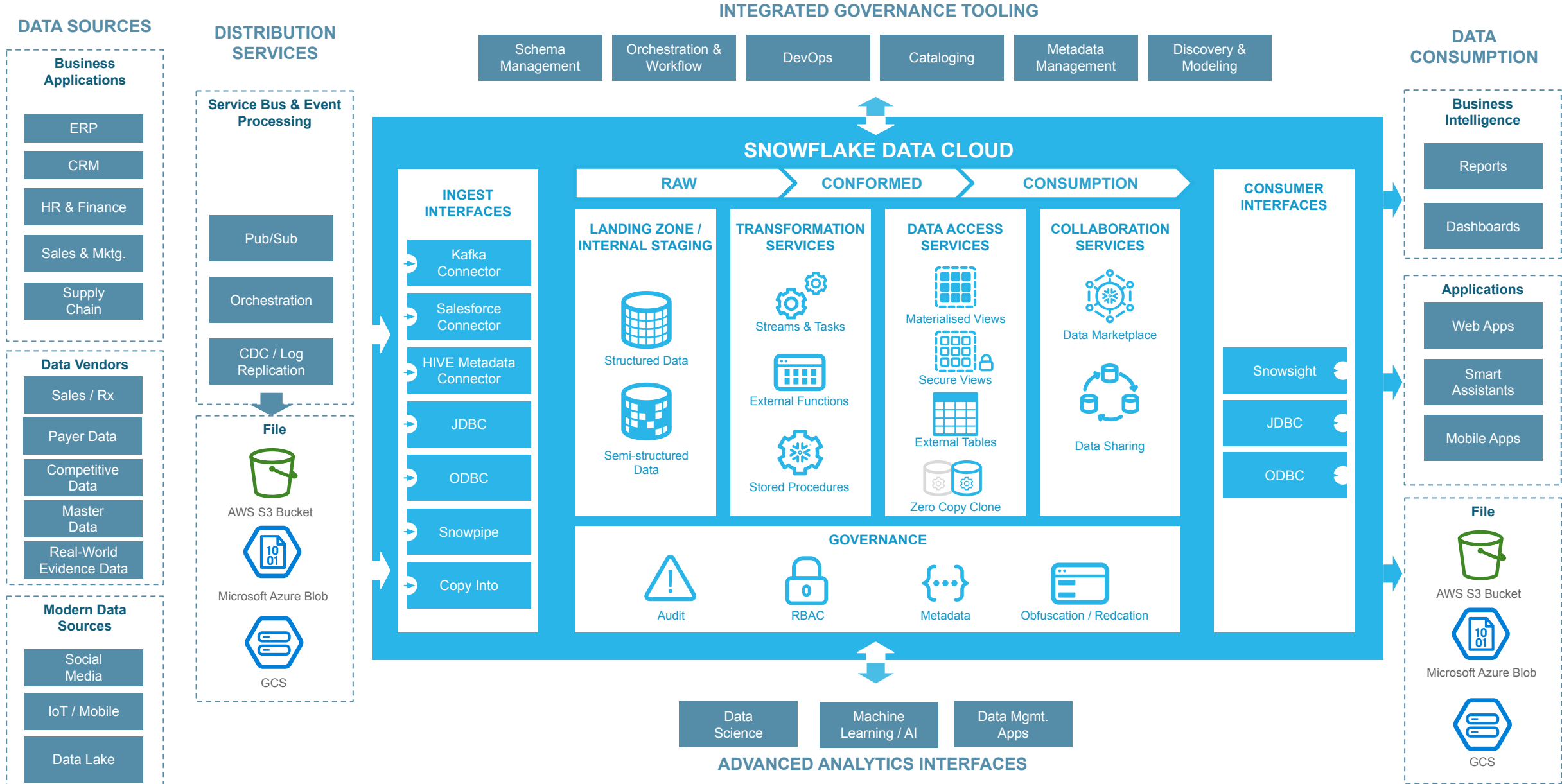# Analytics for Commercial Excellence (ACE)

SNOWCASE

ARCHITECTURE TEMPLATE

Snowflake, Saama

REFERENCE LOGICAL ARCHITECTURE

Component Name	Functional description
Azure Blob Storage / AWS S3	*Staging Layer for File Ingestion*
Matillion for Snowflake	*Change Data Capture (CDC) & ELT Tool used for ingesting data into Snowflake*
Matillion Blob Load / Unload	*Component COPY from stage to snowflake table and vice versa*
Matillion Salesforce Query	*Full Refresh & CDC - Download Salesforce data to blob stage & insert into snowflake table*
Matillion Salesforce Output	*Upserts Snowflake table/view data to Salesforce API (Object)*
PII De-Identification	*Data Encapsulation & Dynamic Masking – Column and Role level Security in snowflake*
Materialized Tables	*Semantic Layer for Data Consumption*
Tableau Snowflake Connector	*To enable snowflake table/view data into dashboard analytics.*
Web Interface	*UI based Interface that interacts snowflake's table data using jdbc connector*
Alteryx Designer	*ODBC connector to download or upload data via Alteryx Designer for ad-hoc reporting*
Warehouse Credit Usage Report	*Snowflake Query converted to a HTML based dashboard that reflects in the email body.*