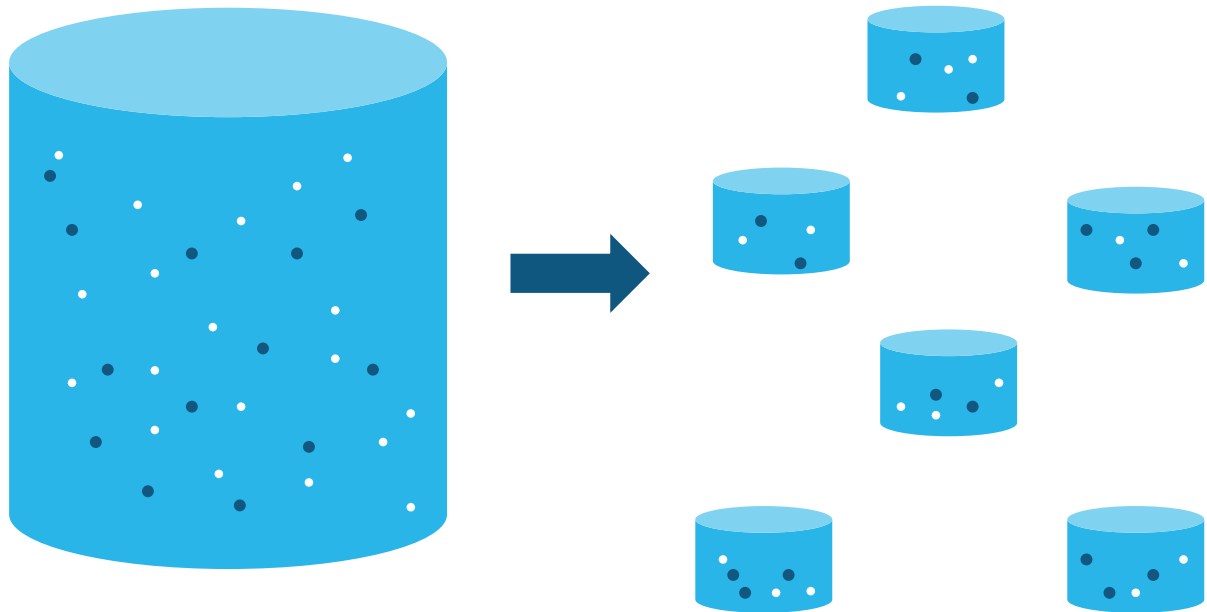




# INTRODUCTION TO SNOWFLAKE

**Eric Inward**

# THE SHIFT TO DIVERSE DATA

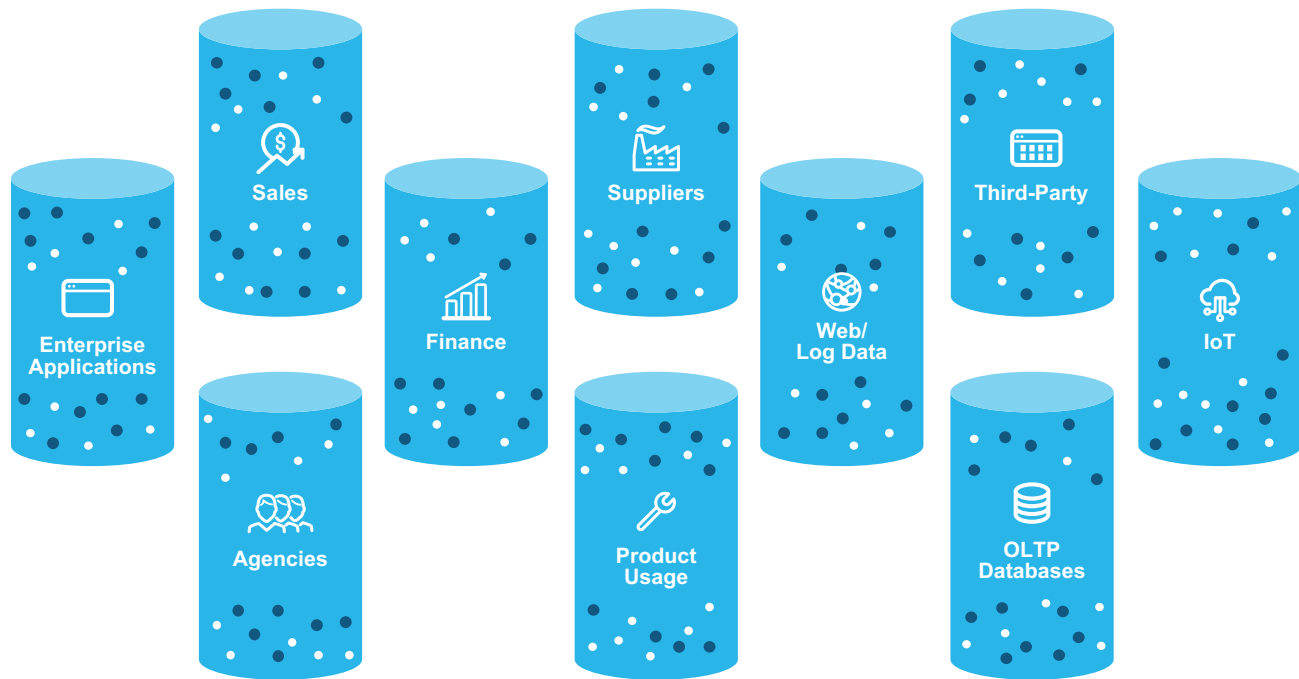


**70%**

Or organizations will shift  
their focus from Big Data  
to “Small & Wide Data”\*



