matillion | snowflake

Unleash Unstructured Data with Matillion & Snowflake

Ingest, analyze, and act on unstructured data to uncover insights, reduce costs, and fuel growth.

Unstructured data—emails, PDFs, chat logs, social media, and more—makes up over 80% of the world's data, yet much of it remains unused. With Matillion and Snowflake, organizations can now ingest, process, and analyze this untapped resource to create entirely new insights that were previously unavailable.

Key business outcomes for processing unstructured data

Improve customer experience

Analyze customer feedback from emails, social media and support tickets to identify pain points and predict churn.

Mitigate risk and ensure compliance

Detect risks and policy breaches instantly with AI-powered monitoring. Partner of the Year.

Enhance decision-making

Blend unstructured, semi-structured and structured data to uncover hidden trends and opportunities - powering more informed decisions.

Drive revenue from innovation

Analyze customer information to identify unmet customer needs and emerging trends and open up new revenue streams.

Industry	Application of unstructured data
Healthcare	Analyze clinical notes, discharge summaries, and audio transcripts to identify risk patterns and improve care.
Financial Services	Monitor contracts, emails, and calls for regulatory compliance, fraud, and audit readiness.
Retail	Use social, chat, and review analysis to improve products and customer experience through sentiment modeling.
Legal	Automate contract review, due diligence, and eDiscovery via document classification and NER.
Manufacturing	Analyze maintenance logs and claims to detect product issues and prevent failures early.
Utilities	Scan field reports and IoT logs to track safety incidents and regulatory compliance.

How Matillion & Snowflake help you get started:

1 Ingest from any source

Ingest data from PDFs, image files, chat logs, APIs, file systems, cloud storage, and more using Matillion's pre-built and custom connectors. Load directly into Snowflake's unstructured data support for scalable storage and compute.

2 Clean & Prepare with Visual ETL

De-duplicate, normalize, transcribe, or apply OCR—all through Matillion's visual pipeline designer. Transform unstructured input into clean, consistent formats ready for analysis.

Matillion's low-code, visual transformations enable fast iteration by both technical and business users.

3 Analyze, Classify, Extract

Run sentiment analysis, entity extraction, tagging, and topic modeling using Matillion's integrated AI/ML capabilities. Automate classification of contracts, support logs, and emails at scale.

Matillion's unified platform supports full-text analysis, image recognition, and NLP-driven workflows.

4 Enrich & Structure

Convert raw text into structured tables and merge with enterprise data for deeper insight. Feed enriched data into BI dashboards, CRMs, or operational systems.

5 Enable Search, RAG & LLMs

Use Matillion to vectorize documents and integrate with vector databases or Snowflake Cortex. Power search tools and retrieval-augmented generation (RAG) to deliver LLM-based intelligence.

6 Secure, Govern, Comply

Control access, encrypt sensitive data, and manage lifecycle policies for documents, emails, and transcripts—all with enterprise-grade governance.

Ready to unlock your unstructured data?

See how much unstructured data you could be monetizing - talk to our team today for a consultation.