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Snowflake Inc.: Customer-Centric Cloud Data Platform

Snowflake had a dainty name but a powerful position in the world of Big Data and Cloud Computing. Specializing in data warehousing and analytics, the company, in just a decade of existence, had achieved phenomenal customer growth by transforming how organizations could manage and exploit for business insights the massive increase in available data. Yet by mid-2024 the company faced key questions and concerns about how to continue its own sparkling growth. These included rising competition, privacy and security regulations, and how to scale with partners while retaining unique selling points.

Could Snowflake produce more creative solutions and individualized attention to customer success, while also enlarging its partner ecosystem as an even more major global player?

The World of Big Data

In 2021, global consumption of data was estimated to be 79 zettabytes (ZB) and projected to increase to 180 ZB by 2025, representing a compound annual growth rate (CAGR) of 19.2% from 2020 to 2025.¹ Analyzing on a macro level, the projected market value of the Big Data industry was \$274.3 billion in 2022 with a five-year CAGR of 13.2%.²

Big Data was expected to continue to significantly impact global business, economies, and society. For each minute of internet use, a person produced 102 megabytes (MB) of data, averaging 146,880 MB every day as of 2022.³ With the 2022 global population estimated to be 7.9 billion people,⁴ these findings were highly significant. Data generated daily from users around the world came through various sources; from omnichannel enterprise data (transactions, website access, and operations) to social media (video, text, and audio). The volume, size, and scope of data generated kept increasing rapidly with many companies doing everything possible to simply keep up with the output. Industry leaders and businesses were surrounded by an immense amount of enterprise data, and constantly seeking new solutions and services to manage and analyze data more efficiently and effectively. Considering that the enterprise data market for the data

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