# DATA SILOS PREVENT VALUE REALIZATION



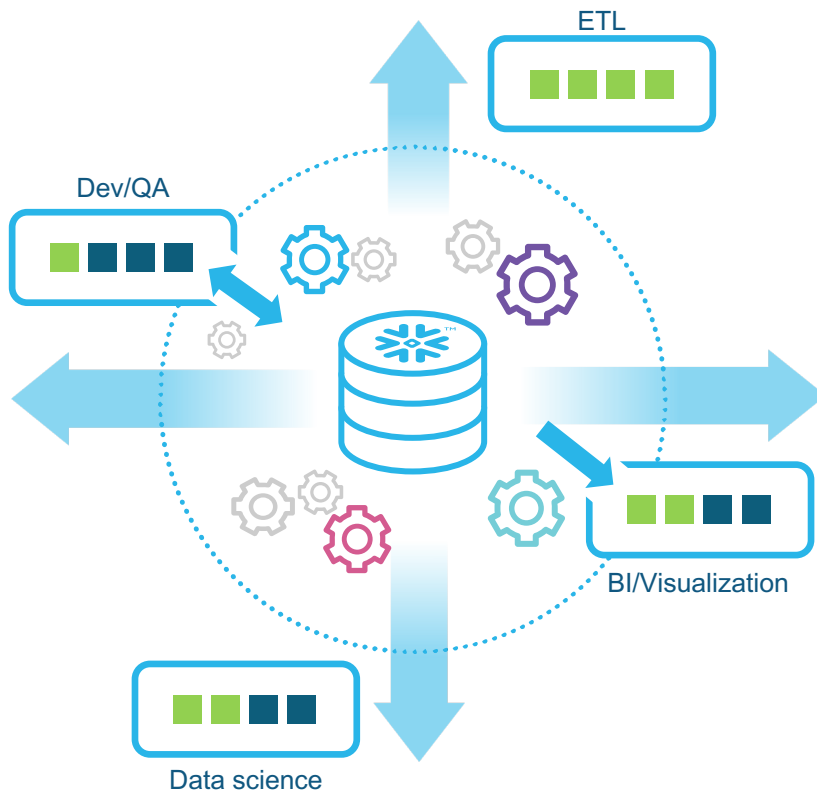
87%

Decision makers want to expand their ability to use external data<sup>1</sup>

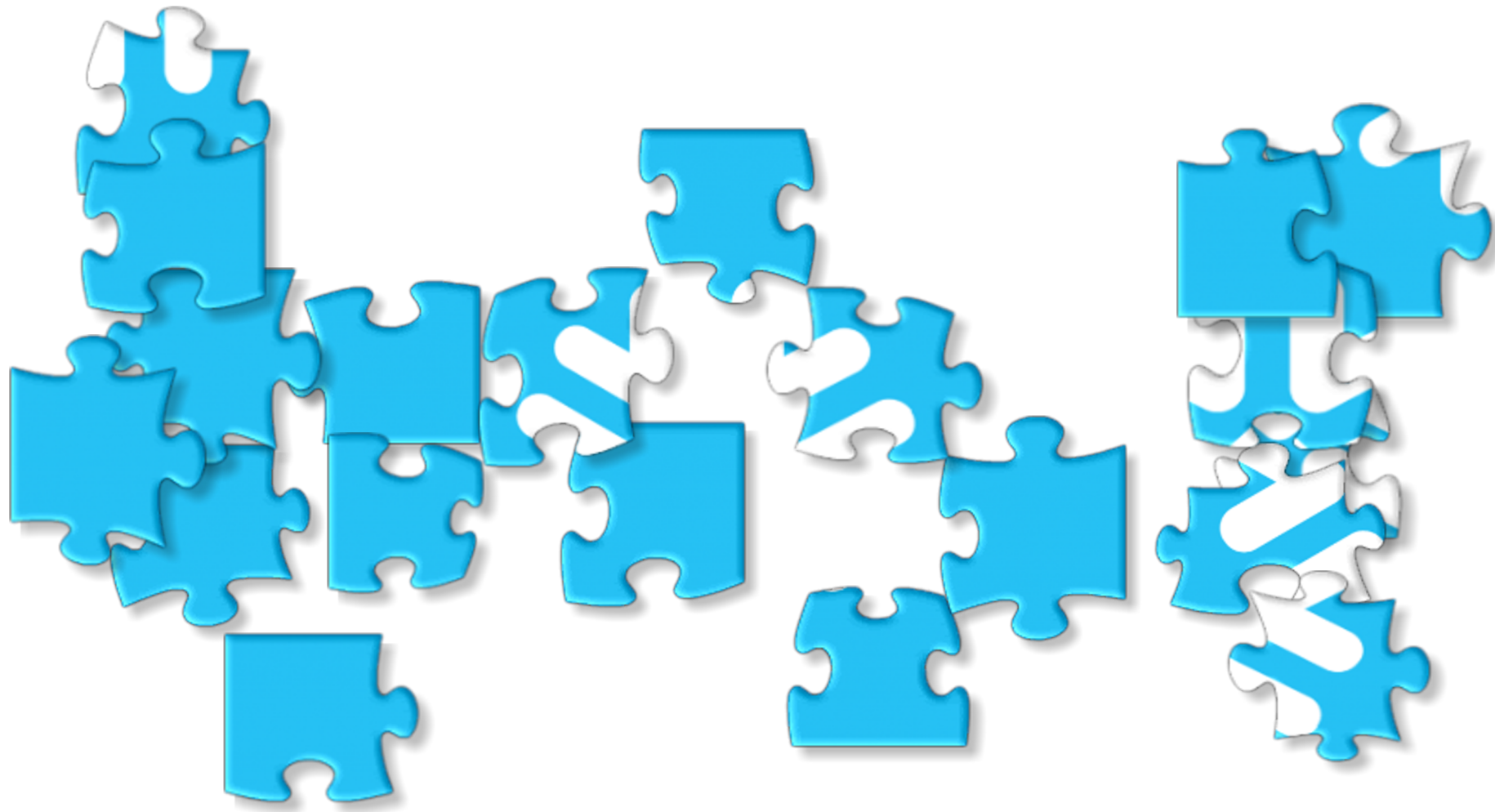
<sup>1</sup> "The Insights Professional's Guide To External Data Sourcing" Forrester, 2020

