

THE INFOTRUST



SNOWFLAKE FOR FINANCIAL SERVICES

IN-PERSON EVENTS

NOVEMBER 4
ROCKIT VILNIUS

NOVEMBER 6
RIGA, VERDE



FREE ENTRANCE

Register:

events.theinfotrust.com

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ROKIT VILNIUS

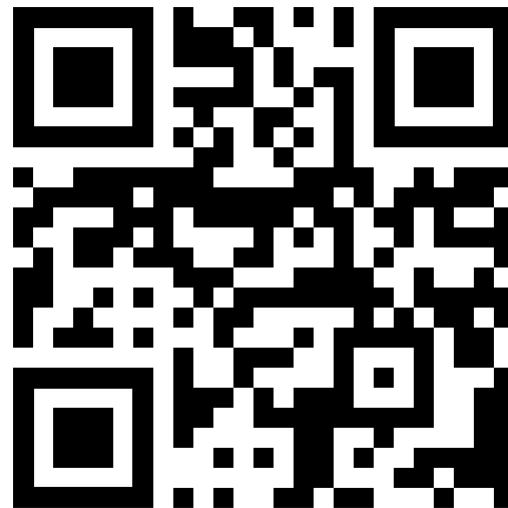
NOVEMBER 6
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events.theinfotrust.com



Ask via SLIDO:



<https://www.slido.com>

Code: #2427108

Sessions

Winning the FinServ Race: How Snowflake's AI Data Cloud Turns Industry Challenges into Opportunities 9:10 - 9:50 (40 min)

Marcel Daeppen, Principal Solution Engineer | Snowflake

In English

Live Demo: AI Data Cloud in Action 9:50 - 10:20 (30 min)

Teiko Wilenius, Solution Engineer | Snowflake

In English



Espresso Yourself: Coffee, Snacks & Connections 10:20 - 10:40 (20 min)

Recharge and networking

VILNIUS: The Paystrax Journey: Born and Raised on Snowflake 10:40 - 11:10 (30 min)

RIGA: Snowflake at Work: Building Smarter Investment Decisions for Creditstar

Vilnius event: Raimonda Bruziene, Team lead and Mikas Simoliunas, BI developer, PAYSTRAX
Riga event: Maxim Keller, Lead Analyst, SmartSaver Product, Creditstar Group AS

In English

Iceberg: is it far or close for you? 11:10 - 11:30 (20 min)

Maris Svilans, Head of Sales | The Infotrust

In English

Q&A and closing 11:30-11-45 (15 min)

All speakers: Snowflake Nordics team and The Infotrust



Networking coffee, snacks: continued conversations & connections From 11:45



SNOWFLAKE FOR FINANCIAL SERVICES



Snowflake Is The Leader in Enterprise Data & AI



Easy



Connected



Trusted



A Data Platform Trusted by the Financial Industry

Powering Banks, Insurance, and Fintechs - locally and globally

Nordics & Baltics



Nordea



Klarna.



ýennia



erfuze



ÅLANDSBANKEN



PAYSTRAX
A EUROPEAN PAYMENTS COMPANY

Global



Aladdin
by BlackRock



Blackstone



Cboe



CommBank iQ
Powered by equinix

DTCC

FACTSET



fiserv.



FreddieMac

GEICO

Goldman Sachs



JPMORGAN CHASE & CO.



