CARTO Launches on Snowflake Marketplace to Enrich Spatial Analytics

Customers can now leverage CARTO's advanced spatial analytics directly within Snowflake AI Data Cloud, providing enriched geospatial insights to fuel growth.

NEW YORK, November 15, 2024 – [CARTO](), the cloud-native geospatial analysis platform, today announced the general availability of its CARTO platform as a [Snowflake Native App]() on [Snowflake Marketplace](). Following a successful beta phase and now launched into general availability, this announcement enables users to benefit from advanced geospatial analytics and Location Intelligence directly within the [Snowflake AI Data Cloud]().

The launch of CARTO's platform as a Snowflake Native App marks a significant step forward in geospatial data accessibility, allowing users to perform complex spatial analyses without requiring data extraction or third-party tools. By making CARTO available on Snowflake Marketplace, businesses across industries such as Insurance, Telecom, retail and many more can leverage enriched geospatial insights to inform decision-making, enhance operational efficiencies, and drive growth, with the security and governance features of the Snowflake platform.

"Organizations today rely on rapid spatial analysis to optimize numerous business functions like catastrophe analysis, network optimization, and site selection," said Luis Sanz, CEO of CARTO. "With CARTO now available as a Snowflake Native app, our users and Snowflake customers can unlock the true value of their spatial data without moving outside of their Snowflake environment, bringing unprecedented ease and efficiency to the analytics process."

As spatial analytics continues to be a core part of [today's business strategy](), this integration furthers CARTO and Snowflake's shared commitment to making powerful geospatial technology available to a broader range of users in an accessible and scalable way.

Key benefits of deploying CARTO as a Snowflake Native App include:

- **Direct Access to Geospatial Data:** Users can access and analyze spatial data stored within Snowflake's secure environment, removing the need for data movement or transformation.
- **Enhanced Analytical Capabilities:** Leveraging CARTO's robust spatial analytics tools, users can now perform location-based analyses, such as spatial clustering, proximity analyses, and more, directly within Snowflake.
- **Improved Performance and Efficiency:** By processing geospatial data within the Snowflake Data Cloud, the integration offers a more streamlined workflow, faster insights, and reduced operational costs.
- **Seamless Integration for Enhanced Collaboration:** Snowflake users can now collaborate with data scientists, analysts, and other stakeholders in real-time to turn geospatial insights into actionable business strategies.

- **Keep your data and analytics secure:** Your Snowflake data gets accessed, read and processed exclusively within Snowflake, including the cache layers. It never leaves the Snowflake infrastructure except for the end user's device, which requires end users to login with their Snowflake credentials.
- **Take advantage of Snowflake Marketplace Drawdown:** Customers can spend more time augmenting analytics and less time on procurement including vendor onboarding, contract negotiations, and payment logistics.

"The general availability of CARTO as a Snowflake Native App underscores the commitment of both companies to breaking down GIS silos and empowering our customers with best-in-class geospatial analytics, data, and computing capabilities. This is an exciting milestone for our customers and the geospatial industry," said Fawad A. Qureshi, Global Field CTO, Snowflake.

Following Snowflake's announcement of Snowflake Container Services, CARTO plans to make its platform widely available as a containerized Snowflake Native App in 2025. Currently in beta, this deployment approach is accessible for private preview upon request to CARTO.

For more information about the CARTO and Snowflake Native App Launch, watch this webinar.

About CARTO
From smartphones to connected cars, location data is changing the way we live and the way we run businesses. Everything happens somewhere, but visualizing data to see where things are isn't the same as understanding why they happen there. CARTO is the world's leading cloud-native Location Intelligence platform, enabling organizations to use spatial data and analysis for more efficient delivery routes, better behavioral marketing, strategic store placements, and much more. Data Scientists, Developers, and Analysts use CARTO to optimize business processes, and predict future outcomes through the power of Spatial Data Science. www.carto.com

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