



## Case Study

To better handle increasing data volumes  
Upside moved from their existing data  
warehouse to Snowflake, a cloud-based data  
warehouse perfect for their use case



Upside, an online travel service for business travelers, generates a lot of data. To better handle increasing data volumes they moved from their existing data warehouse to Snowflake, a cloud-based data warehouse perfect for their use case. When they moved, they were able to continue using Matillion ETL for data loading, orchestration, and transformation. This helped to make the transition smooth and seamless.

## The Challenge

Upside ingests over 3TB of raw flight/hotel inventory on a daily basis, in addition to website, mobile app, and marketing data streams. The result, a lot of data and a lot of data processing. They were suffering from “concurrent loading and analytical queries that degraded performance and the cluster was extremely expensive to maintain”. This was impacting their ability to carry out data analytics and data science activities. After some research they determined that Snowflake could keep up with the large amounts of data that they needed to ingest in a more cost efficient way.

Upside was already using Matillion ETL for their ETL/ELT jobs in their cloud-based data warehouse. When switching to Snowflake they didn't want to lose the workflows and jobs they had already built. Matillion was able to help Upside transfer their work over to Matillion ETL for Snowflake.



## About Upside

Upside Business Travel is the first online travel service built just for business travelers, particularly the “do-it-yourself” (DIY) business travelers that can't access special pricing or quality customer service.

At Upside, our whole reason for being is to make customers' business trips better, from beginning to end. We use big data to make buying business travel easier. We show the great prices, the best flight times, and most convenient hotels, and then our customers pick what works best for them, including rental cars and Uber. Most importantly, we don't disappear once the trip is booked. Our customer service team of “Navigators” stays involved every step of the way. We can be reached on-demand 24x7 through our app, our website and via phone or email. We think it's time business travelers get the treatment they pay for and deserve. At Upside, we do everything possible to make our customers' business trips better.

<http://upsd.io/2z9KA51>

## The Solution

Upside evaluated their cloud-based data warehouse options and determined that **Snowflake** could best meet their use cases and needs. They were able to easily launch Matillion ETL on their new platform and convert their jobs to **Matillion ETL for Snowflake** with some help from Matillion. This made their migration simple and quick, and Upside was able to actualize the benefits of Snowflake within 2 weeks, at production workloads.

## Snowflake

Snowflake is a SQL data warehouse that uses a multi-cluster architecture that scales automatically, while offering unlimited concurrency. Snowflake is available on the AWS Marketplace. Since Upside is a cloud-native business with a wide adoption of Amazon Web Services, Snowflake fit easily into its technology stack.

Alongside Snowflake, Upside uses various AWS services including, Kinesis Firehose, S3, RDS, Aurora, DynamoDB, SQS, and SNS to manage their data pipeline. They ingest additional data from Google Cloud Platform (BigQuery and Firebase) into their primary platform, Snowflake. Upside also employs Looker for BI and data visualisation. Finally, Matillion ETL for Snowflake is their chosen ELT tool.

## Matillion ETL for Snowflake

Upside discovered Matillion ETL for Snowflake in a technical blog post. Since Matillion ETL is virtually the same product across the different platform offerings, it made the “the switchover much easier” when compared to procuring a new ETL tool. Matillion ETL is purpose built for the cloud. This means that each Matillion ETL product works seamlessly alongside the chosen data warehouse, using the warehouse’s power to perform complex jobs and transformations.

This switch was further simplified by the fact that Matillion ETL for Snowflake is available exclusively through the AWS Marketplace in a retail-like transaction, similar to that of Amazon’s retail side. Matt also noted that it is not just the functionality of the product that gained their loyalty but that “the high quality technical support is a major factor keeping us on the product.”

Using Matillion ETL for Snowflake, Upside is loading disparate data from a wide range of sources, including but not limited to; internal and external S3 buckets, RDS instances, SQS messages, Salesforce, Google Analytics, Google BigQuery, Facebook, and SFTP servers. With the product features, Upside is in control of their data. Schedulers help automate jobs, auto documentation and audit logs help create traceability, high availability minimizes downtime, and finally data sampling and component validation help you monitor your data and jobs throughout their life cycles.

## About Matillion

Founded in 2011, Matillion has offices in Manchester, UK and New York City. Matillion delivers technology that helps companies exploit their data using the Cloud. Matillion is one of a very small number of Amazon AWS Big Data Competency holders worldwide. Matillion ETL for Snowflake is available in all regions on the AWS Marketplace, and Matillion is an AWS Advanced Technology Partner. Learn more at [www.matillion.com](http://www.matillion.com).

## The Benefits

For Upside the notable benefit was the speed of the transition. They transferred over to “Snowflake & Matillion ETL for Snowflake and were production-live within two weeks”. In less than a month Upside experienced better performance, mitigating the concurrency issues; and scalability both to upscale to handle massive nightly data loads and downscale during normal hours of operations for cost efficiency. They also gained the ability to query JSON, which they find more flexible and maintainable than CSV. All made possible with a straightforward integration with Matillion.

### Benefits of using Matillion ETL for Snowflake

- ✓ Built specifically for Snowflake
- ✓ Intuitive browser-based user experience – easy on-boarding and powerful
- ✓ Push-down ELT architecture – simplified infrastructure, fast performance
- ✓ Powerful feature set
- ✓ Retail-like acquisition through AWS Marketplace
- ✓ Affordable pricing for everyone, from small startups to Fortune 500 companies
- ✓ Wide range of data source connectors, all included
- ✓ A fully-integrated, data-integration tool that requires no additional development or maintenance staff

## Summary

“Use Snowflake if you have a cloud data warehouse; use Matillion if you use Snowflake.”

Read more about how Upside is Building an Advanced Analytics Platform with Snowflake.

“Use Snowflake if you have a cloud data warehouse; use Matillion if you use Snowflake.”

Matt Boegner  
Data Engineer  
Upside Business Travel

“Matillion ETL for Snowflake is purpose-built for Snowflake, and gives customers the tooling required to quickly and capably deliver analytics projects using AWS and Snowflake.”

Matthew Scullion  
CEO, Matillion



Matillion is an AWS Advanced Technology Partner and an AWS Big Data Competency holder.  
Matillion ETL for Snowflake is available worldwide via the AWS Marketplace.