Morgan Stanley

NatWest



nerdwallet



PIMCO

S&P Global

STATE STREET
ALPHA

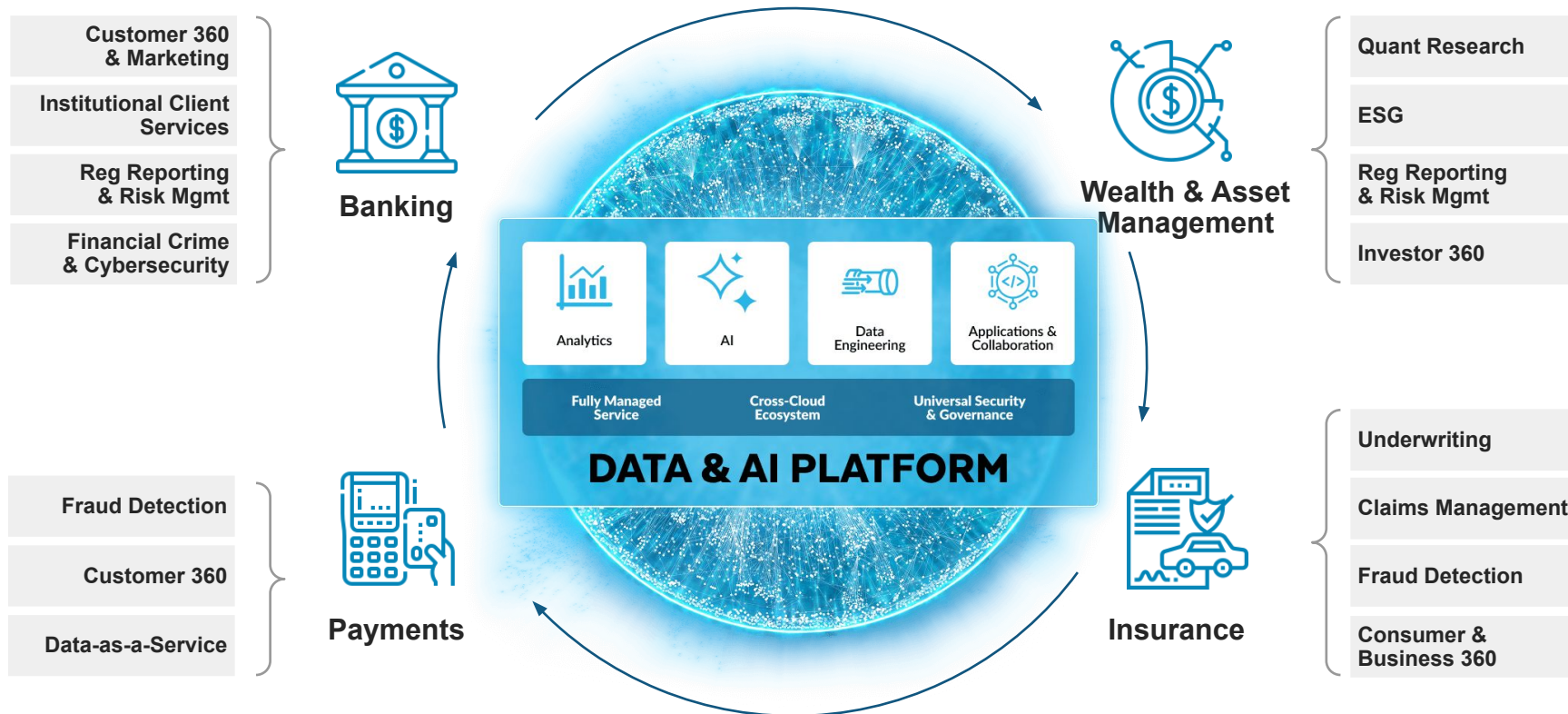
T.RowePrice

TRUIST



wise

One AI Data Cloud, Many Use Cases





WIN THE FINSERV RACE!

**How Snowflake's AI Data Cloud
Turns Industry Challenges into
Opportunities**

November 2025



Wake Up Your Data Brain: Question #1

12'062

Number of customers
→ 19% YoY Growth

Wake Up Your Data Brain: Question #2

~75%

8.5B.
Google search
per day (99k p. sec)

6.3B.
Snowflake
queries

Wake Up Your Data Brain: Question #3

400

New features released
(GA) in 2024

Navigating a New Era: The Top Challenges in Banking



**Consumer Experiences
(Customer 360)**



Corporate & Institutional Client Experiences



**Reducing Risk:
Financial Crime &
Risk Mgmt**



**Addressing
Regulation**



**ESG Data
Strategy**

Transforming Customer Interactions

- Simplifying Complexity
- Beyond the Chatbot → go Agent
- The Proactive Touch

Trust & Risk Reduction

- Sophistication of Financial Crime
- Client Due Diligence
- Cost of Compliance
- Unstructured Data Tsunami
- Lack of a Global Standard
- Fast changes and Evolving Standards
- Fragmented, siloed data
- Lack of Standardization
- "Greenwashing" Risk
- Complexity of Data Collection



2.5 Flash

Is AI hallucinating in this case?

Can AI help solve the current business challenges of DNB, and if so, how?



Yes, AI is a crucial tool for DNB in solving its current business challenges, and the bank is already actively using it. AI helps DNB improve efficiency, combat financial crime, and enhance the customer experience, all of which are top priorities. [↗](#)

Combating Financial Crime 🦮

AI is a game-changer for DNB's efforts to prevent financial crime, which is a growing threat. Traditional, rule-based systems are often too slow and generate a high number of false positives. AI-powered systems can analyze vast amounts of data in real-time to detect suspicious patterns and anomalies that humans would miss. [↗](#) [↗](#)

- **Fraud Detection:** AI and machine learning models can analyze transaction data, customer behavior, and network information to identify and block fraudulent activities, such as account takeovers and scams, before they cause losses. [↗](#)
- **Anti-Money Laundering (AML):** AI helps DNB to more accurately screen customers and transactions against sanction lists and to perform Client Due Diligence (CDD). By automating a significant part of the screening process, AI can reduce the number of false positives, allowing human analysts to focus on the most high-risk cases.

