



Snowflake for Data, AI/ML & Apps

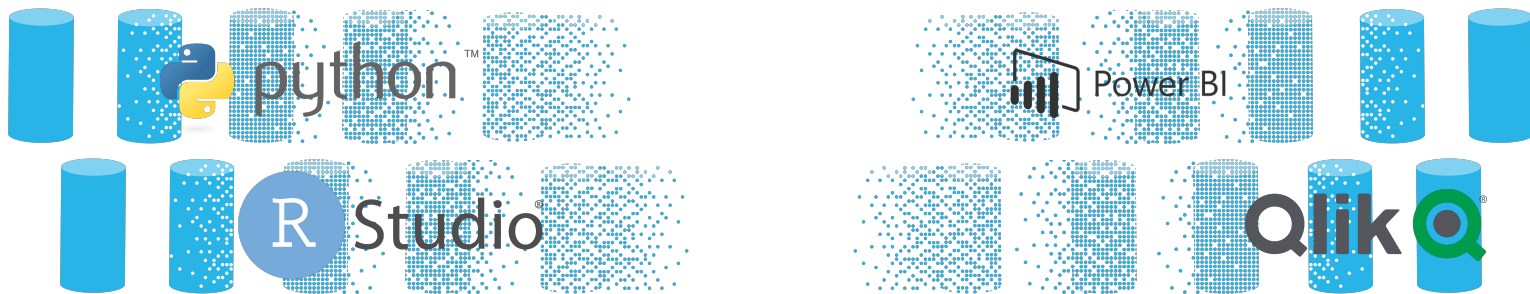
Every Organization Struggles with Silos

Silos equate to complexity, higher costs, and security risks

**SNOWFLAKE ELIMINATES SILOS TO
DELIVER A SINGLE DATA FOUNDATION**



Silos can exist outside the data platform as well



Where does business logic live? How easy it is to update it? Is it 100 % the same in all apps without a centralized data platform?

THERE IS NO AI STRATEGY WITHOUT A DATA STRATEGY



Simplify Your Data Foundation

For all data and
workloads



Accelerate AI

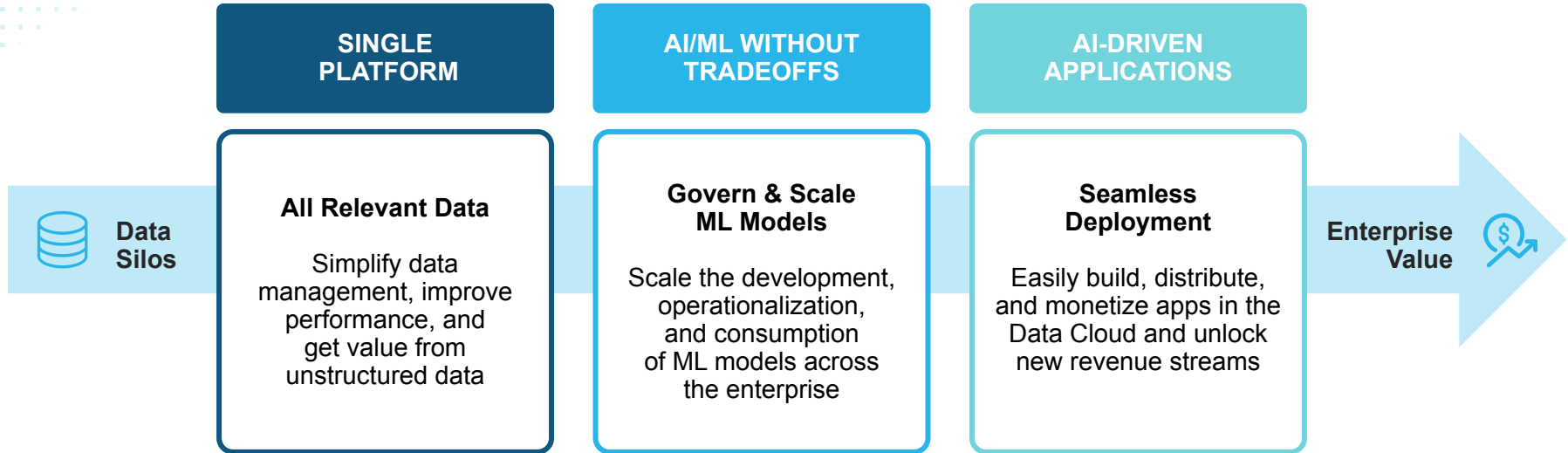
For all users against
enterprise data



Scale with Applications

With streamlined development,
deployment, and productization

A Strong Data Foundation is the Difference Between Hype and Delivering Value



Snowflake Data Cloud Makes This Easy

A global network connecting you to the most relevant content, powered by a single platform

- ✓ **Simplicity**
- ✓ **Scalability**
- ✓ **Automation**
- ✓ **Fully managed ONE PLATFORM**



