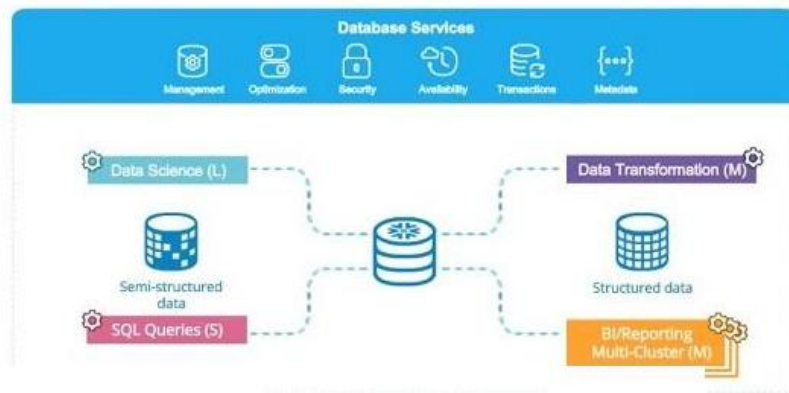


## SNOWFLAKE: A BRAND NEW ARCHITECTURE Snowflake



### TECHNOLOGY

## Snowflake's data warehouse bolsters Spireon's FleetLocate

Informa Commercial Vehicle Staff | Sep 20, 2019

Vehicle intelligence company [Spireon](#) recently formed a partnership with [Snowflake](#), which operates a cloud-based data warehouse, that it says will allow users of its [FleetLocate solution](#) to increase efficiency through near real-time insights.

Snowflake's data warehouse was built for the cloud, the company says, and combines "the power of data warehousing, the flexibility of big data platforms, and the elasticity of the cloud" to support a "your data, no limits" approach to advanced analytics.

Spireon's FleetLocate is a comprehensive fleet and asset intelligence system that leverages state-of-the-art telematics technology and the company's NSpire platform to collect more than 1 billion data events per month, the company said. FleetLocate is

designed to translate these data points into actionable intelligence, so fleet and asset managers have the information they need to operate safely, efficiently and profitably.

FleetLocate features robust reporting, dashboards and API integration. However, with a vast number of data events collected every month, many clients, particularly those at the enterprise level, want the ability to tap into their full fleet feed to create custom queries and generate advanced insights specific to their given operation, Spireon maintained.

Enter Snowflake.

“The data-sharing partnership with Spireon provides FleetLocate clients access to Snowflake’s secure, modern and agile data warehouse,” said Prasanna Krishnan, Snowflake’s data exchange product manager. “By breaking down barriers to near real-time data insights, Snowflake and Spireon enable customers to increase efficiency within their organizations and improve margins.

“We’re very excited about this partnership.”

## KEY SNOWFLAKE BENEFITS



The Spireon/Snowflake partnership benefits customers in multiple ways, the companies claim, including:

- Access to thousands of the customer's assets and years of historical data in seconds
- Combine telematics data with third-party data sources to create net-new custom business intelligence modules
- Create scalable and customizable key performance indicators

And, specifically for Spireon's enterprise trailer management clients, Snowflake makes the mountain of telematics data gathered from large trailer fleets mineable on the fly, Spireon said. Seeing that intel in tandem with their own datasets empowers fleets to manage unique operations in a unique way.

“While Spireon's NSpire platform is a powerhouse, it's critical to our client community that our solutions stay affordable and approachable,” said Jason Penkethman, chief product and strategy officer at Spireon. “With Snowflake secure data sharing, we maintain the ease of use our market demands, while opening doors to as much big data as they have an appetite for.”

For more information about FleetLocate, visit [spireon.com/fleet-management](https://spireon.com/fleet-management). For more information about Snowflake, go to [snowflake.com](https://snowflake.com).

<https://www.bulktransporter.com/technology/snowflakes-data-warehouse-bolsters-spireons-fleetlocate>