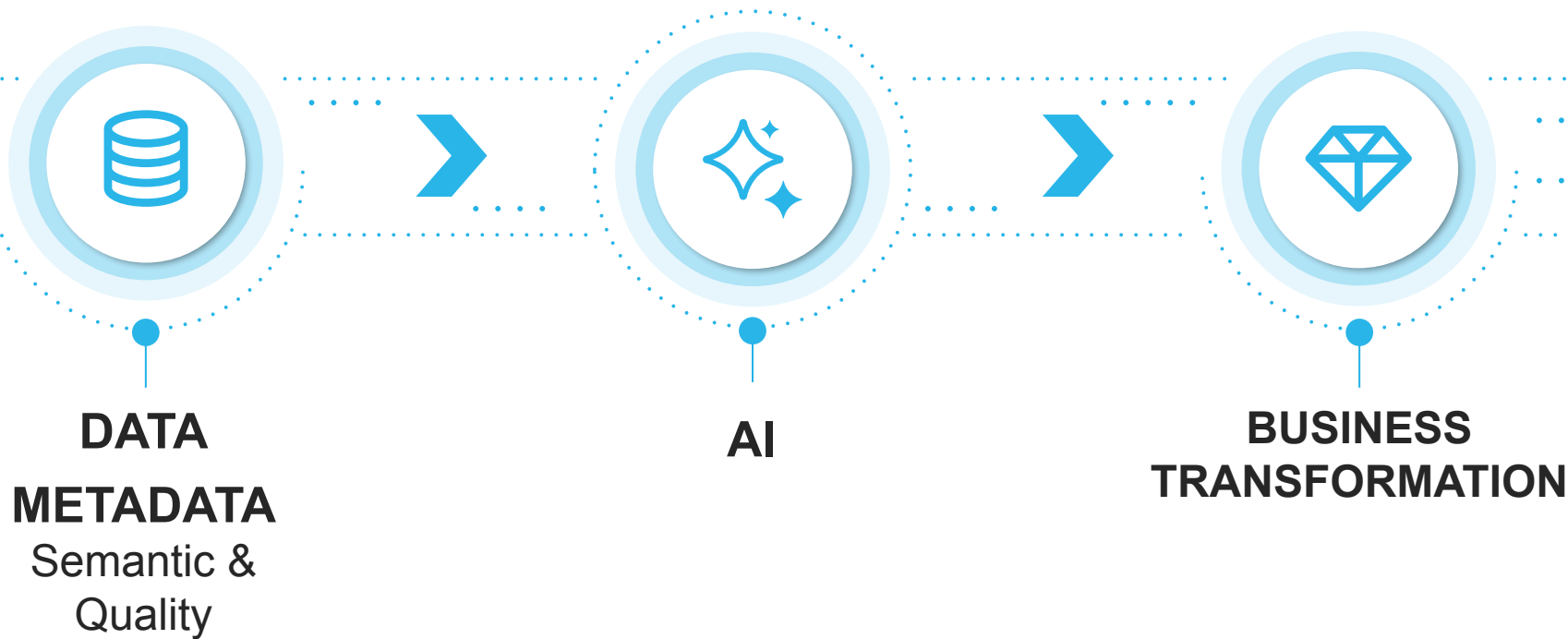
🔒 Enter a prompt for Gemini



Tools



The Journey to “AI-Driven”



Background



Marcel Däppen

Principal Solution Engineer for FSI
Snowflake - Growth Markets

→ marcel.daeppen@snowflake.com

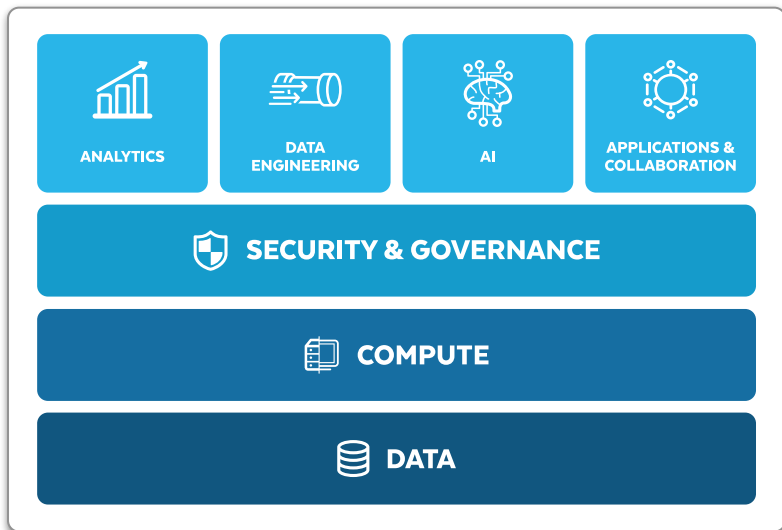
Total of 25+ years in IT - focus on financial services

- 18 years with an international investment and financial services company
- 8 years as CTO for global asset and wealth management for core banking and analytics
- Working in US-based technology companies since 2018, since 2020 as a principal