REQUIREMENTS FOR YOUR DATA FOUNDATION

Endless silos



Unified data

Hidden costs



Optimal TCO

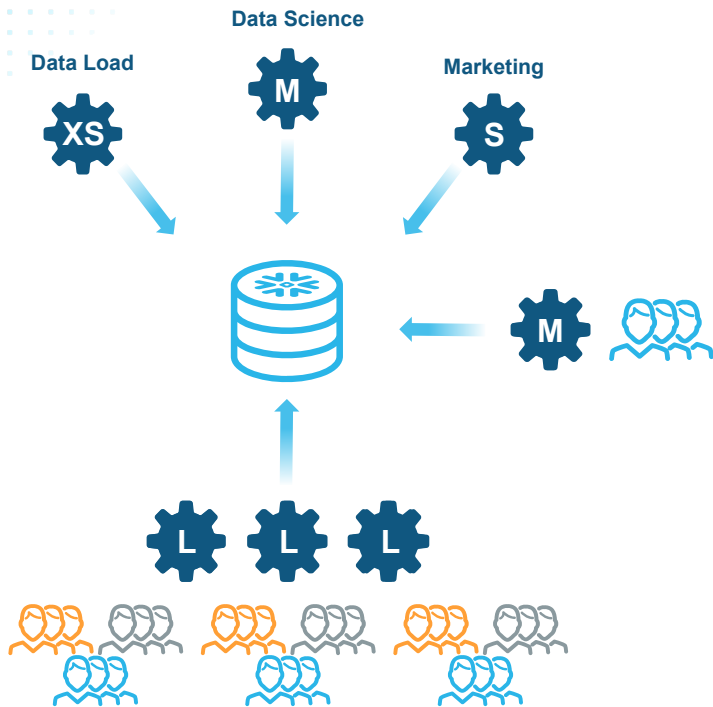
Piecemeal policies



Universal governance



ELASTIC MULTI-CLUSTER COMPUTE



Allocate Isolated Resources

Meet individual customer and team's needs by designating dedicated compute clusters

Scale Out

Respond to user demand without contention or performance degradation

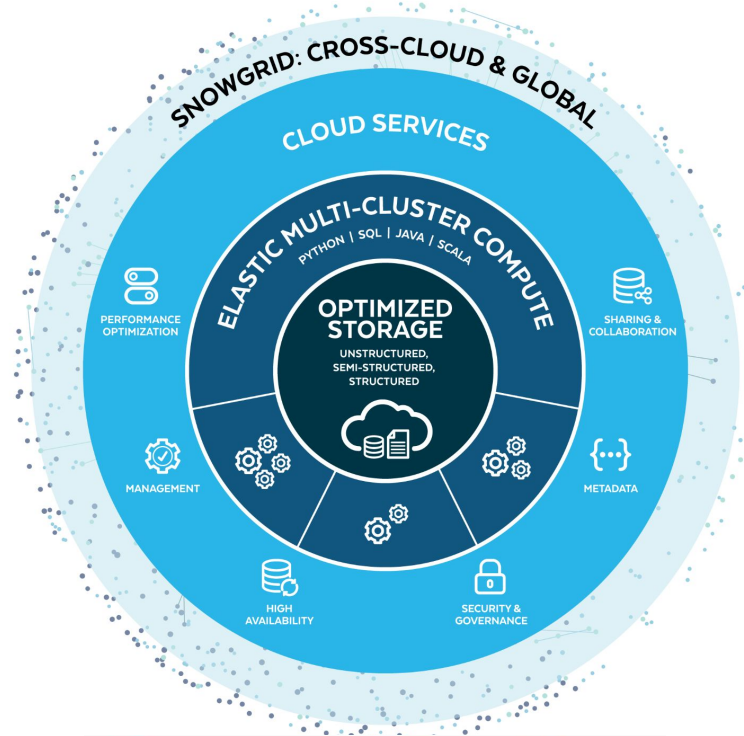
Scale Up

Ensure performance of larger, more complex queries



SNOWFLAKE PLATFORM ARCHITECTURE

All integrated together within Snowflake's one platform to simplify your data foundation.



... with consistent governance, performance, and ease-of-use.

ONE PLATFORM. ANY ARCHITECTURAL PATTERN.

