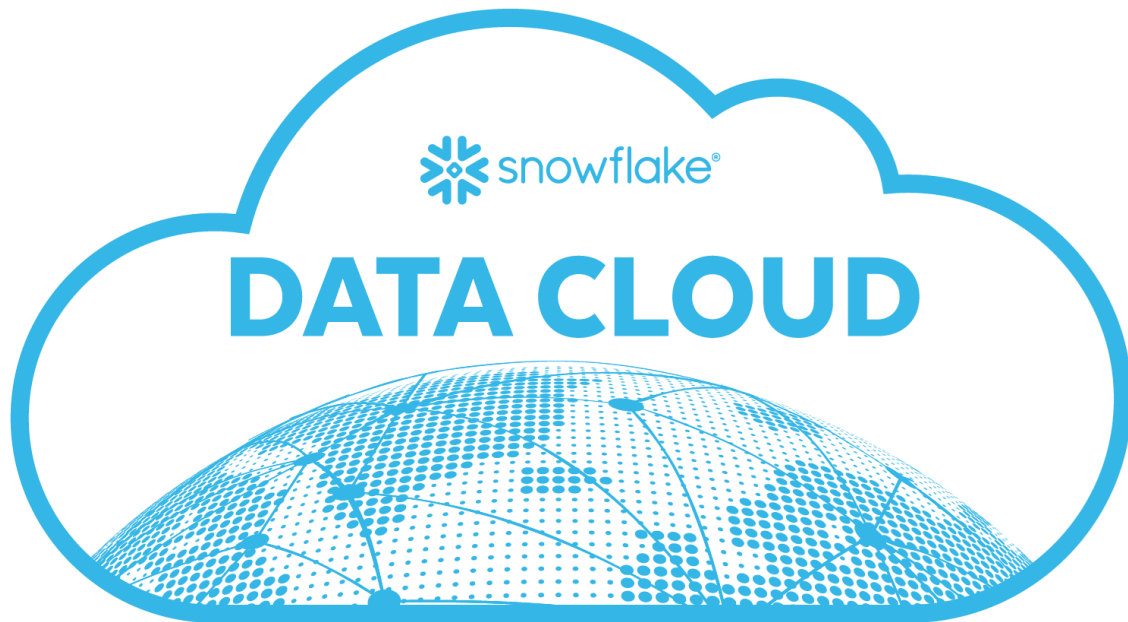# INTRODUCTION TO SNOWFLAKE

THE DATA CLOUD COMPANY

AAMER MUSHTAQ
HEAD OF SALES ENGINEERING (MIDDLE EAST TURKEY AFRICA)

