

How Splitit Gained Continuous Cost Control and Optimization with Seemore Data



Splitit, a global fintech innovator, turned to Seemore Data to gain control over its Snowflake costs and maintain continuous optimization. While cost reduction was the initial driver, Seemore quickly proved essential for sustaining cost savings, improving visibility, and enabling proactive cost control, something Splitit had struggled to achieve despite multiple refactoring cycles.

With a 30-minute onboarding and seamless integration into their Snowflake, dbt, and Tableau stack, Splitit saw an immediate 20% reduction in data costs, with ongoing month-by-month optimization opportunities that further reduce cost, along with clear visibility into cost spikes and inefficiencies. Now, they're looking ahead to real-time cost alerts and AI-driven warehouse optimization, shifting from reactive cost management to automated, ongoing governance.

Quick Wins After Onboarding



30 min → Fast setup with seamless integration into **Postgress, Snowflake, Airflow, Dbt, Tableau**



Immediate 20% decrease in Snowflake costs → and growing



Clear visibility → Instant insights into cost spikes and budget drains.



Optimized Tableau performance → Identified heavy, costly queries

About splitit



Industry:
Fintech – Online Payments



Headquarters:
United States



Team Size:
83 employees



Data Stack:
 snowflake  dbt  + a b l e a u



Go-Live with Seemore:
November 2024



Cost-Conscious Culture:
Cost optimization has always been a priority



Unique Challenge:
Needed **continuous cost monitoring and real-time visibility** to control Snowflake spend effectively, despite previous cost-cutting efforts

"We love seeing how Seemore keeps adding value with new features and deeper optimizations. It just keeps getting better."

— Assaf Bazar, VP Architecture & Data, Splitit

THE CHALLENGE

Before adopting Seemore Data, Splitit had already executed multiple Snowflake refactors to cut costs. But despite those efforts, cost spikes kept happening. With limited real-time visibility, deeper inefficiencies slipped through. The low-hanging fruit was gone. Sustained savings now required a proactive, automated solution to catch hidden issues early and control spend without manual effort.

"Cost has been a priority for us from day one, and we have already taken significant steps to reduce it. At first, we were skeptical about how much more Seemore could help. But with Seemore, cost optimization becomes ongoing and proactive, not something we only tackle in occasional sprints."

— Assaf Bazar, VP Architecture & Data, Splitit

Onboarding & Adoption

Getting buy-in was easy once Seemore demonstrated **early cost reductions and clear ROI**, proving its impact on **real, measurable savings**. Onboarding was **fast and seamless**, with just **30 minutes** to integrate **Snowflake, dbt, and Tableau**. The process was smooth, with hands-on guidance ensuring the team quickly adapted. Now, VP R&D, the Data Engineering team, and the BI team **VP R&D, a Data Engineer, a BI expert, and a Data Analyst** rely on Seemore for ongoing cost control and optimization.

LOOKING AHEAD

Smarter, Automated Cost Optimization

Splitit already sees potential for R&D teams to leverage Seemore for deeper insights into operational databases in Snowflake, but they're most excited about the upcoming AI-powered automation that will take cost control to the next level.

- ✓ **Real-time cost alerts** – AI-based anomaly detection to instantly flag unexpected cost spikes before they escalate.
- ✓ **AI-driven warehouse management** – Automated scaling to optimize warehouse resources, eliminating the need for manual adjustments.
- ✓ **Query acceleration** – Enhanced performance without added costs, ensuring smooth, cost-efficient operations.

With these improvements, Seemore will help Splitit move beyond one-time cost-cutting and into continuous, automated cost governance, unlocking higher-hanging fruit that would be impossible to manage manually.

Cut costs, gain control.
Optimize your data operations with Seemore.

[Book a demo](#)