Data Warehouse

Centralized analytics for structured business data



Data Lake

Unlimited storage for versatile data types and workloads



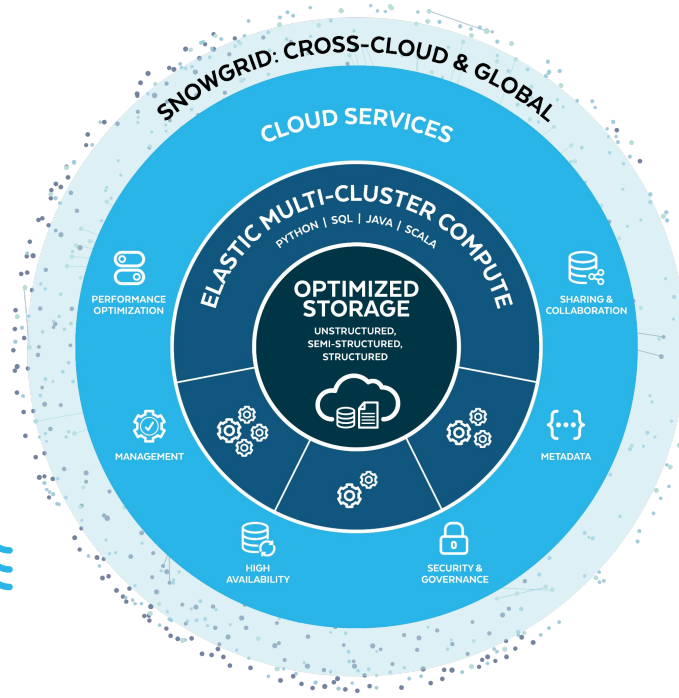
Data Lakehouse

Transactional data lake for unified analytics, AI/ML, collaborative workloads

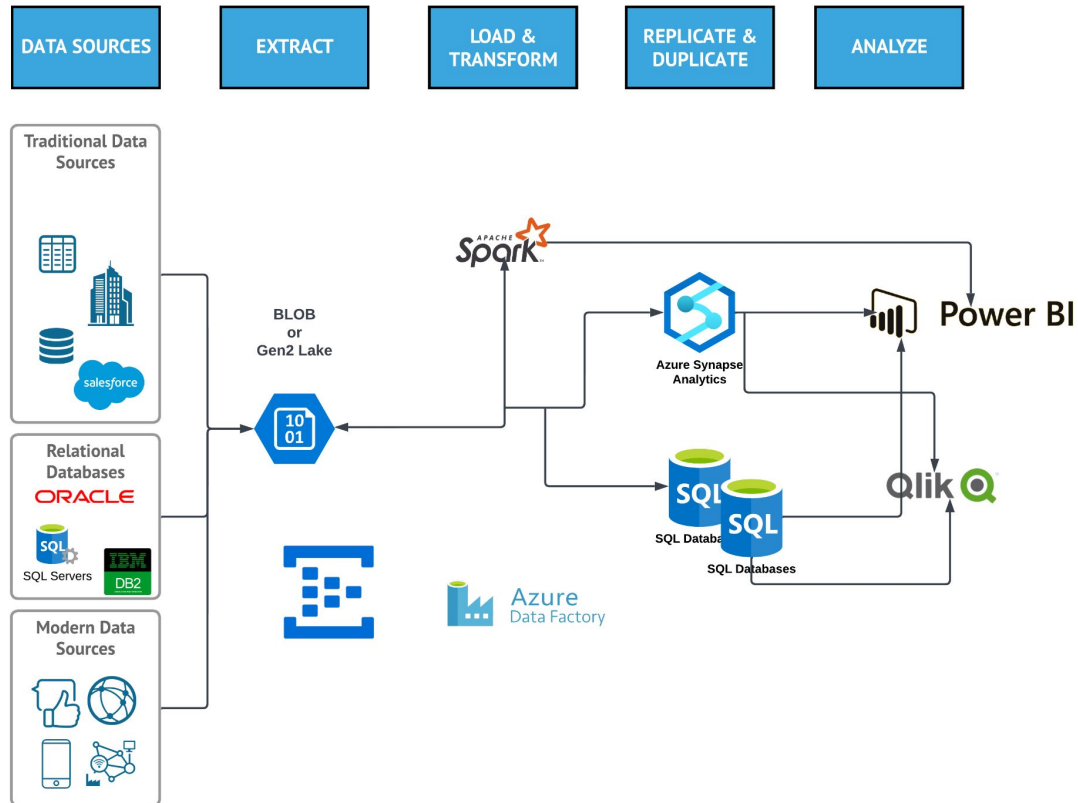


Data Mesh / Fabric

Distributed and governed, domain-oriented collaboration

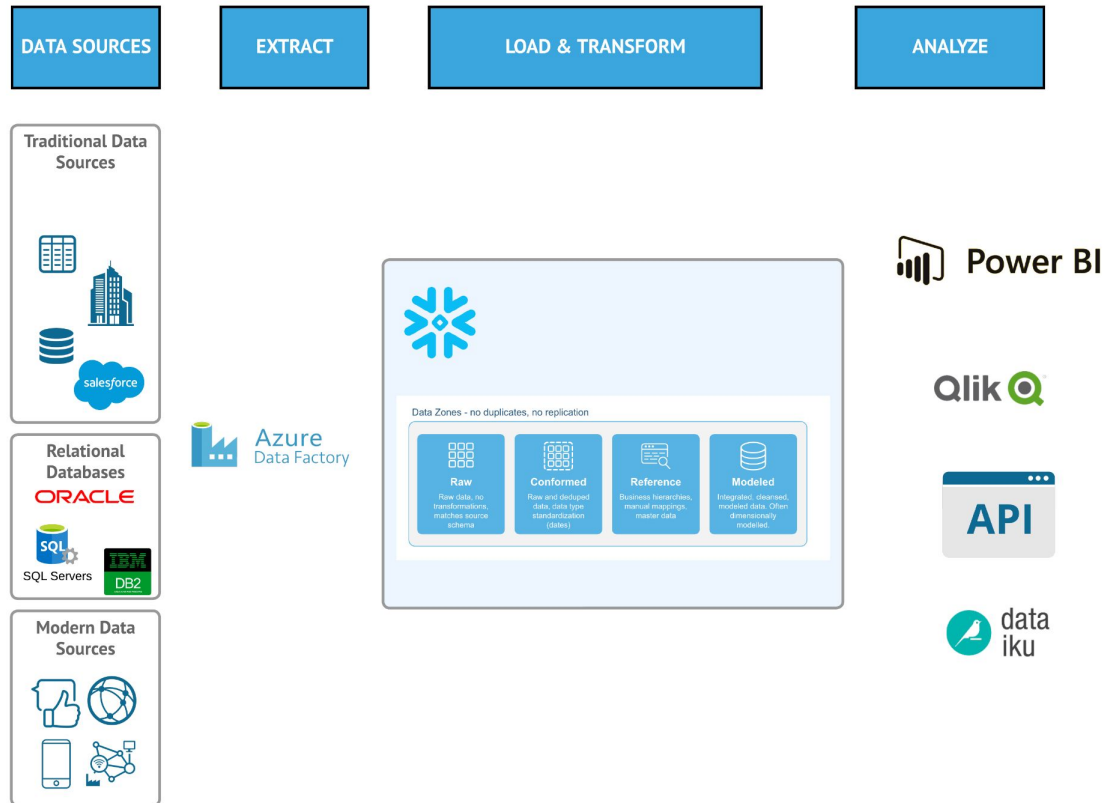


Azure architecture example (without Snowflake)

