



Struggling to predict Snowflake costs? Yellowbrick makes budgeting simple with fixed-price subscriptions

Snowflake’s consumption model, where you purchase credits up front and then burn through them while your virtual data warehouses are running, makes it near impossible to determine the costs because you don’t know how long your queries will take to run, particularly in a mixed workload environment.

This is especially the case for ad hoc, discovery workloads that are very data and query dependent. This restricts innovation, as business analysts and data scientists/engineers must now become cost-conscious or risk exceeding their analytics budget given the open-ended nature of this type of work. Snowflake’s autoscaling makes the cost situation even harder to predict, as scaling out your cluster dynamically in response to new workloads or concurrent users means doubling the size of the cluster. You might find yourself doubling costs just because you’ve added a single new user to the system.

Snowflake isn’t interested in making its software more efficient as it would impact its business model. Since Snowflake has no workload management, the only way to improve performance is to double the nodes and the costs.

“The more we use Snowflake, the more money we spend. **The more we use Yellowbrick, the more money we save.**”

IT Executive
Top Financial
Services Company

Pricing variables

Yellowbrick

Compute resources needed to meet SLAs



Subscription plan
(Standard, Enterprise, Enterprise+)

Snowflake

- Workload type
 - ETL
 - Data science
 - BI/reporting
 - Size/type of nodes
 - Number of users (max 8 per cluster)
 - Hours of operation
 - Query SLA
- Data storage
 - Services
 - Professional services
 - Billing services
 - Data loading service
 - Query optimization service
 - Query acceleration service



With Yellowbrick, you don't buy credits, you simply decide what size of data warehouse you want in terms of the number of nodes and pay a **flat subscription** for the software over a 1- or 3-year term for that number of nodes.

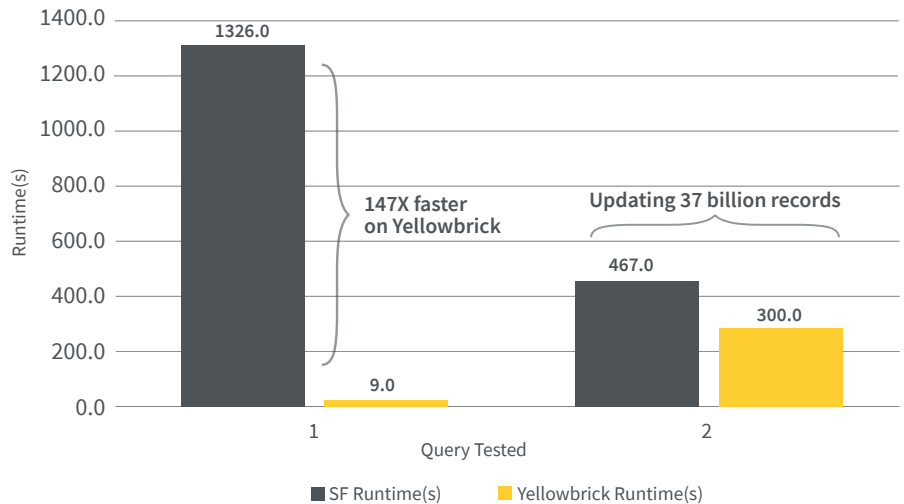
- It's an "all you can eat" deal – you can consume as much of Yellowbrick as you like, 24x7 and 365 days of the year, without worrying about cost overruns at a fixed cost. The more queries you run, the lower cost per query.
- If you need to scale, you can add nodes to Yellowbrick one node at a time and we'll only charge you a pro-rated amount for the extra nodes you use – no huge step changes in cost.
- Yellowbrick was designed from the ground up to be the most efficient database in the world and we do more with less, saving you money.

Price predictability and faster performance

A customer in the digital marketing space conducted a benchmark using its own data and ran query tests that compared a 32-node 2XL Snowflake cluster with a 30-node Yellowbrick cluster.

Yellowbrick was 6X faster on average across 12 representative SQL queries and 147X faster than Snowflake on long queries. With Snowflake, long queries can cause huge unwanted spikes in spending.

Runtime of long queries tested by customer



Test drive Yellowbrick today!

www.yellowbrick.com/test-drive