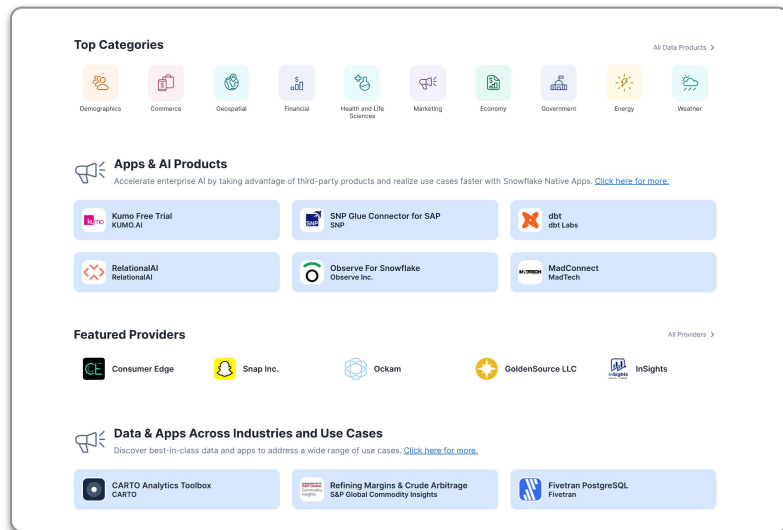


Snowflake: Foundation for your future Less Complexity, More Innovation

Snowflake: The AI Data Cloud

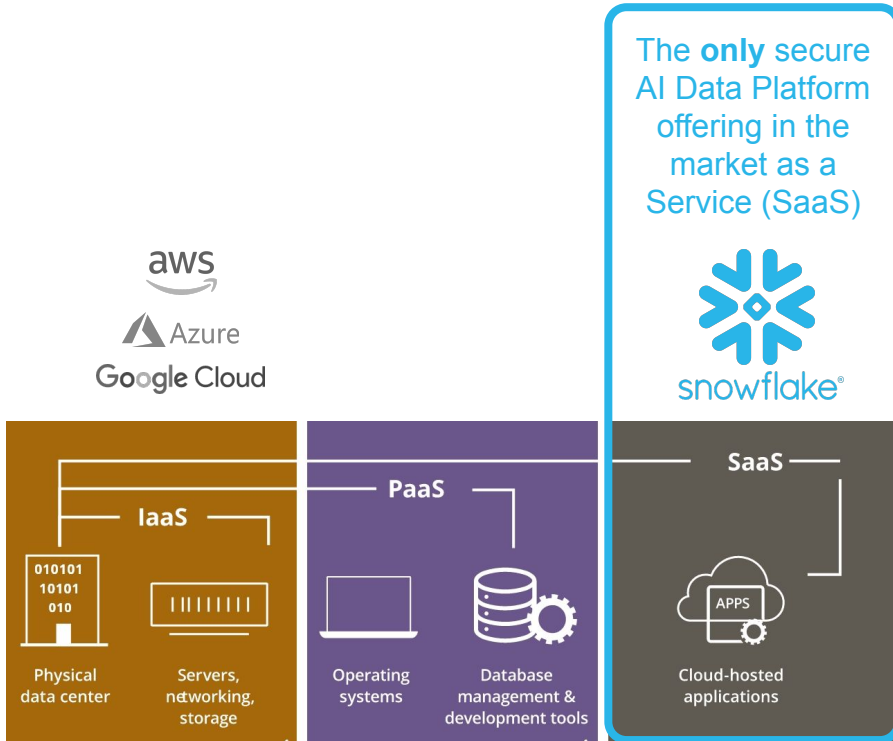


ONE PLATFORM



CONTENT

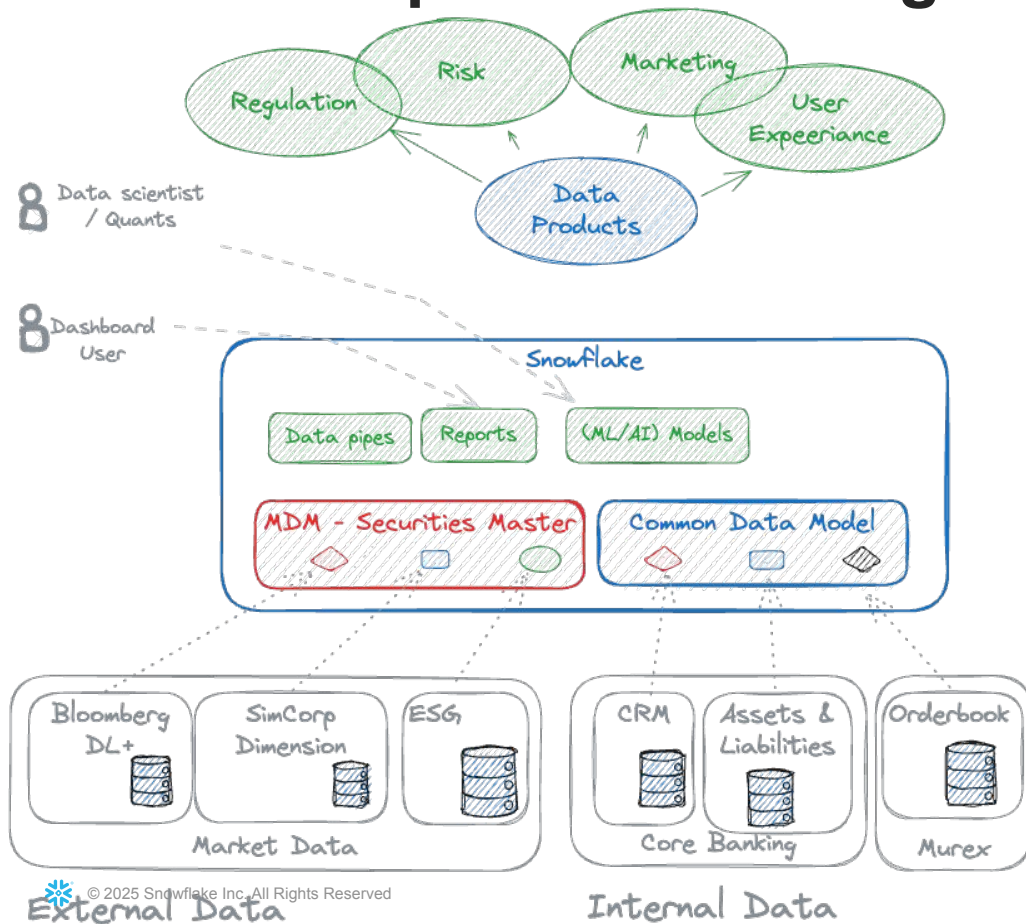
Deployment pattern in the public cloud:



Why do customers choose Snowflake?

- 1. Just works - Focus on your business**
 - Improved Efficiency and Productivity
 - Enhanced Innovation and Growth
 - Increased Agility and Adaptability
- 2. Time to value**
 - Faster Revenue Recognition and Growth
 - Enhanced Competitive Advantage
 - Re-use of skills and existing know-how
- 3. Sharing / collaboration**
 - Holistic understanding of customer needs
 - Benefit from a large ecosystem of data providers via the marketplace
 - monetize your data
- 4. Total Cost Ownership (TCO)**
 - Comprehensive Cost Visibility
 - Free up your resources from upgrades/maintenance & operations
 - Adaptive scaling with consumption based pricing model → pay for what you use

Snowflake provides the digital core for FSI



Common problems we solve for Banks:

Area of challenges:

- limited self-service
 - dependent on IT
 - long time to market
- constraints
 - resource & capabilities
 - flexibility
- impacting operational system / SLA

Area of challenges:

- build combined Security Master across all feeds
- exchange with external clients
- Governance: unclear who access what

Area of challenges:

- sourcing is complex & requires IT
- build pipelines & long time to market = missed opportunities
- Multiple copies of data, no single source of truth

BCBS 239: Risk Data Aggregation and Risk Reporting

ECB Final Guidelines on the Implementation - 14 principles

Data Foundation

Governance & Infrastructure

- Principle 1:** Governance
- Principle 2:** Data Architecture & IT Infrastructure