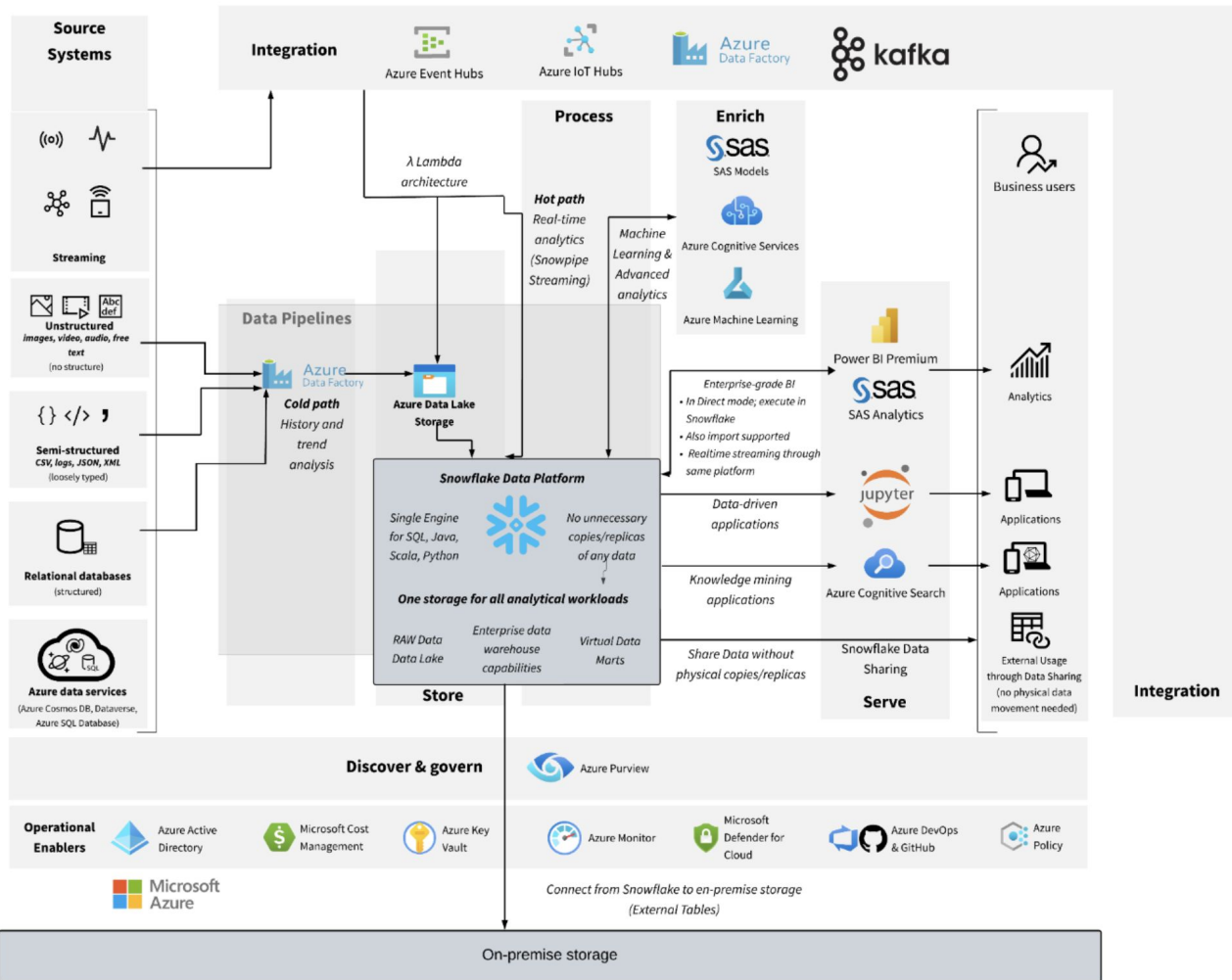


- Multiple copies of data
- Multiple storage technologies
- Complex setup
- Costly maintenance
- Slower development
- Huge risks with security & governance