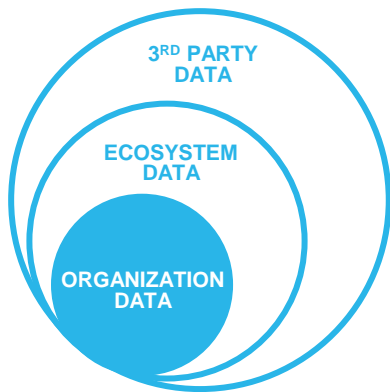# THE DATA CLOUD IS A GLOBAL NETWORK

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

BENEFITS OF THE DATA CLOUD

ACCESS

- 3RD PARTY DATA
- ECOSYSTEM DATA
- ORGANIZATION DATA

GOVERNANCE

- KNOW YOUR DATA
- PROTECT YOUR DATA
- UNLOCK YOUR DATA

ACTION

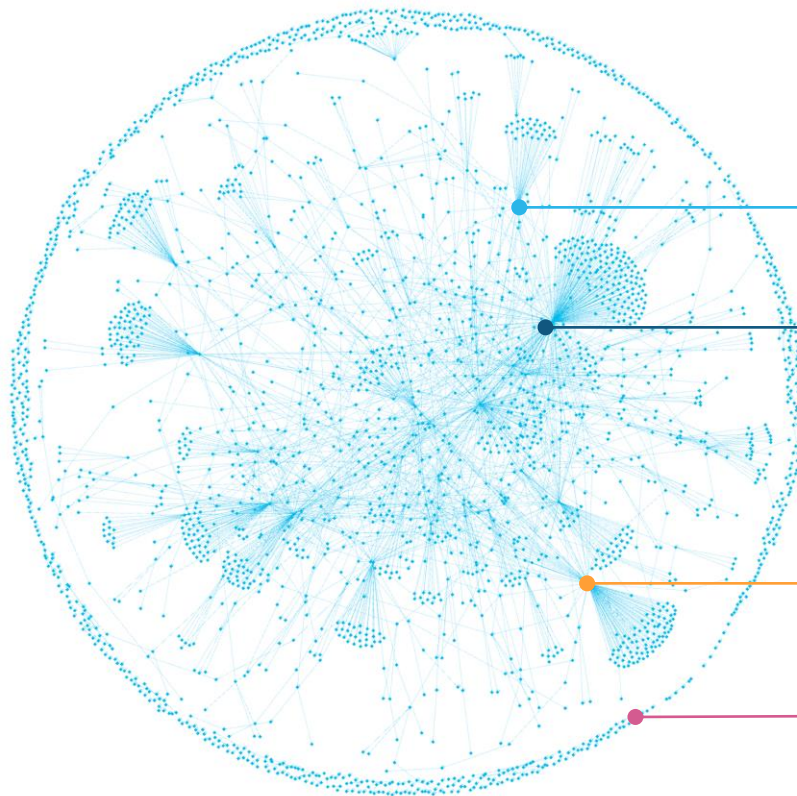- PRODUCT DEV TEAMS
- DATA SCIENTISTS
- ANALYSTS
- BIZ DEV TEAMS

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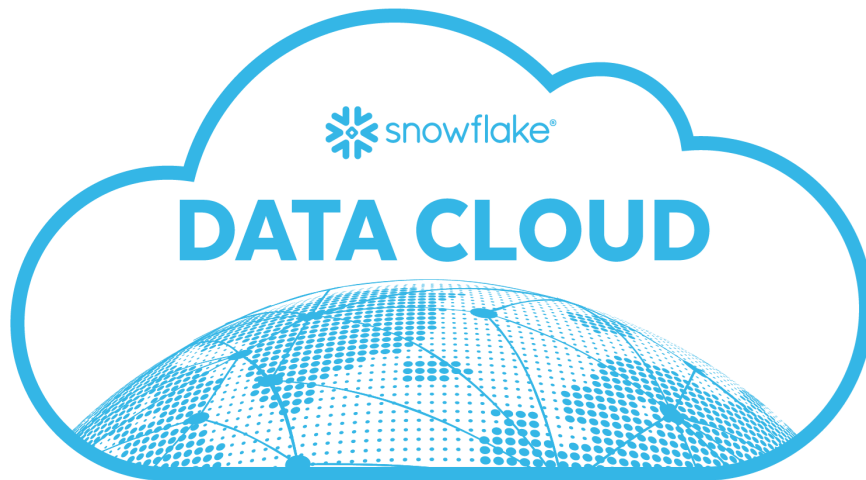
Thousands of companies share data with suppliers, partners, or other business units