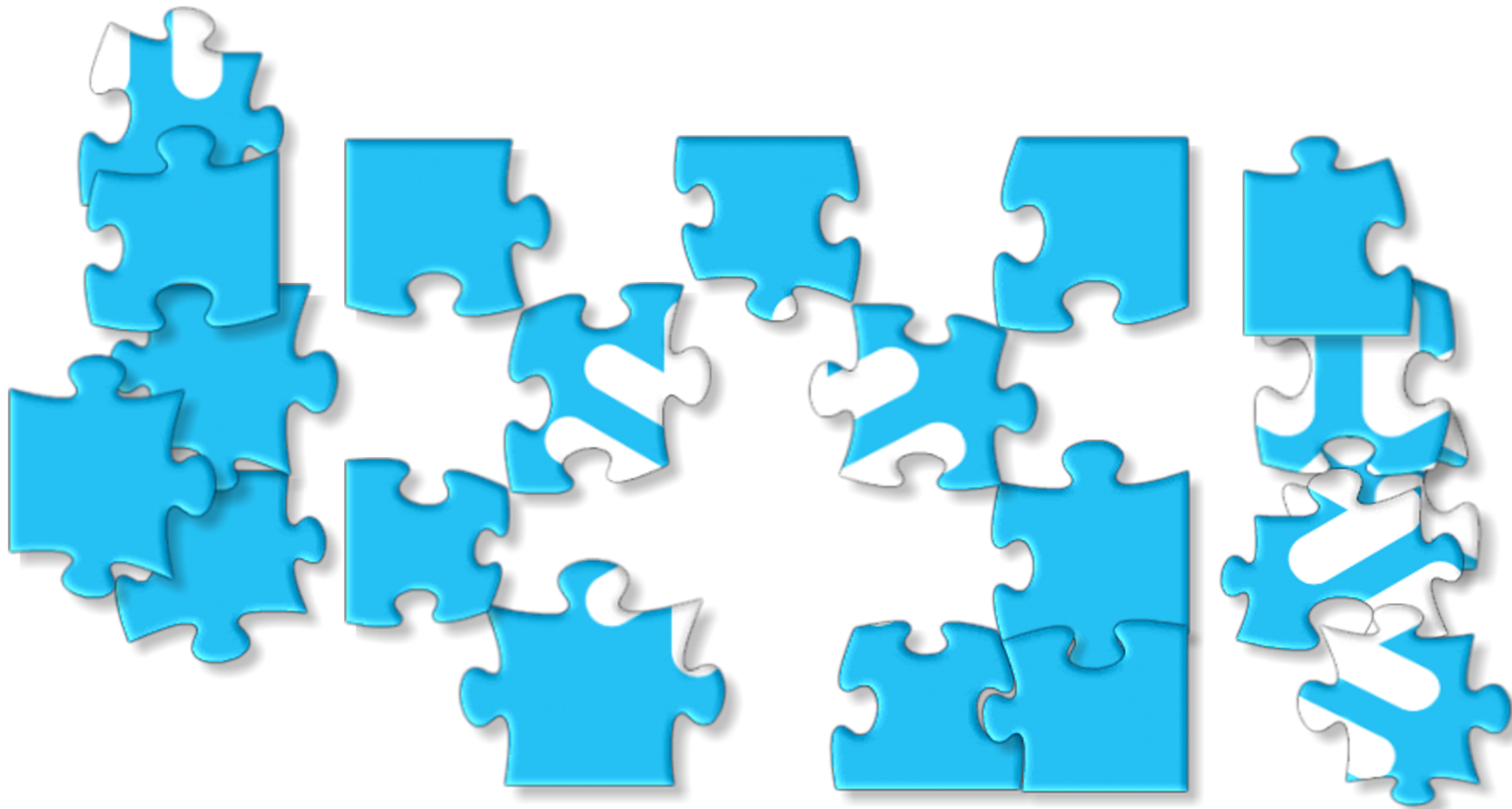


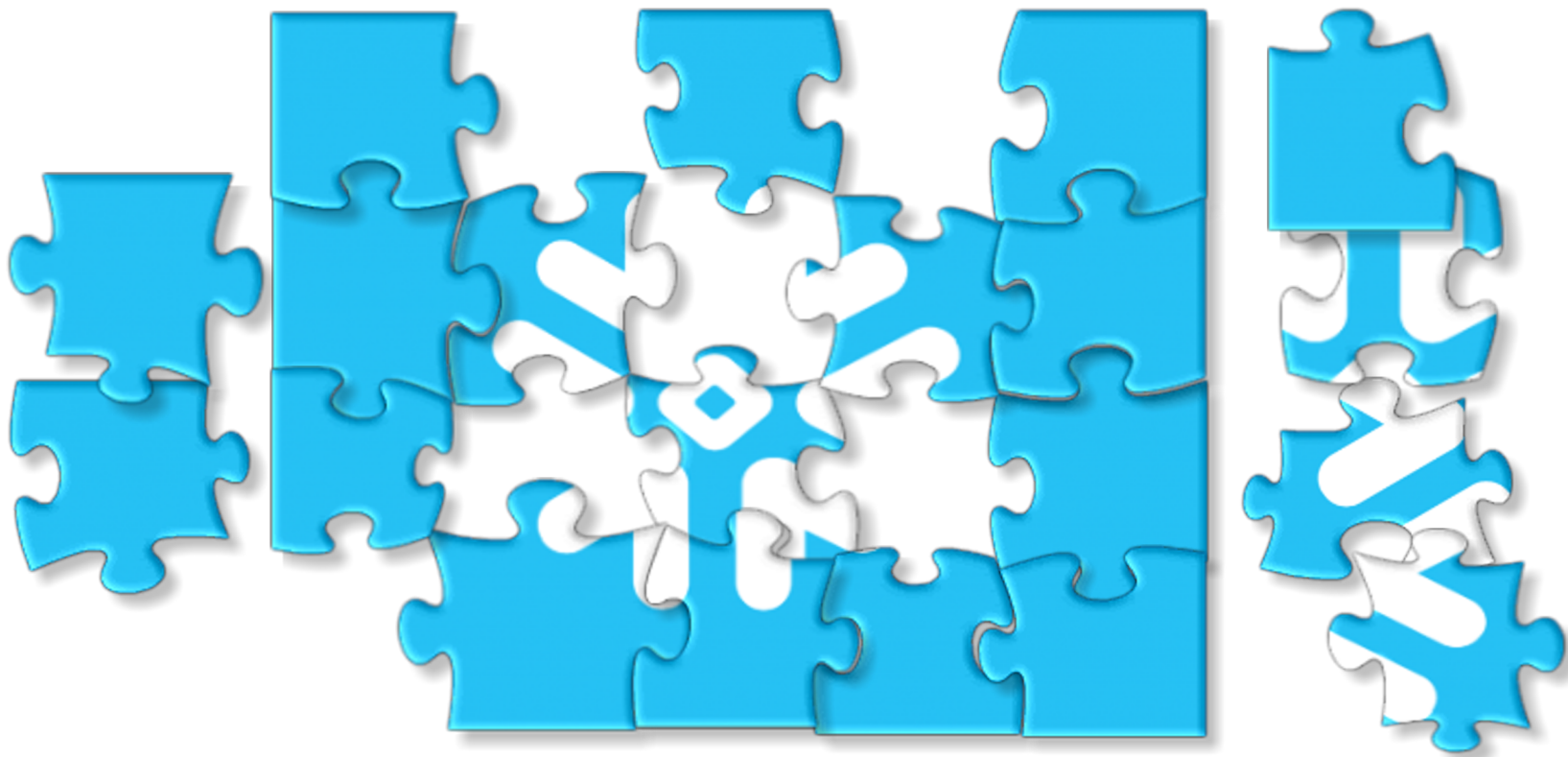
# ELASTIC PERFORMANCE ENGINE

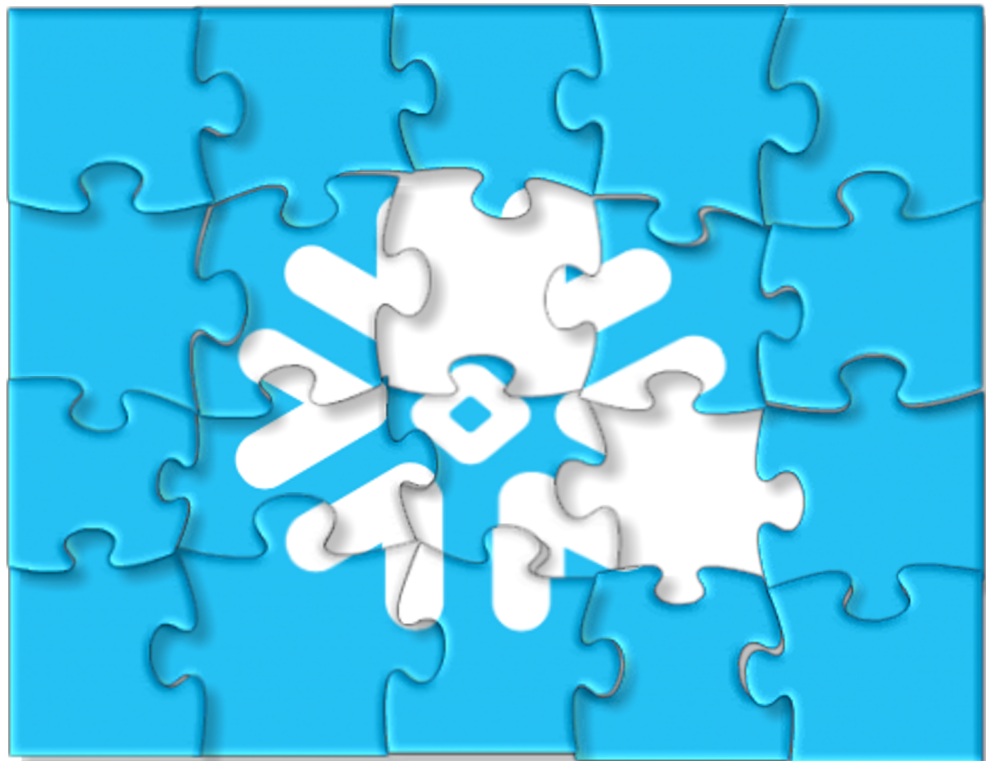










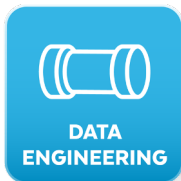


# THE PUZZLE





# POWERING MANY WORKLOADS



Fast, reliable pipelines in the language of your choice



Governed, cost-effective data lake for any scale and any data



Analytics at scale on all your data with zero administration



Simple data preparation for modeling with your framework of choice