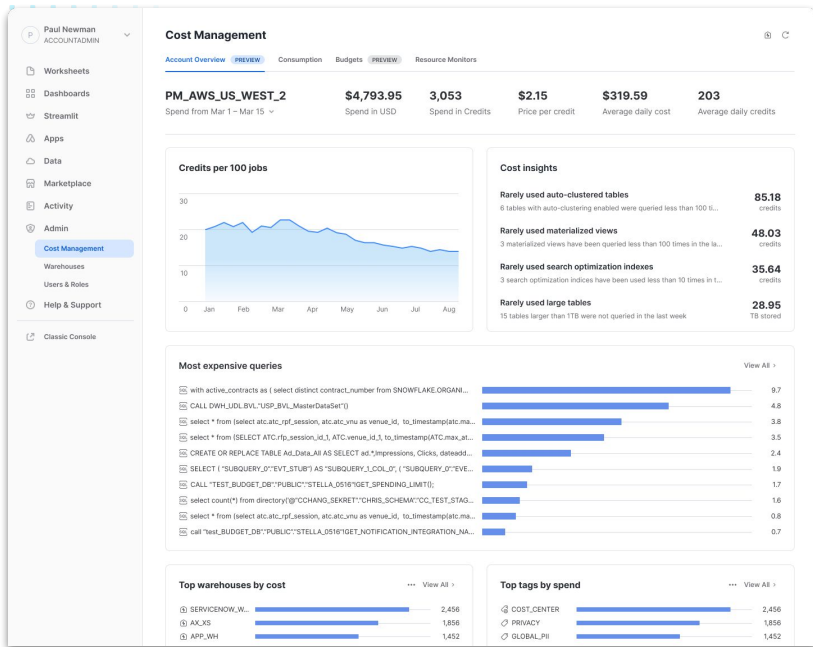
Architecture with Snowflake



- You can keep using Azure services like Azure Data Factory, PowerBI, AzureML & PurView
- Single copy of data; no need to duplicate/replicate
- 1 data platform
- Easy setup
- near-zero maintenance
- fast development
- No security risks; create rules only once



MAXIMIZING COST EFFICIENCY AT SCALE



- Avoid over-provisioning with right-sized resources
- Benefit from ongoing, transparent performance enhancements
- Control & manage spend via the built-in cost management interface



Built-in governance solution with a unified set of capabilities

Protect & audit your data

with compliance, business continuity, data quality monitoring, & lineage.

Secure your environment

with continuous risk monitoring & protections, RBAC, & granular authorization policies.



Classify, share, discover & take immediate action

on data, apps and more across regions & clouds.

Unlock the value of your sensitive data

with advanced privacy policies and data clean rooms.

Integrate

with other Apache Iceberg-compatible catalogs & engines, and with data catalog & data governance partners.



WHAT IS SNOWPARK?

Set of libraries and runtimes to securely develop and deploy Python and other programming languages in Snowflake to develop data pipelines, machine learning models, apps, and more.



Language of
Choice on a
Single Platform



Scalability Without
Operational
Complexity



No Governance
and Security
Trade-offs



[Link to page](#)

MIGRATION READINESS ASSESSMENT With Infrotrust



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SNOWCONVERT



COURSES

LEARNING TRACKS

CERTIFICATIONS

FAQS

DORA

LOG

SnowConvert for Discovery & Analysis

This lecture-based Snowflake on-demand course provides participants with the core knowledge and skills to successfully plan and prepare for a migration to Snowflake using SnowConvert.

ENROLL NOW ↗

On-Demand Training

SNOWCONVERT FOR
DISCOVERY & ANALYSIS

Description

This lecture-based Snowflake on-demand course provides participants with the core knowledge and skills to successfully plan and prepare for a migration to Snowflake using SnowConvert.

Course Overview

Estimated Effort

.75 hrs

(Rigorous)

