Get More Value From the Data You Collect in Snowflake

Companies using Snowflake and Anodot increase revenue and improve customer experience with real-time incident detection and alerts

snowflake + anodot

Today's businesses are generating more data than ever before. If your company uses a Snowflake warehouse, traditional dashboards won't keep up with the volume and complexity of the vital business data collected.

Anodot's AI-driven platform uses patented technology to learn the normal behavior of your business metrics. It can automatically detect any deviations with zero configuration burden or margin for error.

The difference is staggering: A company relying on traditional dashboards might only provide visibility to .5% of the Snowflake Warehouse. Anodot uses AI analytics to monitor and analyze 100% of the same set of data. As the next layer in the data stack, it provides real-time alerts on mission-critical anomalies.

Reduce incident costs with Autonomous Monitoring

Every transaction, impression, click, or purchase generates a data point, and together they form a vast number of data streams. Anodot automatically learns streaming data's normal behavior, including seasonality and other complex patterns, to identify and alert customers on any combination of metrics that behave abnormally.

Anodot provides companies using Snowflake the tools to detect and diagnose issues early, resolve them quickly, and take preemptive actions before they turn into crises. This is in stark contrast to the standard BI scenario of using dashboards and manual investigation that can't keep up with vast data sets.

The businesses we serve have millions of customers across the globe and must manage millions of daily business metrics involving product usage, application performance, APIs, log-ins, and payment gateways, among others. Traditional manual business monitoring solutions cause significant delays of at least 24 hours or longer in detecting and resolving critical incidents, which threaten to impact customer satisfaction, brand equity, and the company's bottom line.

Transactional and customer experience data is too volatile for static monitoring. Since business data is complex and dynamic, AI/ML-based autonomous solutions are critical for achieving business outcomes and avoiding blind spots. Static monitoring approaches based on dashboards, and manual thresholds aren't sensitive, robust, or agile enough to withstand this challenge. AI-based early detection of revenue issues and business system failures is non-negotiable.

Spot-on alerts with Anodot

More than 25% of Anodot's customers integrate our business monitoring capabilities on top of their Snowflake data warehouse. You can see in the illustration below the most common use cases of our platform and how customers derive value from real-time anomaly detection and alerts.
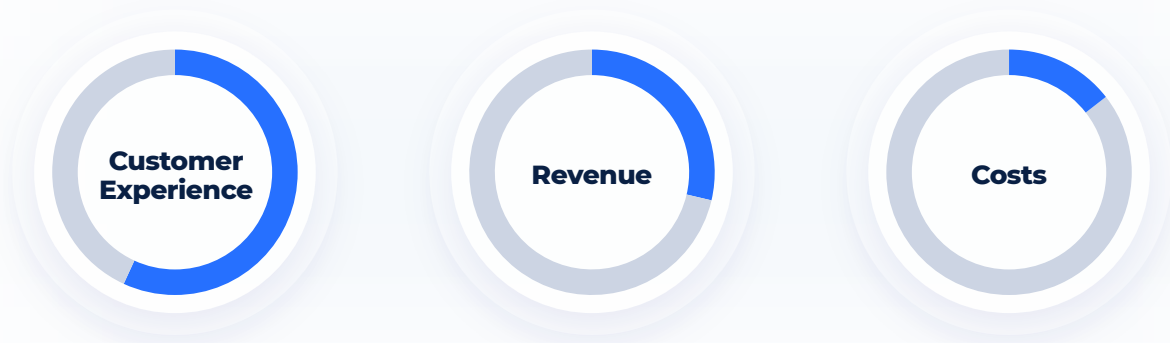
Serving customers in industries such as fintech, ecommerce, gaming, adtech and streaming, Anodot monitors critical KPIs across multiple measures and dimensions. Below is a selection of specific use cases identified by our global customers and how they are using Anodot on top of their Snowflake warehouse to detect and resolve revenue critical incidents.

eCommerce - Campaign Costs

Analyzing the data collected in Snowflake, Anodot sends real-time alerts to an eCommerce company when there is a spike in ad spend, per marketing channel. Changes in ad spend metrics can significantly impact bottom line and marketing ROI, and companies using traditional dashboards often don't notice until it's too late.