Build data-intensive applications without operational burden



Share and collaborate on live data across your business ecosystem



# ...BUT WE DON'T DO EVERYTHING

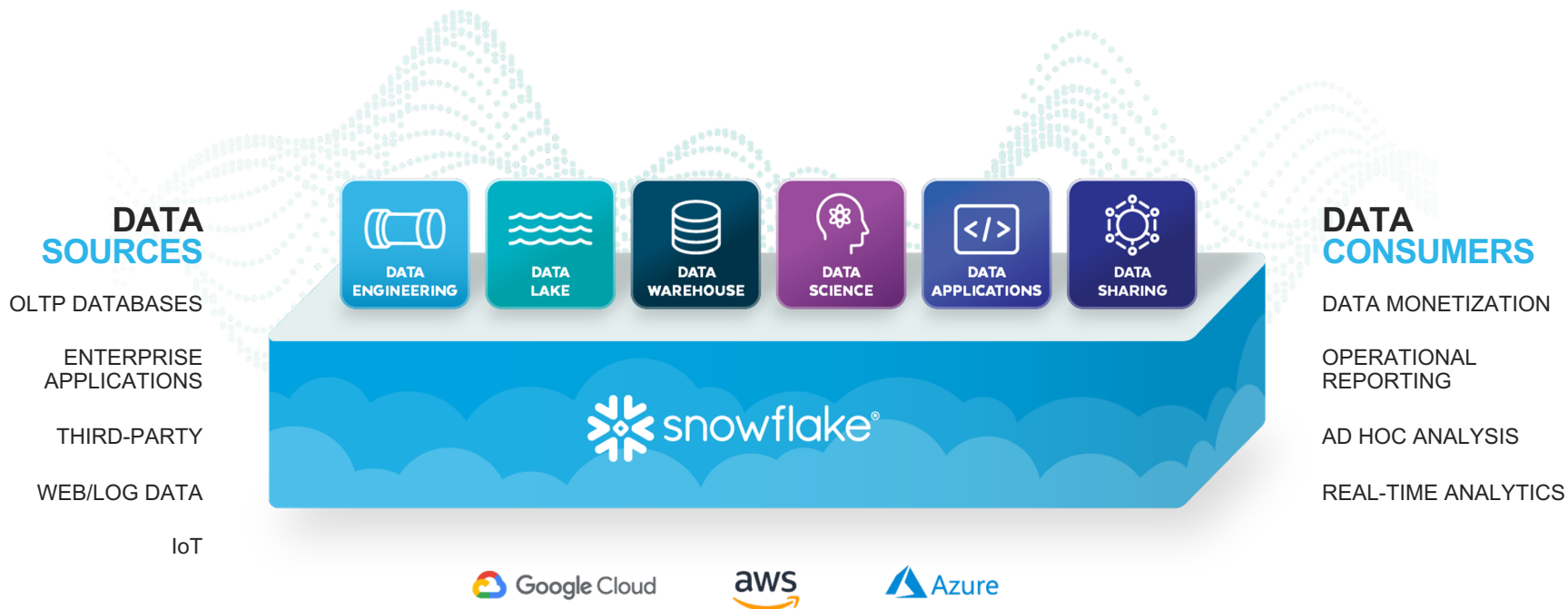


## EVER EXPANDING ECOSYSTEM

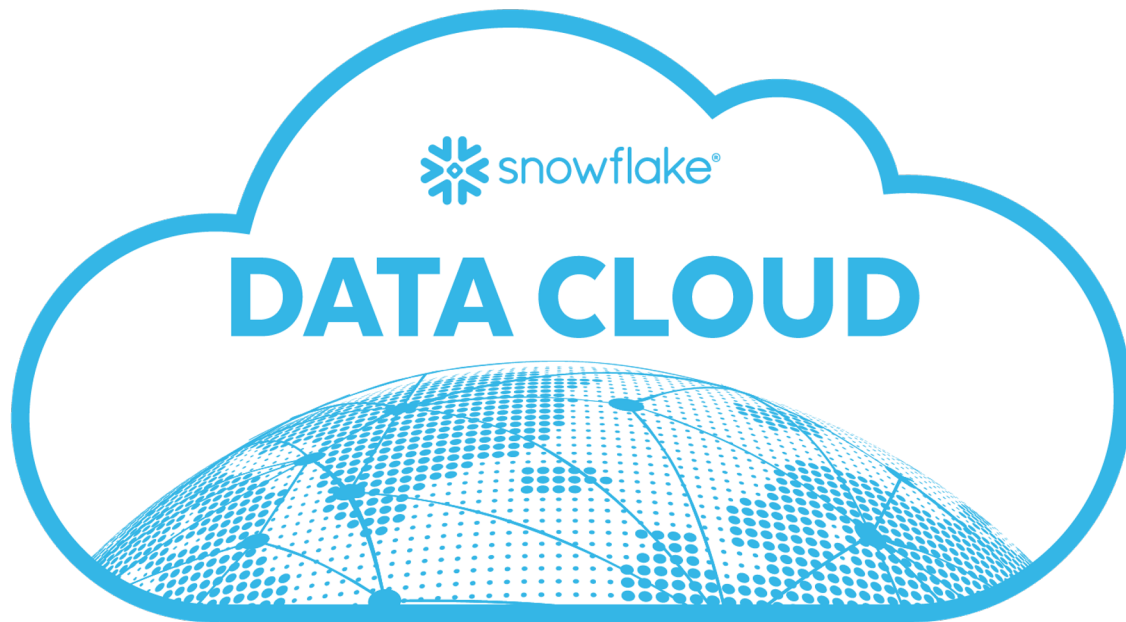




# SNOWFLAKE PLATFORM



# THE DATA CLOUD IS A GLOBAL NETWORK



One global, unified system connecting companies and data providers to the most relevant data for their business





