

Overcoming data engineering challenges with Snowflake accelerates innovation at Seismic. "Our dev cycles are better, we've reduced our overhead, and we're innovating at a much faster pace—and Snowflake has unlocked a lot of that," Strader said. For example, Seismic deploys 6x more ML-based features with Snowflake.

Elevating the impact of Seismic LiveDocs with Snowflake Data Marketplace

Presentations and documents built with Seismic LiveDocs pull in near real time, up-to-date data from Snowflake Data Marketplace. Live data from Salesforce, the United States Census Bureau, and financial markets help sellers deliver personalized content for a fraction of the effort. According to Strader, "LiveDocs is a huge part of our business, and Snowflake allows us to do things that previously weren't possible."

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FUTURE:

Maximizing customer value through data sharing

Using Snowflake to securely provide and consume more data will unlock additional opportunities for innovation. Increased adoption of Snowflake Data Marketplace by other data providers will make it easier for Seismic to fully leverage large-scale ML and deliver new insights to customers. "Snowflake becomes the place that you go to get your data—for any company and any purpose," Strader said.

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)