95 SCORE Spike in Cost for GoogleAds, Campaign X
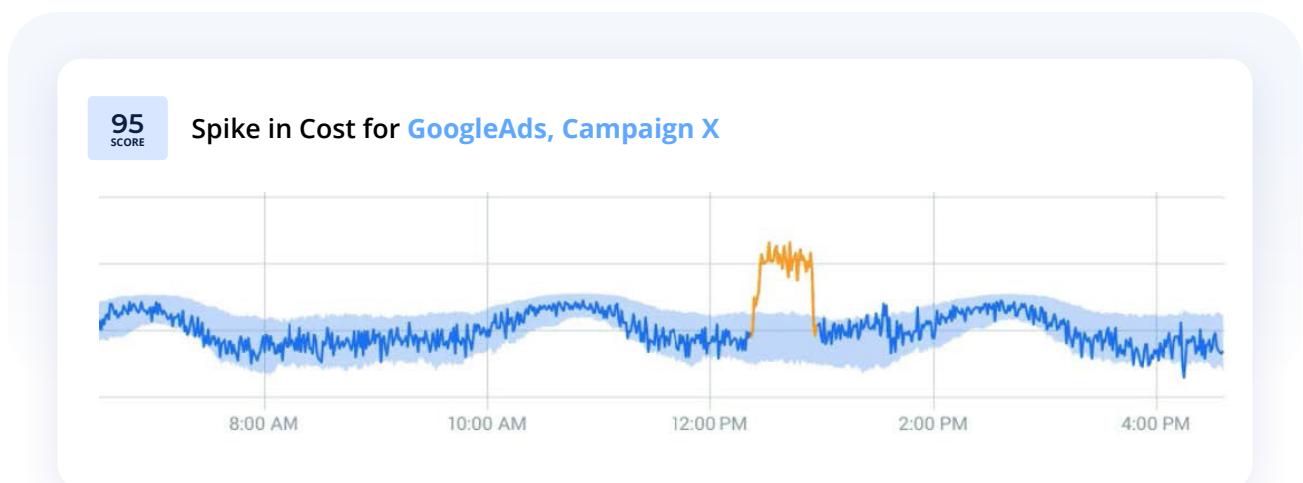
Fintech - Transaction Monitoring

Anodot alerts stakeholders at a fintech company of anomalies in the number of approved transactions that occur with a partner merchant. By autonomously learning the behavior of critical metrics in their payment chain, Anodot was able to identify the problem quickly and alert the company in real-time.

85 **SCORE** Drop in Transactions for **merchant_id, payment_gateway**
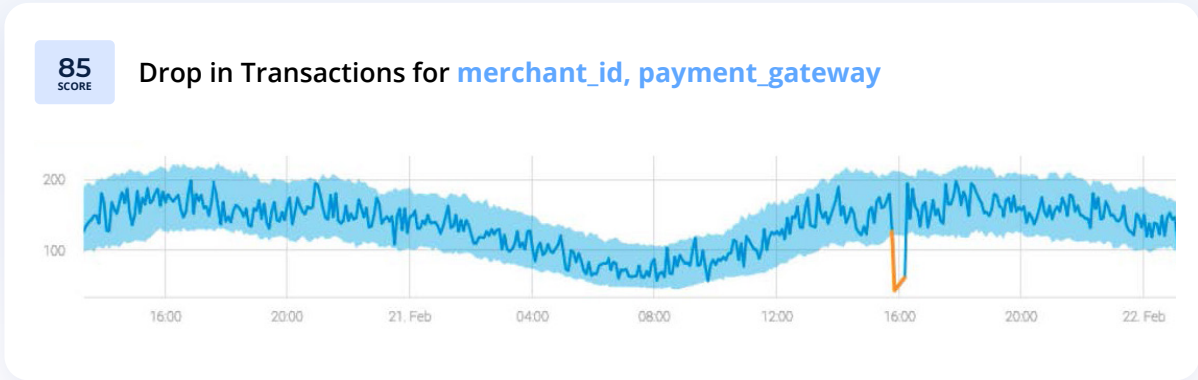
Gaming - Player Experience