THANK YOU





# SNOWFLAKE FOR DATA SHARING

JAMES MARSH, SE MANAGER | OCTOBER 2021

# First things first...



# Quiet Events...

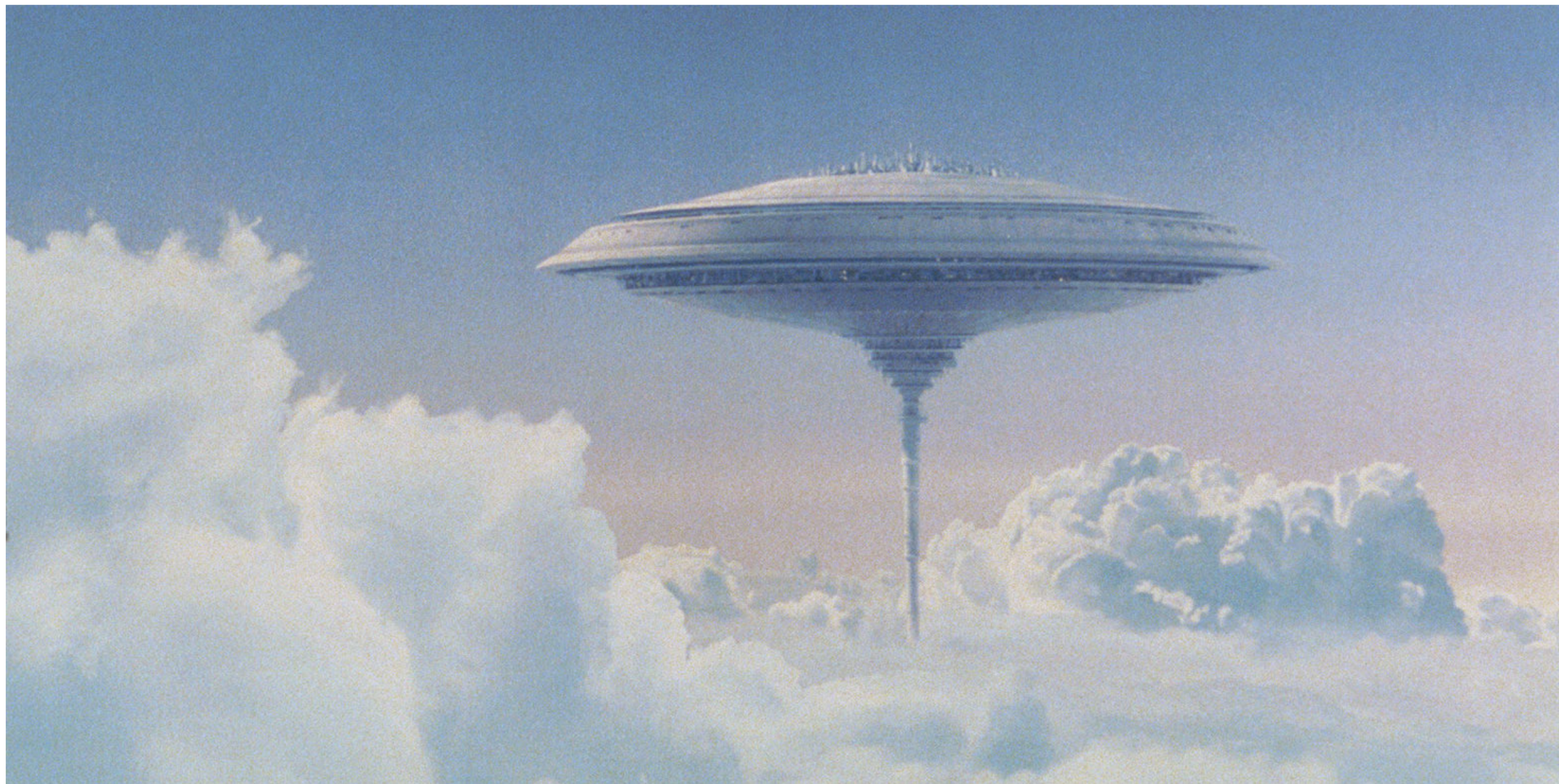


# ...or Rebel sympathizers?





# The OTHER cloud platform





# Cloud City & The Data Cloud

Both:

- Help extract value from raw materials
- Offer neutral ground in a growing battle to rule the galaxy
- Have a charming management team

Advantage Snowflake:

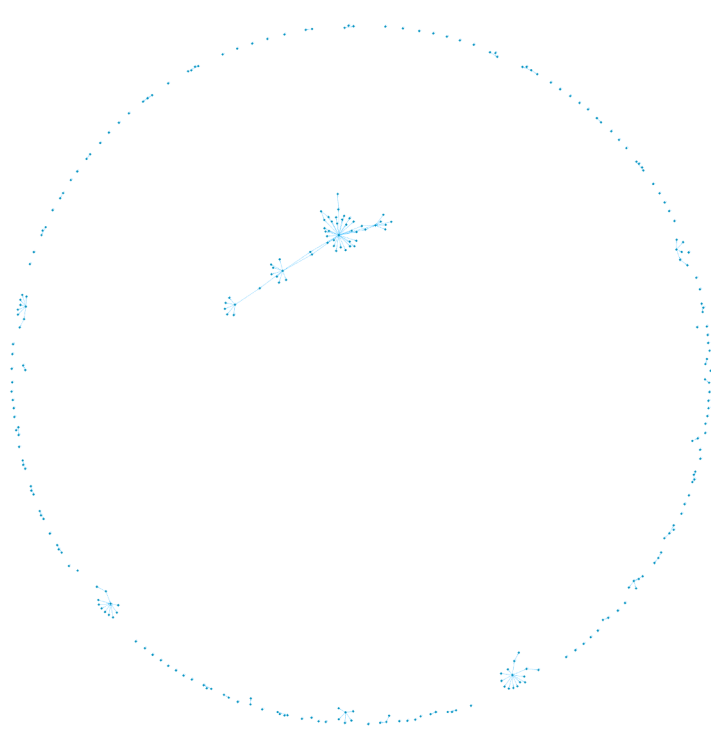
- Much more secure
- Scalable to your needs
- Strong, stable governance
- **Data sharing to accelerate you to light speed**



