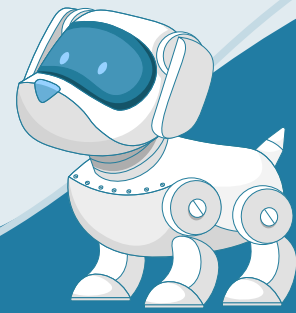




# Caring.com Cuts Snowflake Costs and Boosts Query Performance with Keebo



## Challenges

- Unpredictable Snowflake costs due to variable query loads and data transformations
- Performance issues affecting user experience in reporting tools like Looker
- Limited data engineering resources in a small team needing to focus on high-priority tasks

## Results with Keebo

- Immediate ROI with dynamic warehouse scaling, significantly reducing query times
- Estimated 5:1 return on investment through optimized Snowflake costs and performance improvements
- Automated cost management freed up the data team to focus on strategic initiatives and user-centric tasks

Caring.com, a leading online resource for caregivers, relies on data-driven decision-making to enhance user experience. Faced with increasing data volume and complex analytics needs, Tom Abraham, Manager of Data and Analytics, saw the need to optimize their Snowflake environment. Due to spiky data usage patterns—from heavy query days during reporting periods to lighter activity—manually adjusting warehouse sizes was inefficient, risking resource waste or performance issues.

After considering several AI-driven optimization solutions, Keebo emerged as the optimal choice for its seamless, automated management of Snowflake resources. Keebo’s AI-driven platform dynamically adjusts resources to real-time demands, allowing Caring.com to significantly reduce manual efforts, cut costs, and sustain peak performance during varying workloads.

## CUSTOMER PROFILE



Healthcare Services



Online resources and support for caregivers and senior care



Uses Snowflake as its primary data warehouse with tools like dbt for data transformation

**“Our team is deeply familiar with the nuances of managing Snowflake, but as our data environment grew, so did the complexity and resource demands. We wanted to ensure that we were not only maintaining but enhancing our performance while keeping costs under control. That’s when we decided to explore automated solutions, ”**

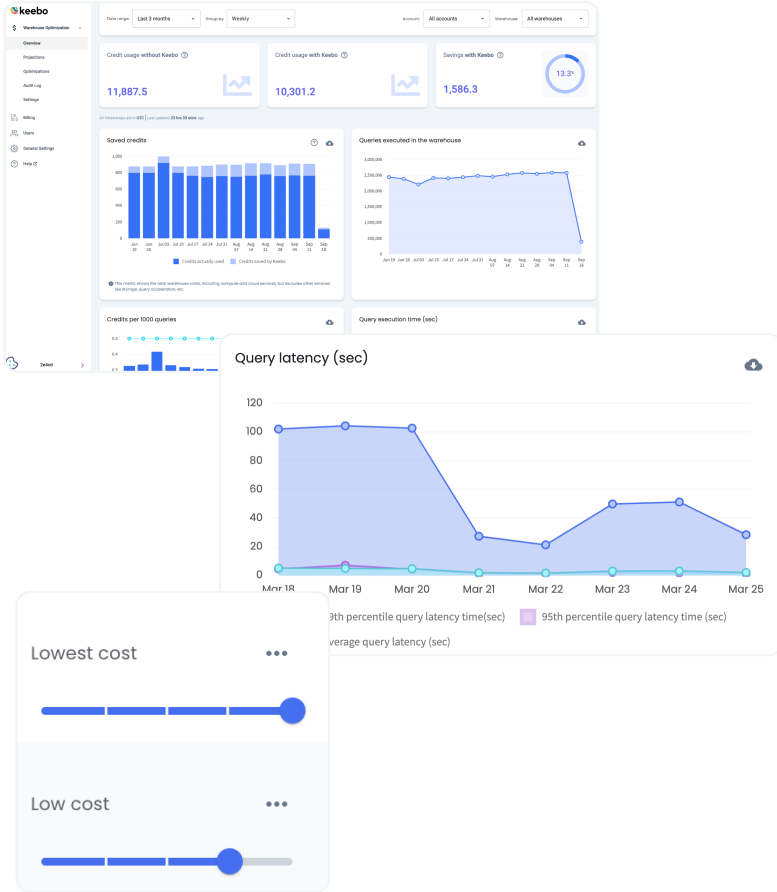


Tom Abraham,  
Manager of Data and Analytics, Caring.com

“ Keebo dynamically scales our Snowflake resources up and down, allowing us to maintain an excellent user experience while staying within budget. The process is nearly hands-free, which has been invaluable for our team. ”



Tom Abraham,  
Manager of Data and Analytics, Caring.com



“ We bring in data from a lot of different sources like Salesforce, NetSuite, MySQL, and Postgres databases, which leads to highly variable workloads. This variability was tough to manage manually and often led to unpredictable costs. ”



Tom Abraham,  
Manager of Data and Analytics, Caring.com

## Optimizing with Keebo’s Automated Solutions

Caring.com integrated multiple data sources into their Snowflake environment, leading to variable workloads and unpredictable costs. By using Keebo AI, they saw immediate benefits.

Keebo’s automated solutions allowed for dynamic warehouse scaling, reducing manual intervention and providing a consistent user experience with tools like Google Cloud’s Looker, even during peak usage periods. Keebo’s automated monitoring and scaling helped them maintain a lean operation, maximizing their resources and focusing on high-priority data initiatives.

## Reducing Costs and Improving Performance

With Keebo’s real-time optimization, Caring.com achieved a significant reduction in Snowflake costs and improved query performance. The small data team could focus on higher-impact tasks without worrying about managing data warehouse resources manually. The result was a 5:1 ROI and a transformed approach to data management and analytics.

### GET IN TOUCH

If you want to learn more about Keebo or you’re ready to start your 14-day risk free trial, contact us at [info@keebo.ai](mailto:info@keebo.ai) or visit [keebo.ai](https://keebo.ai).