A global gaming company uses Anodot for customer experience and revenue impacting incidents, including alerts when there is a spike in game load time for their mobile app. Catching and resolving these anomalies drastically enhances the user experience, and in turn, helps companies improve monetization and revenue.


83 **SCORE** Spike in Load Time - **Game X, Android, VersionID**

Adtech - Partner Monitoring

Analyzing data in an Adtech company's Snowflake warehouse, Anodot can send alerts when there are incidents with any of their publishing partners. Anodot's built-in collectors provide complete coverage across the company's entire partner ecosystem, preventing critical service degradations and revenue loss even in the most difficult to monitor 3rd party services.

Streaming - Revenue Drop

A leading global streaming company using Snowflake and Anodot is alerted in real-time whenever there is a drop in renewal rates. A drop in customer retention represents a large amount of revenue for subscription streaming companies. Anodot is able to correlate anomalies like this and determine if they are related to technical issues or user behavior so teams can address the root cause and reduce revenue loss.
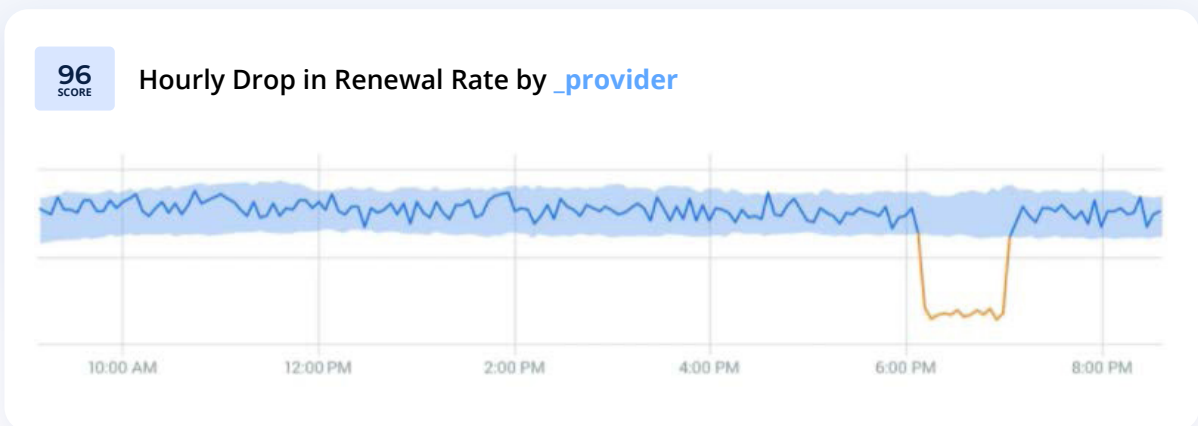
eCommerce - Purchase Funnel