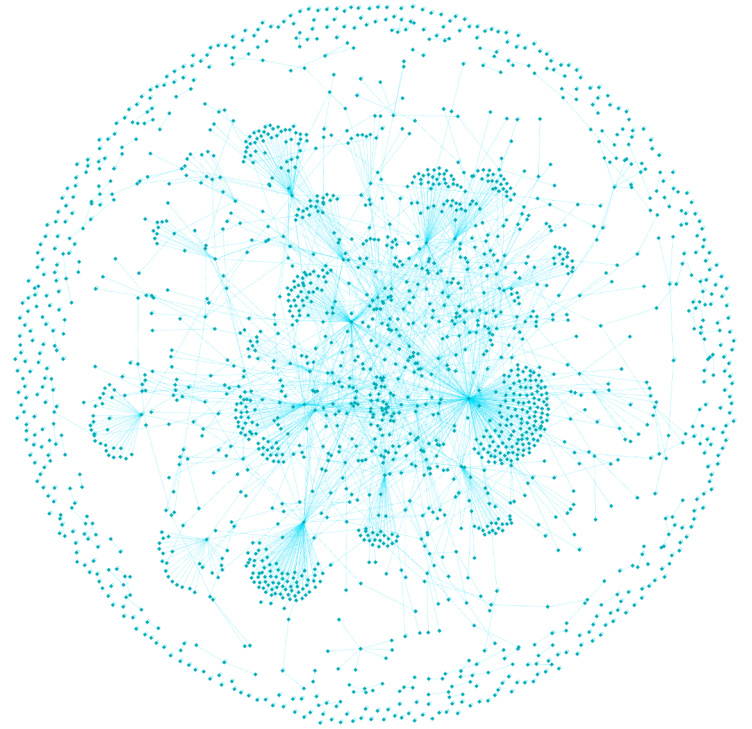
# SNOWFLAKE'S PLATFORM



# DATA CLOUD GROWTH



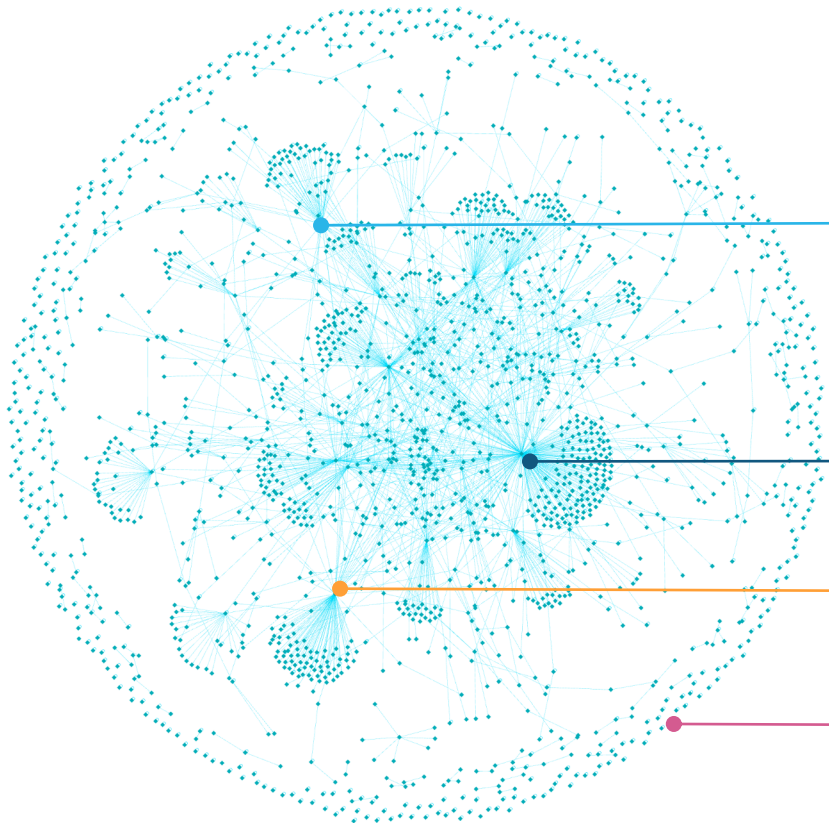
April 2020



July 2021

# THE DATA CLOUD TODAY

THOUSANDS OF  
ORGANIZATIONS  
ARE SHARING  
DATA WITH  
THEIR  
ECOSYSTEM



**A software company** shares terabytes of data with hundreds of customers

**COVID-19 data** is available live on Snowflake Data Marketplace from a US State, and other organizations

**Today's financial data** is accessible immediately without data pipelines

**Thousands of companies** share data with suppliers, partners, or other business units

\* Visualization based on actual Data Cloud sharing activity as of July 31 2021



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# TRADITIONAL WAYS OF SHARING DATA

## Traditional Methods



- Copying files in FTP/ cloud buckets
- Building, Maintaining & Calling APIs
- ETL pipelines
- Data marts

## Gaps

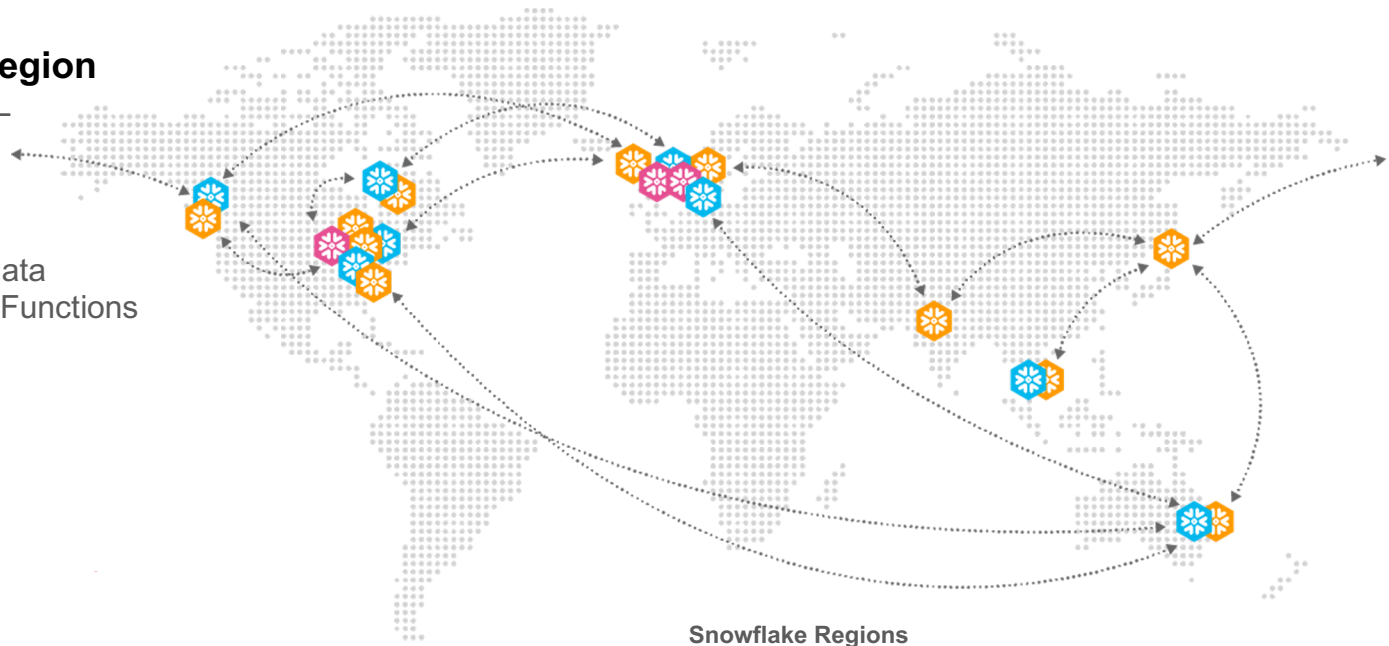
- ✗ Data is moved across environments
- ✗ Costly to maintain
- ✗ Data is delayed
- ✗ Error-prone
- ✗ Unsecure, once data is moved