Course Number





Simplify Your Data Foundation

For all data and workloads



Accelerate AI

For all users against enterprise data



Scale with Applications

With streamlined development, deployment, and productization

REQUIREMENTS FOR AI SUCCESS

**Long cycles + AI
limited to experts**



**AI in seconds,
easy for everyone**

**Time and resources on
managing infrastructure**



**Build custom AI
apps in minutes**

**Experiments mean
moving data, leading to
risk**

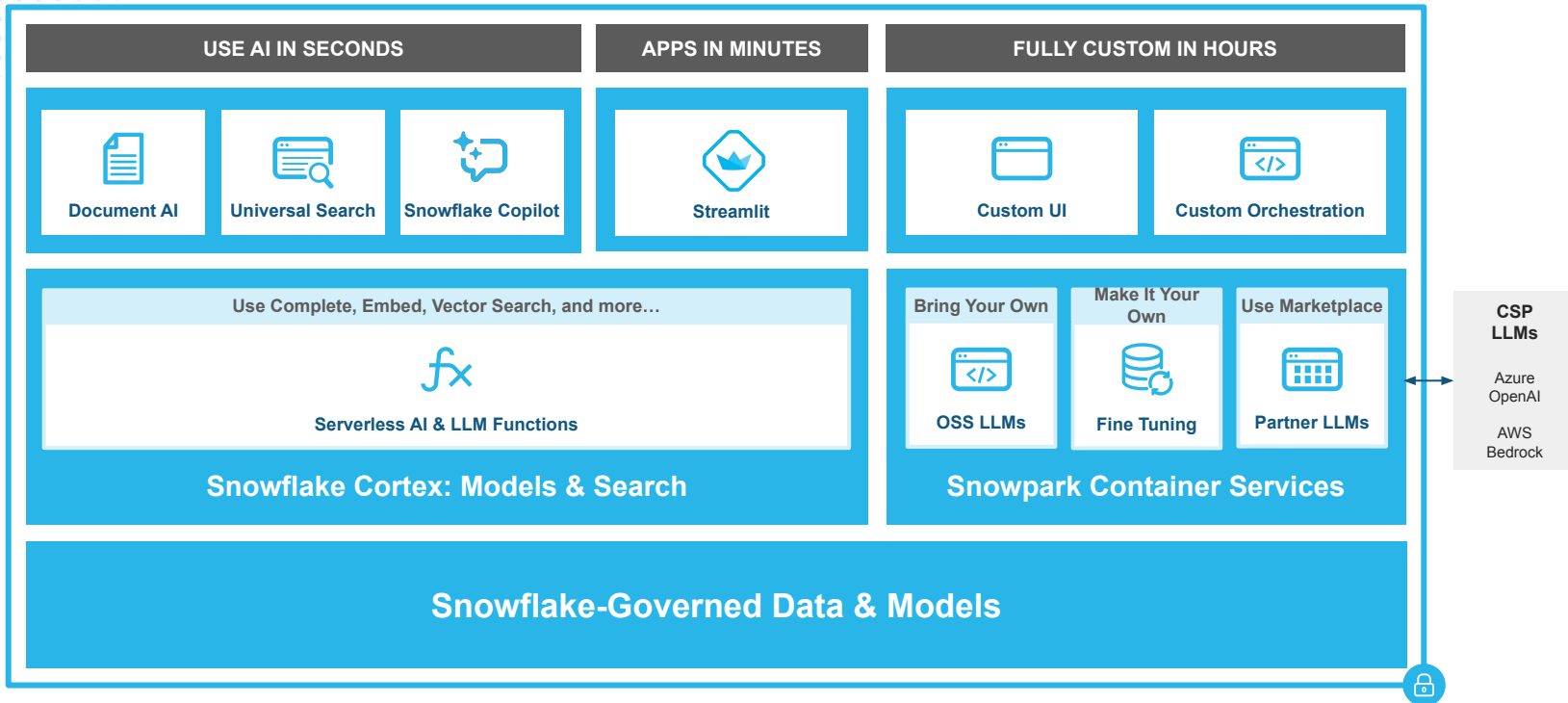


**AI/ML on enterprise data
within Snowflake's security
boundary**



SNOWFLAKE FOR AI

ease of use - security - governance



INTRODUCING SNOWFLAKE ARCTIC

Introducing Snowflake Arctic

Your message





ARCTIC

THREE UNIQUE DIFFERENTIATORS

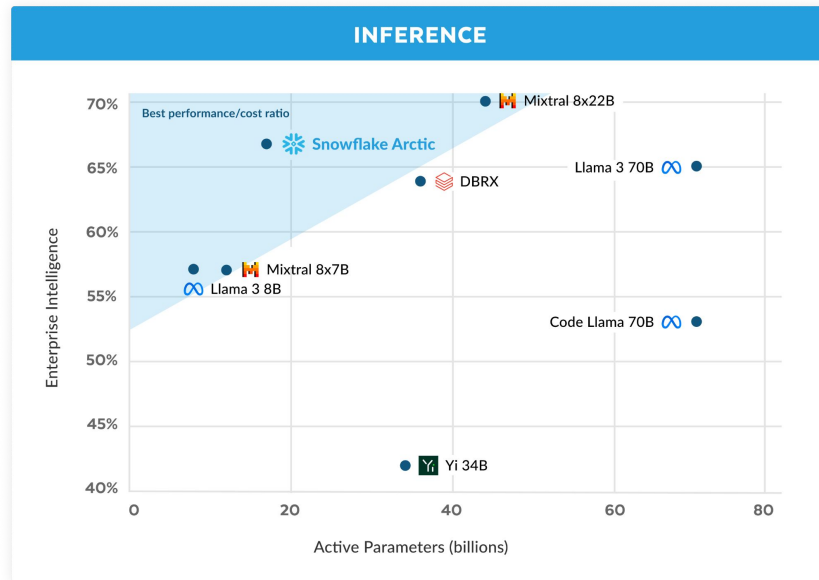
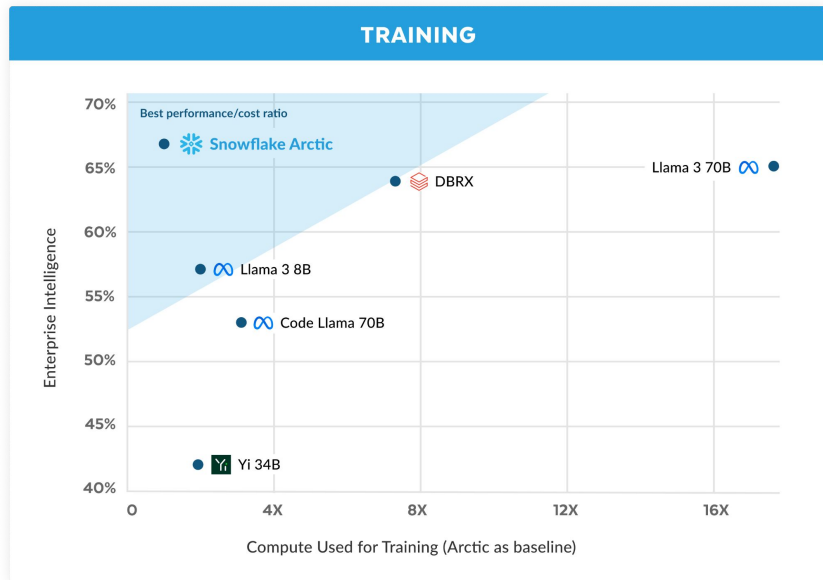
**Enterprise
Intelligence**

**Breakthrough
Efficiency**

**Truly
Open**

Snowflake is pioneering in enterprise AI

Ensuring customers have models to build intelligent, efficient enterprise AI apps. And we build on them too.