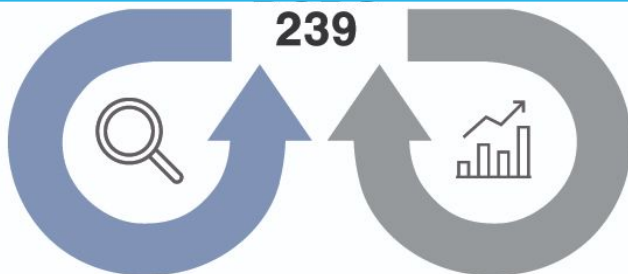


Risk Data Aggregation Capabilities

- Principle 3:** Accuracy & Integrity
- Principle 4:** Completeness
- Principle 5:** Timeliness
- Principle 6:** Adaptability

Supervisory Review

- Principle 12:** Review of 11 Principles
- Principle 13:** Remedial Actions & Supervisory Measures
- Principle 14:** Home/Host Cooperation



Risk-Reporting Practices

- Principle 7:** Accuracy
- Principle 8:** Comprehensiveness
- Principle 9:** Clarity & Usefulness
- Principle 10:** Frequency
- Principle 11:** Distribution

Beyond the Spreadsheets

Navigating the Era of Unstructured Data



Research



News



Filings



Transcripts



Financial
Reports



Customer
Information



Contracts



Policy
Documents



Claim
Notes



Medical
Notes



Customer
Reviews



Aerial
Imagery



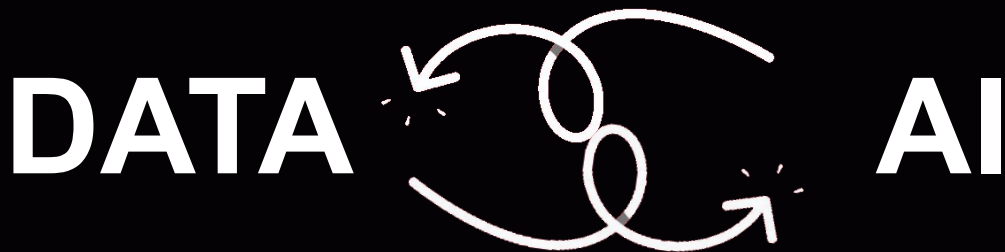
Audio
Files



Emails

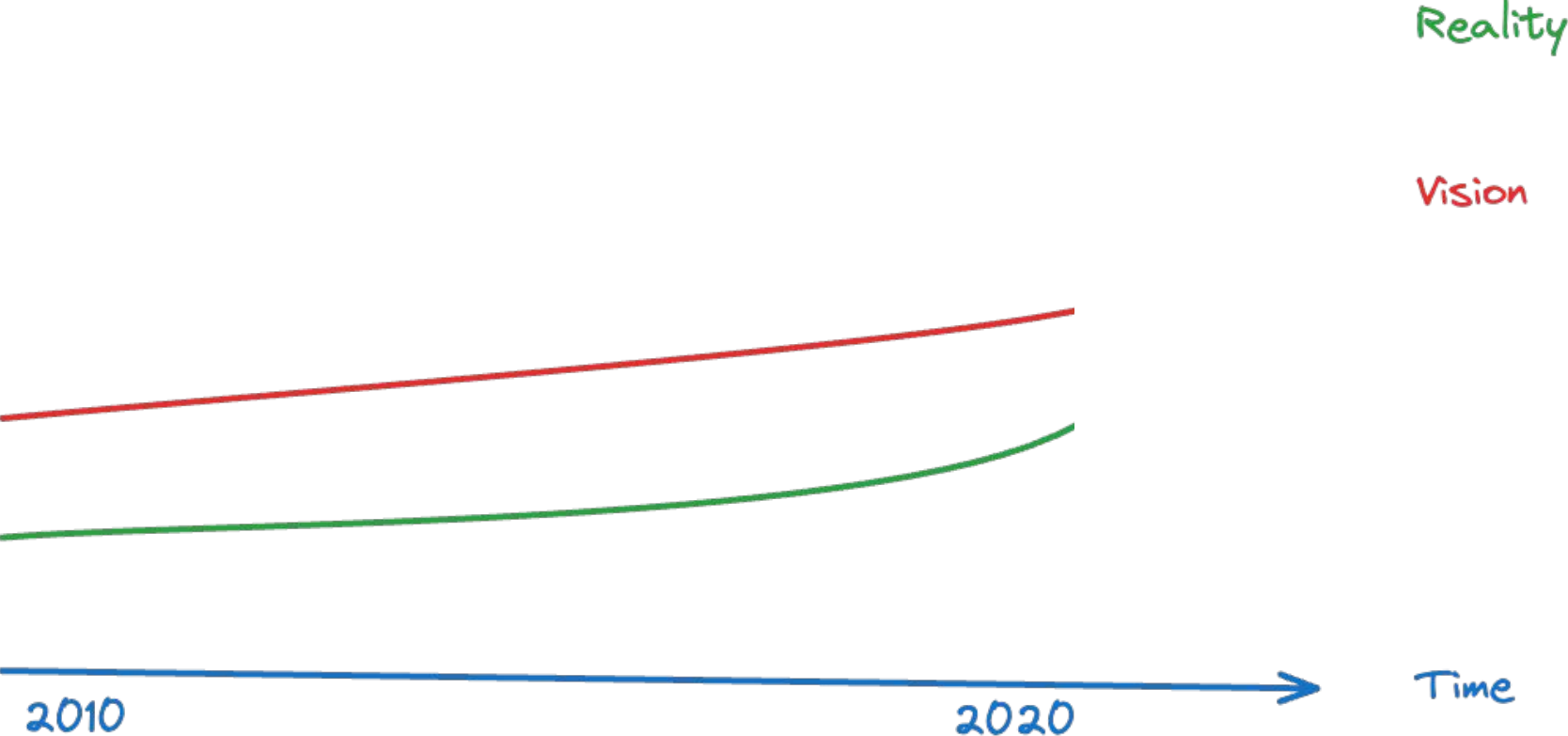
Convergence of Data + AI

Leveraging AI to Make Data
Use Cases More Efficient



Accessing the Relevant Data To
Power AI Use Cases

The vision is often the reality of another company!