# SECURELY SHARE DATA GLOBALLY

## USING SNOWGRID

- 1 Cross-Cloud & Cross-Region**  
Live, Ready-to-Query, No ETL  
On-Demand Provisioning
- 2 Data, Logic & Services**  
Personalized Data and Metadata  
Multi-language UDF/External Functions
- 3 Secure**  
Multi Party Governance  
Revocable Access



AWS



Azure

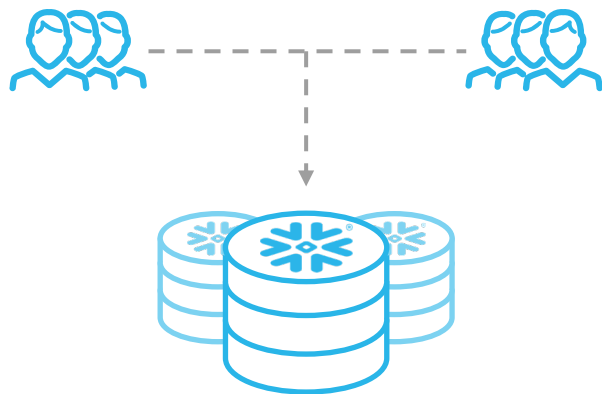


GCP



# SNOWGRID UNLOCKS DATA SHARING

## Secure Data Sharing



Live, ready-to-query data

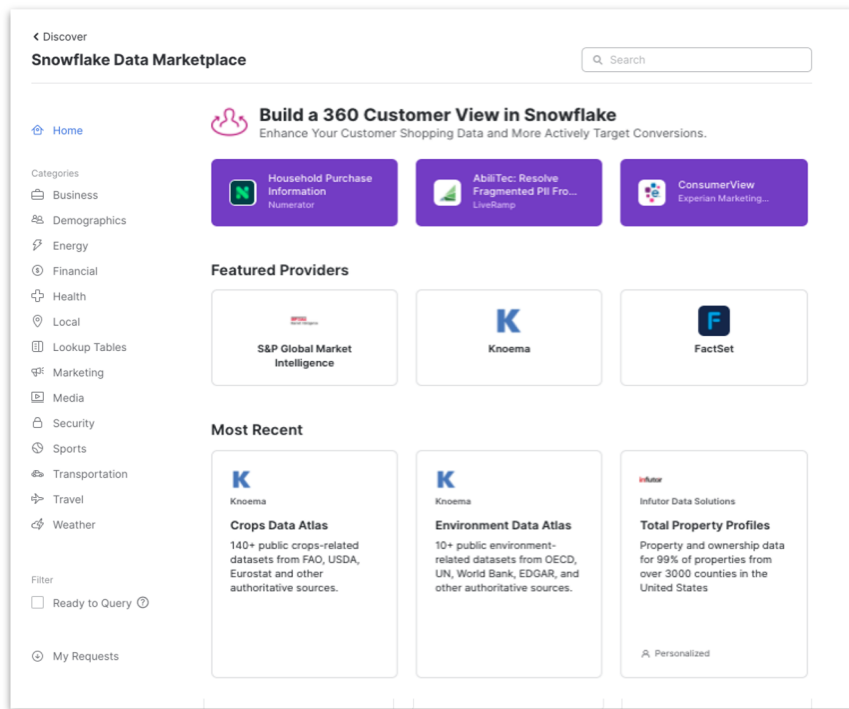
## Differentiators

- ✓ Live, ready-to-query data
- ✓ No ETL
- ✓ Share personalized data
- ✓ Share business logic
- ✓ Cross-cloud and cross-region
- ✓ Governed, revocable access



# SNOWFLAKE DATA MARKETPLACE

DISCOVER AND BE DISCOVERED IN THE DATA CLOUD



Discover data and services from 175+ providers across 18+ categories



Access the most current data available and receive real time updates automatically



Reduce data integration costs with direct access to live, ready-to-query data; No ETL



Market and deliver your data and services to customers

**Powered by Secure Data Sharing: Live, ready-to-query data, cross-cloud and cross-region. No ETL.**





braze



crunchbase



knoema

Acquia

S&P Global



earnest



---

# EVER EXPANDING MARKETPLACE

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FACTSET



neustar.

prevedere

EQUIFAX



axiom.

infutor

Demyst



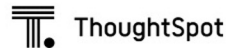
ZILLOW GROUP



ACCERN

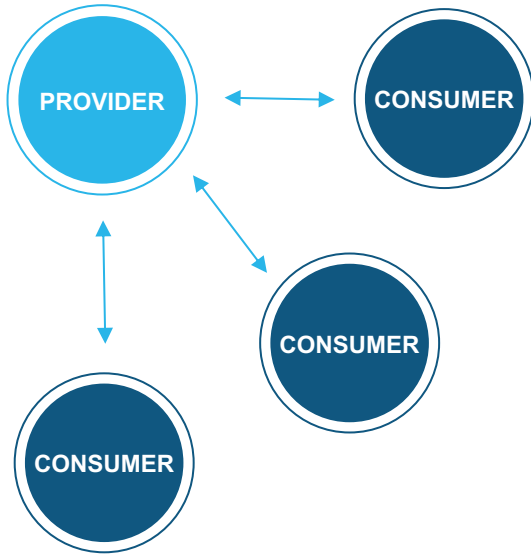


CRUX



# DIRECT SHARE

SHARE DATA WITH OTHER SNOWFLAKE ACCOUNTS



Provide access to the most current data available and make real time updates automatically



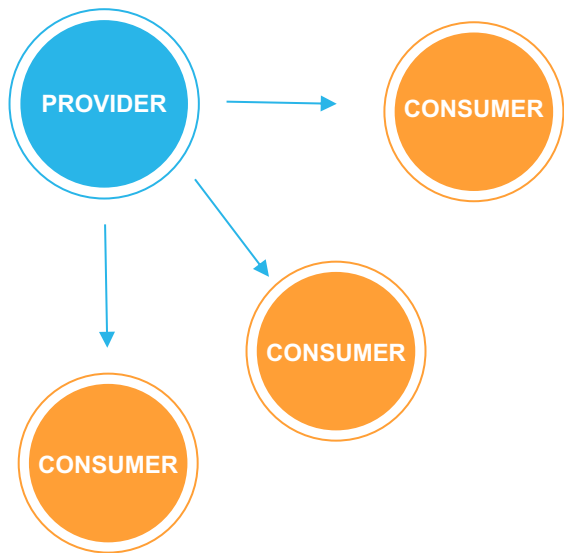
Reduce data integration costs with direct access to live, ready-to-query data; No ETL



Share revocable access to live data with Snowflake accounts

# READER ACCOUNTS

SHARE WITH COMPANIES NOT YET ON SNOWFLAKE



Provision Reader Accounts to companies who are not yet on Snowflake



Consumer can query shared data. Cannot update or load data.



