



# 20x Faster Analytics Through Data Warehouse Augmentation

The slide is titled "Snowflake Augmentation Leading Cybersecurity & Threat Detection". It is part of a "Customer Example #2" series. The slide is divided into three main sections: "Business Challenge", "Technical Challenge", and "Consequences of Scenario".

- Business Challenge:** Every millisecond counts in Cybersecurity and the time to report on a new threat took up to 3+ minutes in some cases.
- Technical Challenge:**
  - Snowflake queries were extremely slow, especially during high concurrency loads.
  - Snowflake, at the time, didn't support native ingestion from Kafka.
  - Concurrency: 1,000+ concurrent queries from the platform.
  - Latency: All queries must return in < 500ms.
- Consequences of Scenario:** Customer experience started to suffer as they were unable to deliver customers a real-time, interactive experience, which eroded their competitive advantage in the market.

A diagram at the bottom shows a flow from "Snowflake" to "Snow queries during high concurrency loads". The slide also features a video player interface on the left with three video thumbnails and a "SingleStore" logo in the bottom right corner.

Traditional data warehouse architectures were not designed to handle the speed, scale, and agility that today's enterprises need to succeed. As data grows in complexity and scope, yesterday's data engineering workflows struggle to handle new types of data and real time analysis scenarios. New forms of real-time data require streaming data ingestion and immediate, low-latency analytics to be valuable. Watch this webinar to learn how to accelerate analytics and solve for database complexity.