Top-tier results at a fraction of development cost

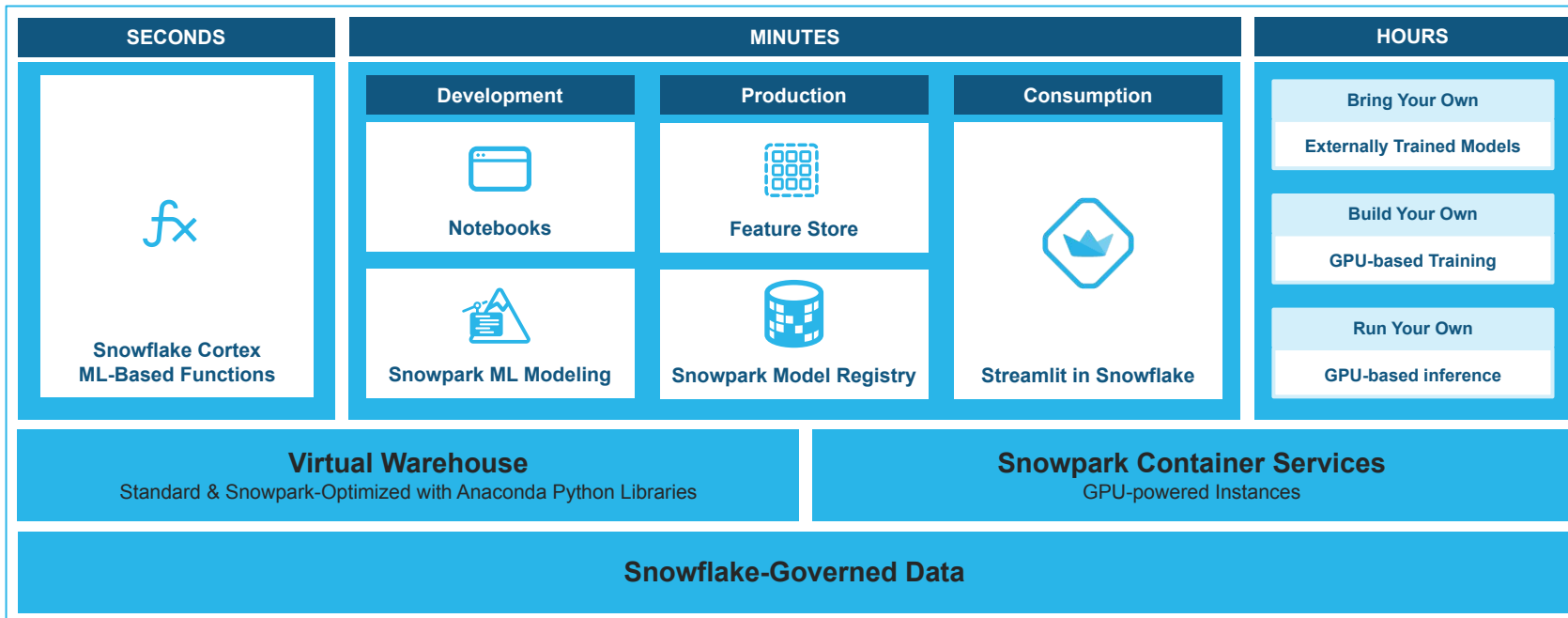
Optimal use of experts for performant inference



Still massive opportunity from ML at scale

Why Snowflake for ML? Simplicity, scalability, governance for machine learning teams

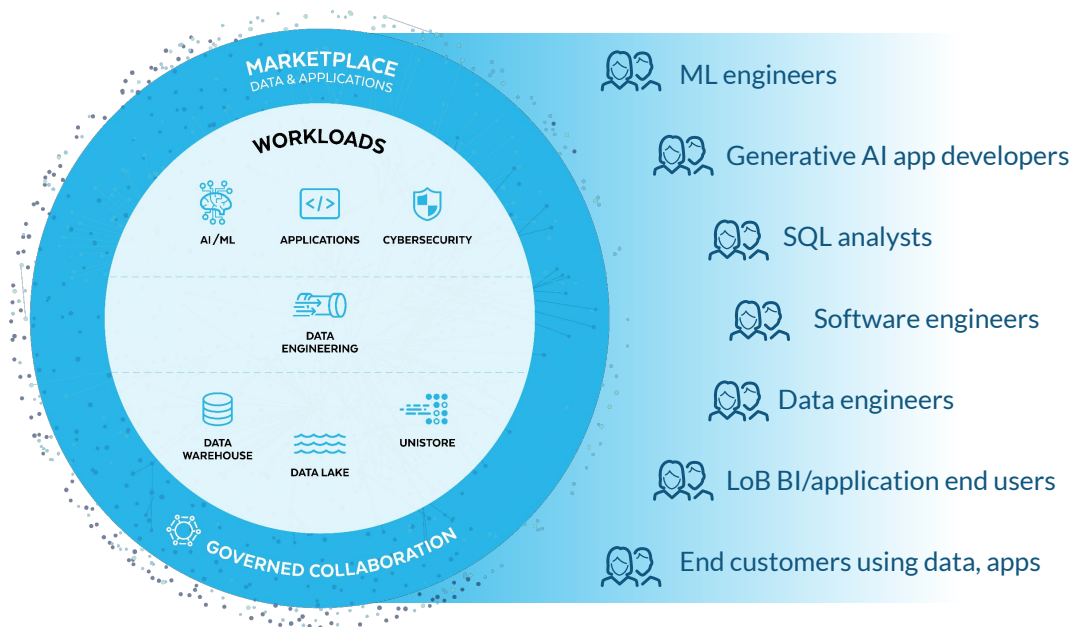
Example use cases: product recommendations, demand forecasting, lead scoring