* Visualization based on actual Data Cloud sharing activity as of Jan 2022

THE DATA CLOUD IS A GLOBAL NETWORK

Platform

Collaboration
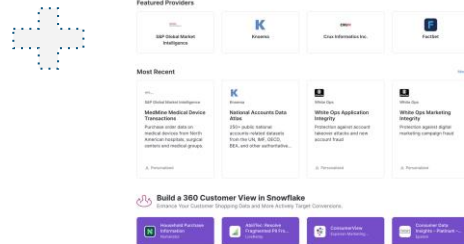
Content

SNOWFLAKE PLATFORM

Under the hood

DATA ENGINEERING

DATA LAKE

DATA WAREHOUSE

DATA SCIENCE

DATA APPLICATIONS

DATA SHARING

snowflake®

DATA SOURCES

OLTP DATABASES

ENTERPRISE APPLICATIONS

THIRD-PARTY

WEB/LOG DATA

IoT

ELASTIC PERFORMANCE ENGINE

INTELLIGENT INFRASTRUCTURE

SNOWGRID

DATA CONSUMERS

DATA MONETIZATION

OPERATIONAL REPORTING

AD HOC ANALYSIS

REAL-TIME ANALYTICS

Google Cloud   aws   Azure
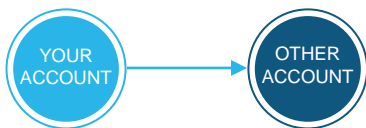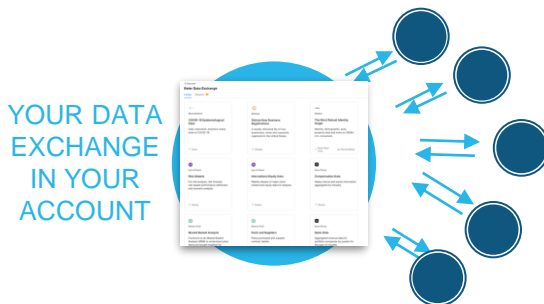
COLLABORATION AT SCALE

powered by Global Data Sharing: a single, live copy of curated database objects

DIRECT SHARE

For sharing data 1-to-1

PRIVATE DATA EXCHANGE

YOUR DATA EXCHANGE IN YOUR ACCOUNT

Data Sharing AT SCALE:
<u>many</u> parties, <u>many</u> data sets

CISCO | *Cisco's data exchange for its suppliers*

PUBLIC DATA MARKETPLACE

Accessible today in all AWS, Azure regions

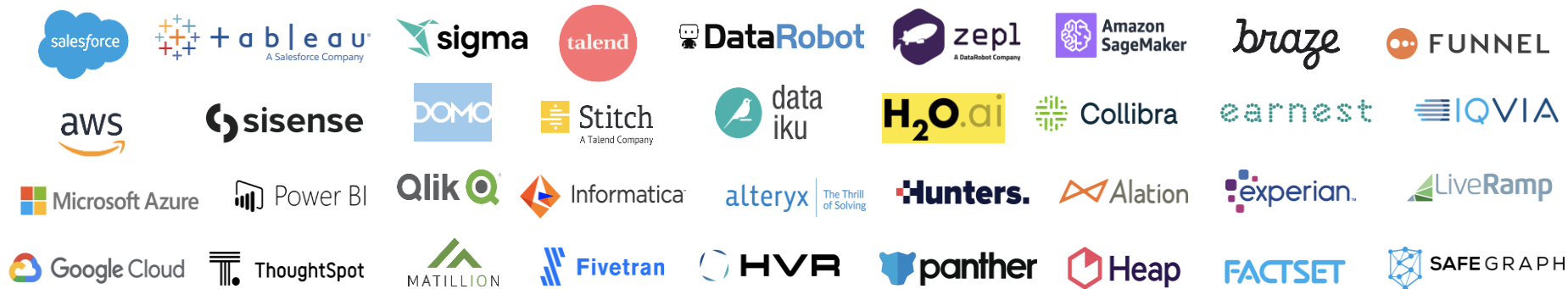+WUNDERMAN THOMPSON
FACTSET
Heap
DemystData
braze
WEATHER SOURCE
S&P Global

Blend 3rd Party Data:
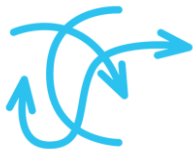over 200 providers and growing

STARSCHEMA | *Starschema COVID data*

EVER EXPANDING ECOSYSTEM

The Data Cloud Differentiators

Simplicity

Simple, serverless, plug and play Leverage existing Skills

Integration

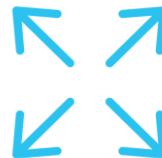A single platform supporting all analytic workloads

Data Sharing

Secure, governed access to any data, across accounts, regions and clouds

Unlimited Scalability

Any scale of data, users and workloads. Grow without re-architecting

Instant Elasticity

Size for what you need, right now. Resize instantly

Pay As You Go

Pay for what you use, when you use it

THANK YOU