TS Imagine Adopts AI at Scale to Save 30% in Costs and 4000 Hours of Effort



“

“With Snowflake, I can empower smart people to bring AI to life in one place. Cortex is a one-stop shop. It scales, it’s easy, and the data stays 100% in Snowflake’s environment.”

Thomas Bodenski
COO & Chief Data & Analytics
Officer, TS Imagine

[View Full Case Study](#)



PROBLEM

- Fragmented systems and disconnected SaaS products post-merger.
- Inefficiencies from multiple data vendor licenses and manual workflows.
- Lack of automation and readiness for generative AI (gen AI) integration.
- Need for strict data privacy and protection.



SOLUTION

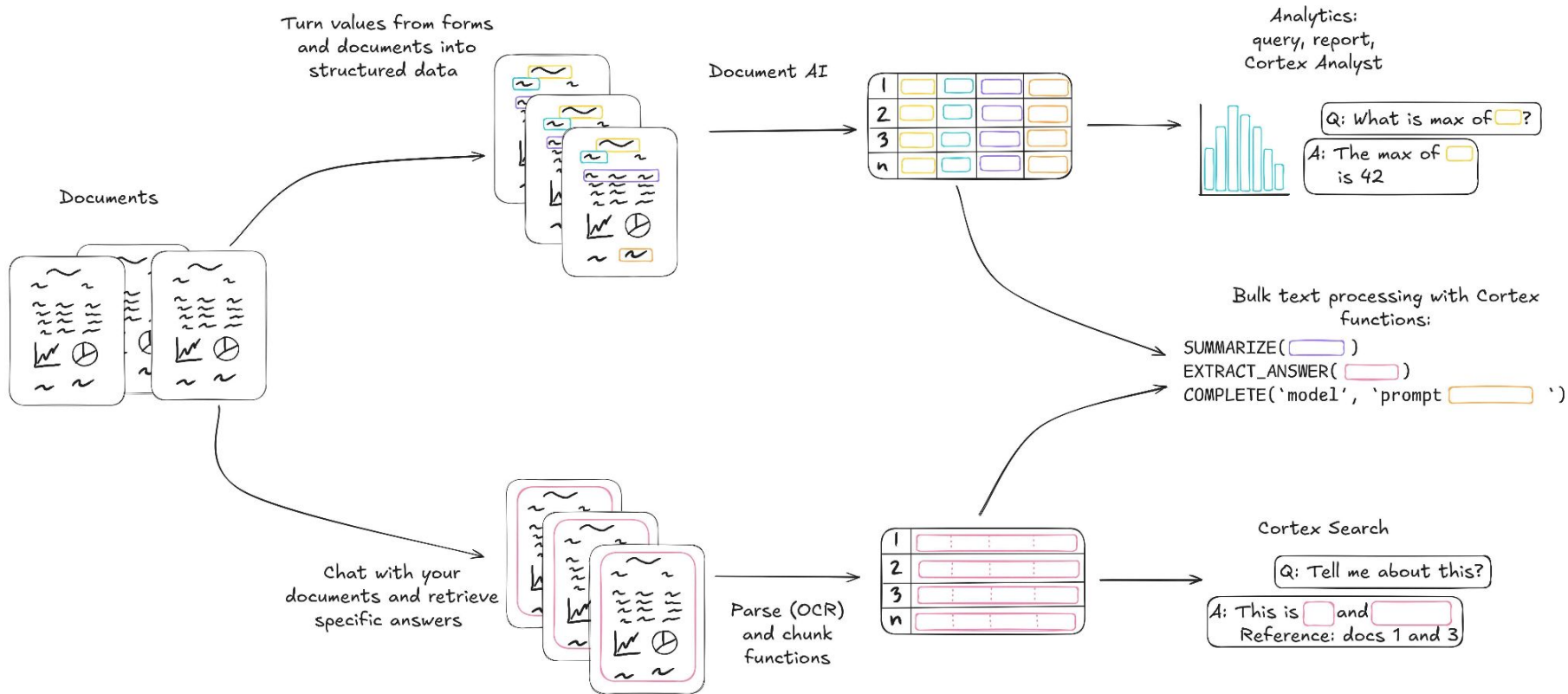
- Adopted Snowflake's AI Data Cloud and Cortex AI to **unify and streamline operations**.
- Replaced legacy systems with Snowflake’s scalable platform.
- Implemented retrieval augmented generation (RAG) to automate workflows.
- Built tools like a Streamlit chatbot for easy access to organizational knowledge.



RESULTS

- **Efficiency Gains:** Saved 4,000 annual hours by automating manual email processing and improved customer support workflows by categorizing tickets based on urgency and complexity.
- **Faster Insights:** Leveraged gen AI to accelerate decision-making, supported by tools like chatbots and structured data conversion of legacy documents.
- **Cost Savings:** Reduced AI operational costs by 30% while maintaining strict data security within Snowflake’s controlled environment.
- **Scalability:** Seamlessly handled an additional one billion data rows weekly without performance concerns.