Anodot can alert stakeholders at an eCommerce company if there is an anomalous drop in completed purchases at their online store, originating from buyers using a specific payment type and device. Because Anodot autonomously analyzes normal traffic patterns and correlates contributing factors, the customer can easily detect issues and identify the root cause in real-time.
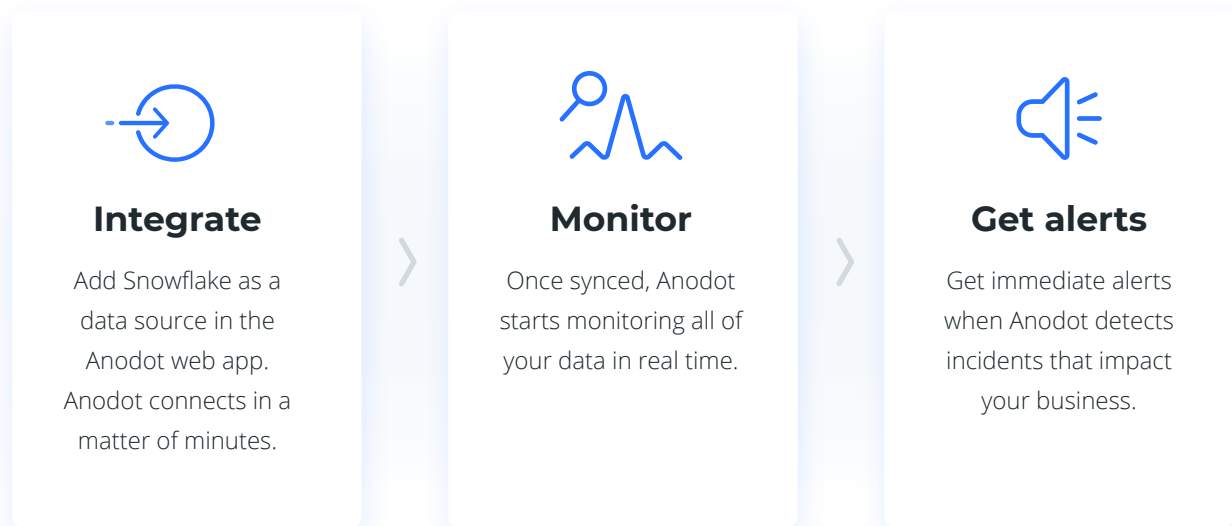

Automated Insights

To enable the fastest time to resolution on the market, Anodot's provides granular insight into each alert, including what happened, where, why and what to do next. All in a single, easy-to-follow workflow.

Integration takes just minutes

Sync Anodot to your Snowflake data for immediate anomaly detection and real-time alerts. Anodot seamlessly combines your Snowflake metrics and events with other data sources in our centralized analytics platform.

Integrate

Add Snowflake as a data source in the Anodot web app. Anodot connects in a matter of minutes.

Monitor

Once synced, Anodot starts monitoring all of your data in real time.

Get alerts

Get immediate alerts when Anodot detects incidents that impact your business.

Snowflake monitoring that understands your business

Anodot helps companies using Snowflake to deliver a flawless customer experience and optimize revenue through timely anomaly detection and highly accurate forecasts for every data point, no matter how small.

Fastest time to accurate detection.

Anodot autonomously distills billions of data events into the single spot-on alerts that you need to know about right now. Real-time alerting cuts time to detection, enabling proactive incident management where a traditional dashboard would leave Snowflake operators flat-footed.

Full coverage.

Anodot collects and analyzes data across the entirety of your Snowflake ecosystem. All metrics are actively monitored, at scale, enabling stakeholders to achieve complete visibility over the total of services, processes, partners, customers, and business KPIs.

Correlation.

Anodot's patented correlation engine correlates anomalies across the business for holistic root cause analysis and the fastest time to resolution, leading to significantly improved availability and customer experience relative to traditional dashboards.

Autonomous.

Unlike manual monitoring with traditional dashboards, Anodot is entirely autonomous. This is critical when dealing with large-scale Snowflake datasets as there's no need to define what data to look for or when and no manual thresholds to set up or update. When the business needs change, operators create new use cases on the fly across the entire spectrum of Snowflake warehouse data.

Ease of use.

Anodot is built for business users — no data science required. It is easily integrated with Snowflake and easily applied to even the most complex use cases.

Talk to us to learn more about how Anodot can help your Snowflake warehouse analytics reach its full potential.