Provide access to the most current data available and make real time updates automatically

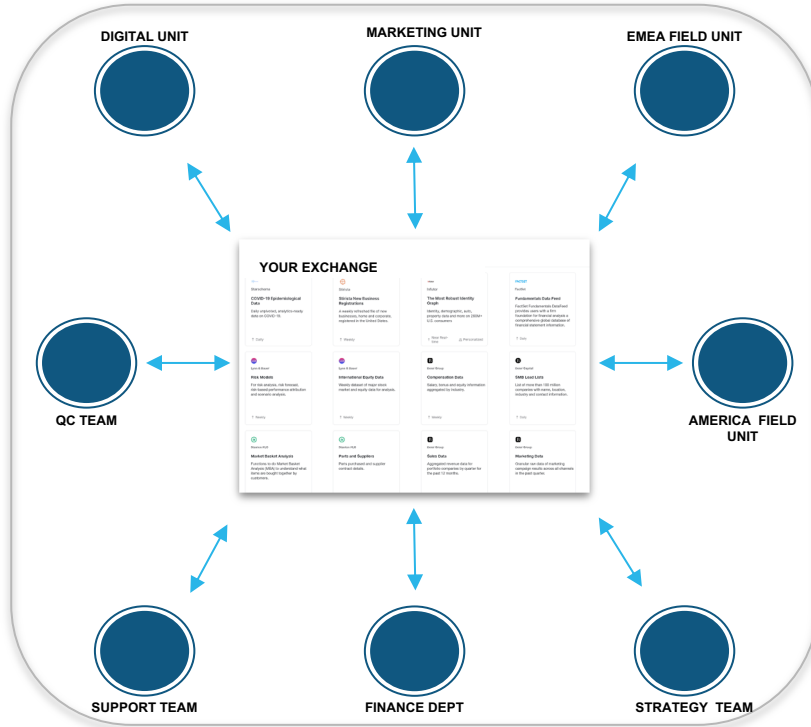


Reduce data integration costs with direct access to live, ready-to-query data; No ETL

**Powered by Secure Data Sharing: Live, ready-to-query data, cross-cloud and cross-region. No ETL.**

# DATA EXCHANGE

ADMINISTER GROUP SHARING AND DATA DISCOVERY ACROSS BUSINESS UNITS



Administer who can access and publish data, and monitor data usage with a designated group



Make data discoverable and accessible across business units or business partners



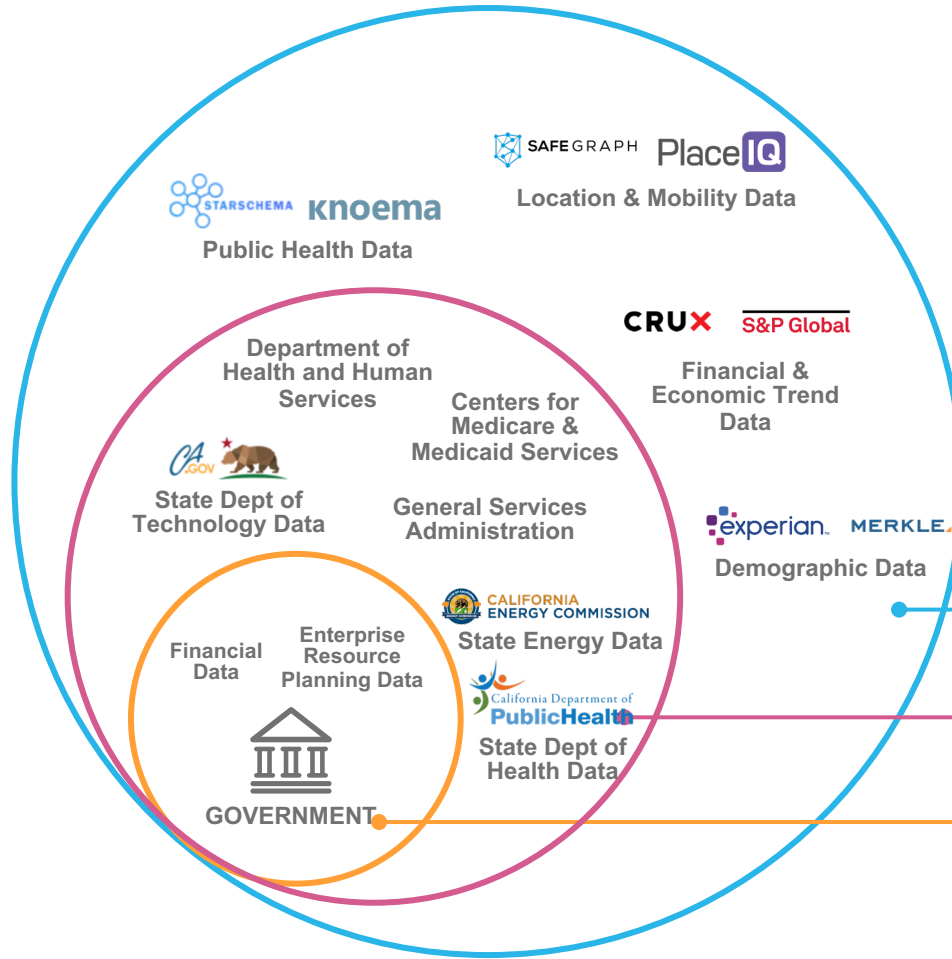
Guide data usage with metadata like example use cases and sample queries.



Reduce data integration costs with direct access to live, ready-to-query data; No ETL

**Powered by Secure Data Sharing: Live, ready-to-query data, cross-cloud and cross-region. No ETL.**

# DATA CLOUD IN PUBLIC SECTOR



**Snowflake Data Marketplace**  
Industry Datasets, Data Services, Applications

**Your Ecosystem**  
Partners & SaaS Vendors

**All of Your Organization's Data**  
On One Platform



# LET'S PROVE IT TO YOU

## Upcoming Snowflake events:

- AWS Immersion Day - October 20
  - Half-day interactive lab sessions
- Snowflake Master Class
  - Snowflake overview, deep dives & demo sessions
  - November 2 - English
  - November 4 - French
- Snow Day - November 16
  - Half-day event highlighting latest advancements



# Q&A



# Thank you!

