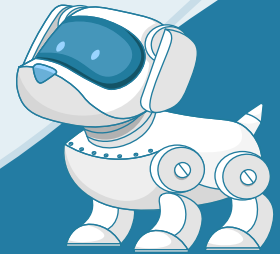




Cimpress Saves 15% on Snowflake and Reclaims 3,000+ Engineering Hours with Keebo



Company Overview

Cimpress is a global leader in mass customization, powering well-known brands like VistaPrint, National Pen, and BuildASign.

With a decentralized, multi-tenant architecture spanning data meshes, microservices, and traditional data warehouses, Cimpress runs some of the most complex data environments in the industry. But that complexity created growing pressure on engineering bandwidth, budget control, and operational efficiency.

Challenges

Cimpress faced several critical challenges due to the rapid expansion of their data environments and the complexity inherent in their decentralized operational structure:

- **Cost Waste from Inefficient Queries:** Thousands of failed queries and unused tables were driving up Snowflake bills and obscuring visibility.
- **Limited Engineering Bandwidth:** A talented team was bogged down by manual tuning, monitoring, and clean-up, diverting focus from higher-impact initiatives.
- **Multi-Tenant Complexity:** Distributing meaningful insights, optimization strategies, and ensuring accountability across multiple internal teams proved challenging due to the decentralized structure and varied operational needs across business units.

Why Cimpress Chose Keebo

Keebo, the AI agent for cost and performance on Snowflake and Databricks, offered exactly what Cimpress needed: a hands-free, real-time optimization layer. Keebo watches every query, right-sizes compute, tunes parameters, reroutes workloads, and flags inefficiencies—all without touching customer data.

CUSTOMER PROFILE



Global leader in mass customization, empowering customers through technology and innovation.

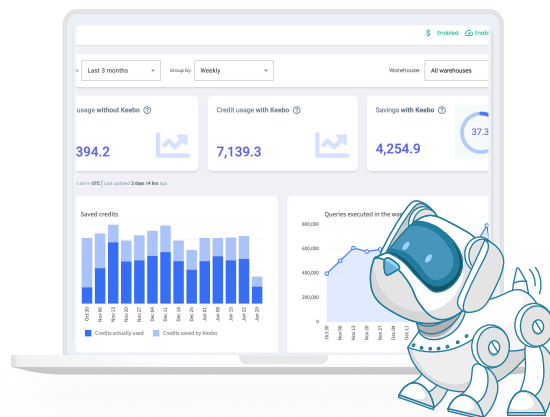


Launched in 1994 in the CEO's small apartment, now employing over 10k people worldwide.

“We’ve seen 15% in Snowflake savings, plus huge time savings for our engineers. Keebo gives us confidence that we’re running efficiently and lets each team manage their footprint with visibility and autonomy.”

Michael Theodoulou

Data Technology Principal, Cimpres



Looking Ahead

Cimpres and Keebo continue to collaborate on evolving optimization strategies. With zero security risk (Keebo uses metadata only) and zero pricing risk (pay-as-you-save model), Cimpres has not only improved efficiency but also safeguarded performance and budget predictability—ensuring teams stay focused on delivering value at scale.

“Keebo gives us a unified view of Snowflake usage across a very decentralized environment. From spotting wasted compute to tuning warehouse settings and surfacing optimization opportunities we’d never catch manually, Keebo gives us actionable insights and automated results.”



Michael Theodoulou

Data Technology Principal, Cimpres

GET IN TOUCH

To learn more about Keebo or a free trial, contact us at info@keebo.ai or visit <https://keebo.ai>