Handling of unstructured data



Proposal to scale Client Due Diligence

Collection:

- Multi channel landing zone

Extract:

- Question based values extract from doc's
 - Classification
 - Doc specific model

Enrichment:

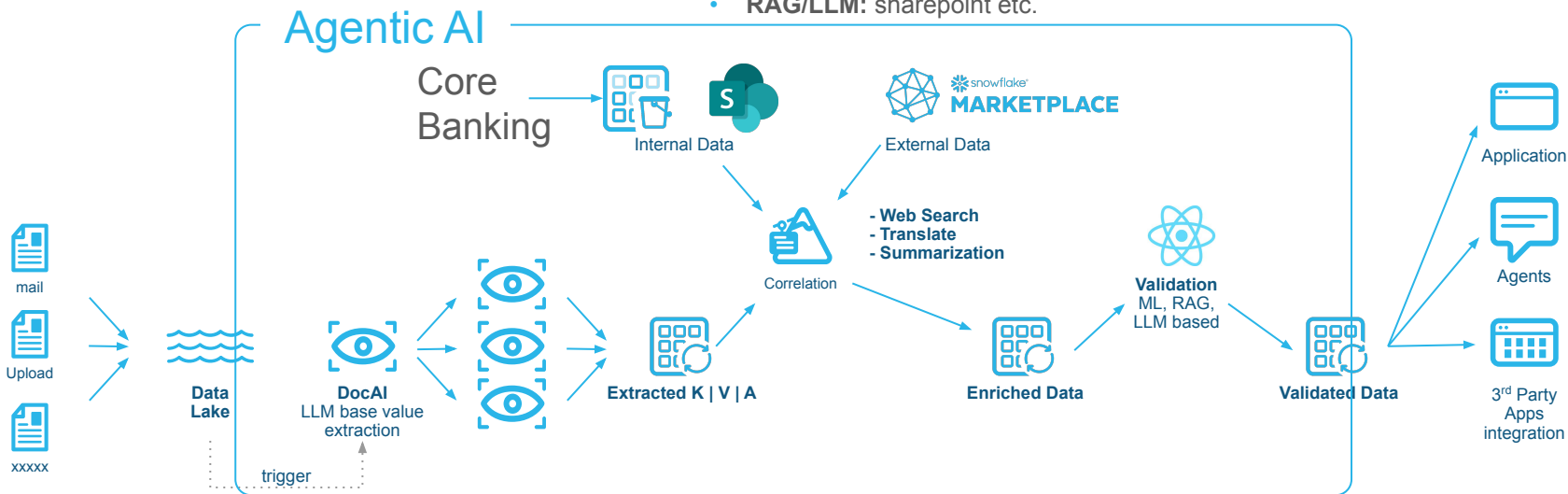
- Use existing sources:
 - Internal:** H+, Finnova sharepoint, ...
 - External:** Sanction lists, OFAC, SEC, Seco, World Check / Fatca
- RAG/LLM:** sharepoint etc.

Processing:

- Due Diligence process with ML, RAG, LLM based capabilities

Servicing:

- Chat interface
- REST API
- SQL JDBC/ODBC



CUSTOMER STORIES:

S&P Global

USE CASE: GENAI FOR ALPHA GENERATION - QUANTAMENTAL RESEARCH

Growing Focus on Uncovering Alpha Beyond Traditional NLP

- S&P hypothesized that the sentiment in earnings transcripts could be mined for alpha using LLMs, a research area that has been worked on for at least a decade using classical NLP techniques. Inherent in their hypothesis is that there is alpha *not yet* discovered by that classical NLP.
- They decided to focus just on the Q&A section of the earnings calls & to analyze whether the executive answered the question (based on what was previously discussed in the call) or evaded the question.
- **PROCESS:**
- Ingested (via Data Sharing) 180,000 [earnings call transcripts](#) (2008-2024) across Russell 1000, 2000, 3000 & implemented feature generation & (reverse) RAG process (Cortex AI) to analyse, via creation of Cosine similarity scores.
- They then ranked each call by how directly the questions were answered & formed a portfolio that went long 'efficient communicators' & short evaders.
- Results stripped of size, value, momentum - right.
- **SOURCE:**

—Liam Hynes, Head of New Product Development, S&P Global Market Intelligence



Machine Readable Transcripts

Textual transcripts data from earnings calls with metadata tagging.

S&P Global Market Intelligence

LQG Workshop: R3000 Alpha Results



Backtest Framework:

– Go Long/Short the Top/Bottom 20% of Company's Average Cosine Score (High/Low Cosine = Exec Proactive/Reactive)

	Average Quintile Count	1-Month Information Coefficient (IC)	Annualized Long-Only Active Return	Annualized Information Ratio (Long Only Active Return)	Hit Rate (Long Only Active Return)	Annualized Long-Short Return	Annualized Information Ratio (Long-Short Return)	Hit Rate (Long-Short Return)
Test Universe (Jan 2008 - Sept 2024)								
Russell 3000	466	0.012 ***	0.74% *	0.37	53%	1.73% ***	0.56	55% *
Russel 1000	180	0.009 ***	0.13%	0.07	51%	0.42%	0.12	51%
Russell 2000	285	0.014 ***	0.96% *	0.00	61% ***	2.40% ***	0.59	57% **

It's Demo Time!

It's Demo Time! (MCP) Agents

Business Context



Senior portfolio managers, such as Anna, require immediate access to portfolio assets, holding information, market data, and supporting research. This comprehensive access is crucial for making well-informed investment decisions.



