

The Total Economic Impact™ Of Snowflake For Application Builders Procured Through AWS Marketplace



Forrester reveals a customer ROI of 612% and total benefits of over \$21 million over three years for Snowflake's cloud data platform. Read this study to learn how several customers leveraged Snowflake to make data available quickly for their data consumers, to garner timely insights, and do more with data — while ensuring operational efficiencies at a lower cost. Snowflake commissioned Forrester Consulting to conduct a Total Economic Impact™ study in August 2020 to evaluate Snowflake's cost of ownership and return on investment across a variety of different factors. Benefits for a composite organization based on interviewed customers include:

- 3-Year ROI of 612%
- 50% reduction in time to roll out the business product
- 75% of time saved by using Snowflake to load data
- 75% reduction in effort for the IT support team
- Total benefits of over \$21 million over three years

A Forrester Consulting Total Economic Impact™ Study Commissioned By Snowflake August 2020.