The AI Data Cloud – AI for your enterprise, and your end customers

Why the AI Data Cloud:

- Unified data and AI strategy
- Fully-managed infrastructure – simplicity, scale, governance
- Distribute and monetize to 10,000 customers through the AI Data Cloud





Simplify Your Data Foundation

For all data and
workloads



Accelerate AI

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Scale with Applications

With streamlined development,
deployment, and productization

REQUIREMENTS TO SCALE WITH APPLICATIONS

Architectural complexity



Build any app with ease

Unpredictable admin & operational burden



Efficient scaling, given apps are the future consumption layer

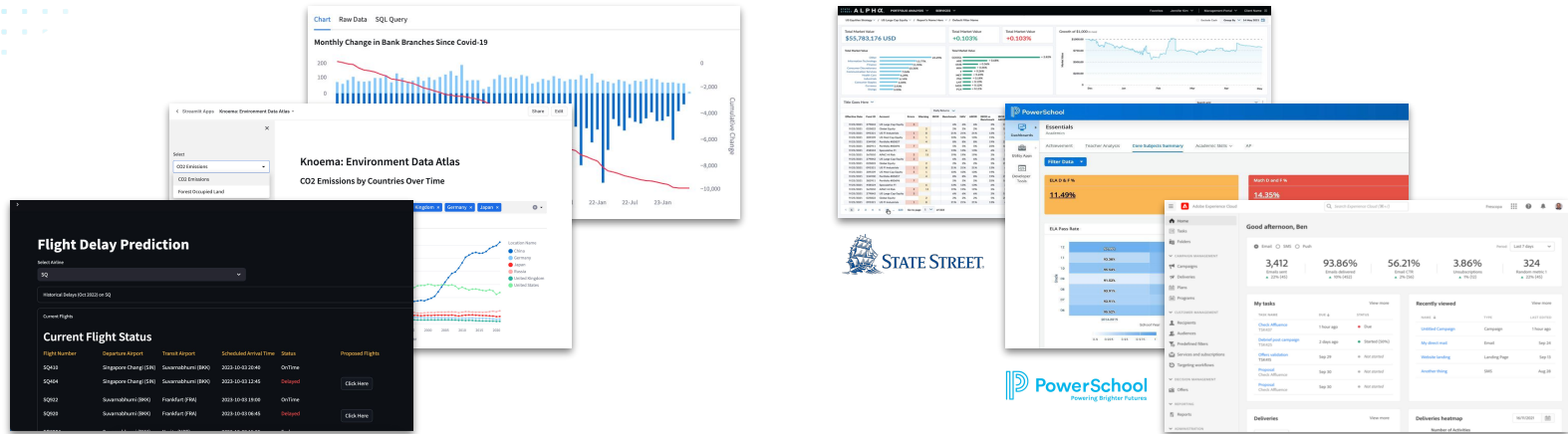
Limited distribution



Secure, global deployment to run apps where data already is



SIMPLE TO SOPHISTICATED APPS, ALL IN SNOWFLAKE



Bring data, ML & AI to life in minutes

Build and scale sophisticated products

DISTRIBUTE AND MONETIZE IN THE CLOUD



- Develop apps once and distribute across three clouds
- Accelerate customer adoption with secured data and controlled code
- Streamline monetization and no separate infrastructure

ONE PLATFORM THAT MAKES THE COMPLEX EASY



▣ **Faster Time-to-Market**

▣ **Lower TCO**

▣ **Minimized Risk**



Let's welcome our customer speaker

Ajith Menon Kidaparambil, Tech Lead, Finance and Reporting Tribe, Inbank





ZERO TO SNOWFLAKE

Hands-on time!

GET STARTED:

WiFi Information:

- Wifi name: Radisson Guest
- No password needed

Prerequisites:

- A Snowflake account login with an ACCOUNTADMIN role
- If you do not have a Snowflake account, please sign up for a free trial on <https://signup.snowflake.com/> or scan the QR code to the right and select the enterprise edition on either AWS, Azure, or GCP



Zero to Snowflake Lab

How to find the lab:

- <https://quickstarts.snowflake.com/>
- Search for “Zero to Snowflake”
- https://quickstarts.snowflake.com/guide/getting_started_with_snowflake/index.html?index=..%2F..index#0
- Or scan the QR code



Few notes

- Ask for help if you get stuck! We're here to help with Infotrust
- Your trial account will stay active for 30 days; you can also re-run this lab or any other lab from our quickstarts page after today
- Some of the screenshots in the lab might be different than what you see from UI - Snowflake develops quickly and we add new features every week so don't worry if the lab screenshots are not 100 % the same than what you see in the UI



THANK YOU