Assets / Holdings



Stock Price

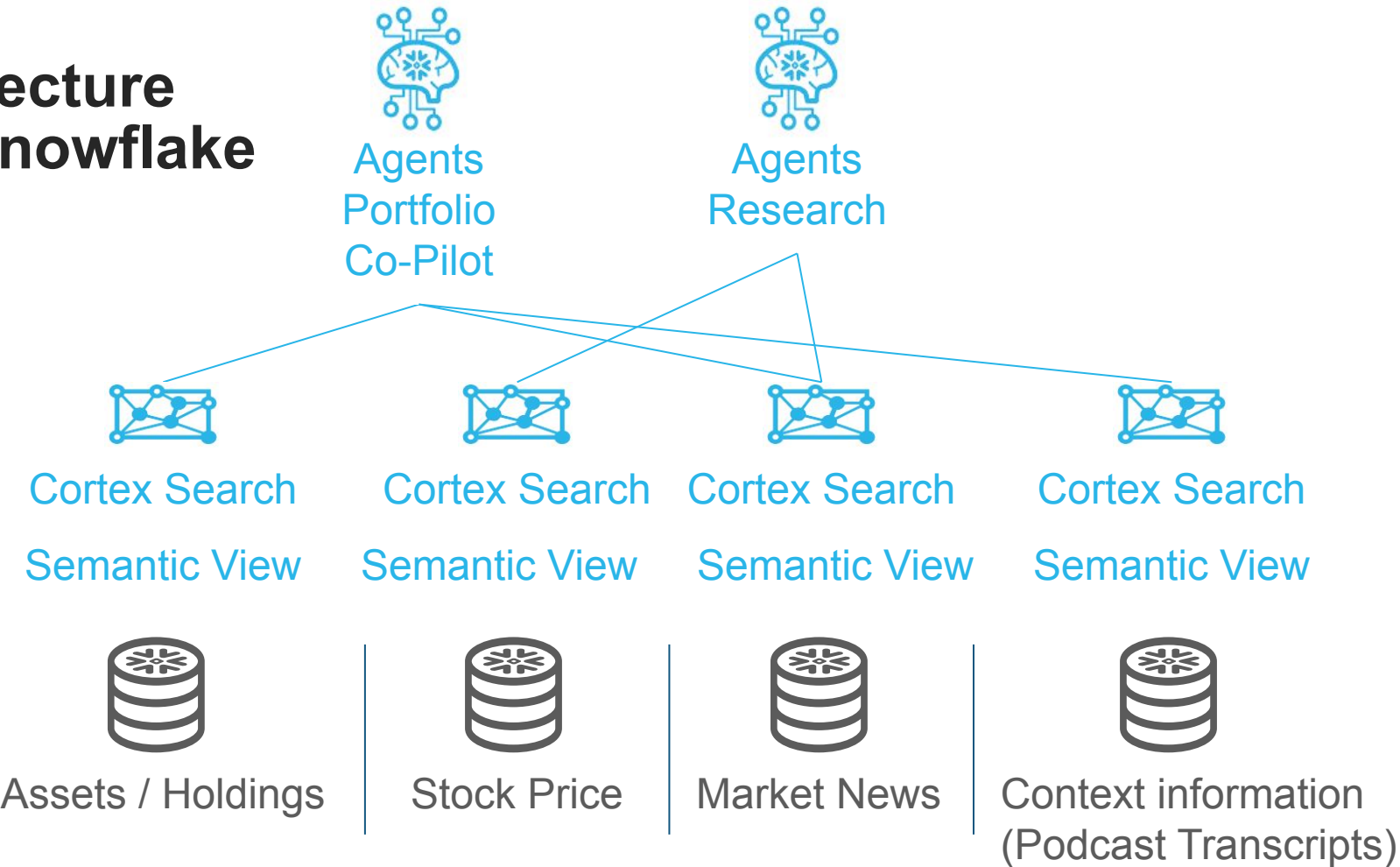


Market News



Context information
(Podcast Transcripts)

Architecture with Snowflake



Semantic View: The Key to LLM-Driven accuracy

```
CREATE TABLE SALES.PUBLIC.SD_DATA (  
  cat NUMBER(38,0),  
  cntry VARCHAR(16777216),  
  dt DATE  
  amt NUMBER(38,0),  
);
```



```
dimensions:  
  - name: product_category  
    synonyms:  
      - "item_category"  
      - "product_type"  
    description: The category of the product sold.  
    expr: cat  
    data_type: NUMBER  
    unique: false  
    sample_values:  
      - "501"  
      - "544"
```



Semantic Layer

The screenshot shows a web page with a navigation bar at the top containing the Snowflake logo and links for Product, Solutions, Why Snowflake, Resources, Developers, and Pricing. On the right side of the navigation bar are links for 'Sign in', 'CONTACT SALES', and 'START FOR FREE'. The main content area features a large heading: 'Snowflake, Salesforce, dbt Labs, and More, Revolutionize Data Readiness for AI with Open Semantic Interchange Initiative'. Below the heading is a list of two bullet points describing the initiative. At the bottom of the page is a blue banner with the text 'OPEN SEMANTIC INTERCHANGE' and a grid of logos for launch partners including Alation, atlan, BlackRock, BlueYonder, cube, dbt Labs, elementum, HEX, honeydew, Mistral AI, omni, RelationalAI, Salesforce, SELECT STAR, sigma, snowflake, and ThoughtSpot. To the right of the banner is a 'Media Contact' section for Sandya Kola, Product PR Specialist at Snowflake, with her email address and social media links for LinkedIn, Facebook, X, and Email.

Product Solutions Why Snowflake Resources Developers Pricing Sign in CONTACT SALES START FOR FREE

ALL PRESS RELEASES

Snowflake, Salesforce, dbt Labs, and More, Revolutionize Data Readiness for AI with Open Semantic Interchange Initiative

- The Open Semantic Interchange initiative aims to create a universal semantic data framework for all companies to standardize their fragmented data definitions with an open, vendor-neutral specification
- Ecosystem leaders including Snowflake, Salesforce, dbt Labs, RelationalAI, with the support from industry partners including BlackRock, are rallying behind this first-of-its-kind collaboration, bringing the wider ecosystem together to accelerate AI and BI adoption with semantic metadata interoperability

OPEN SEMANTIC INTERCHANGE

Alation atlan BlackRock BlueYonder cube dbt Labs
elementum HEX honeydew Mistral AI omni
RelationalAI Salesforce SELECT STAR sigma snowflake ThoughtSpot

Launch Partners

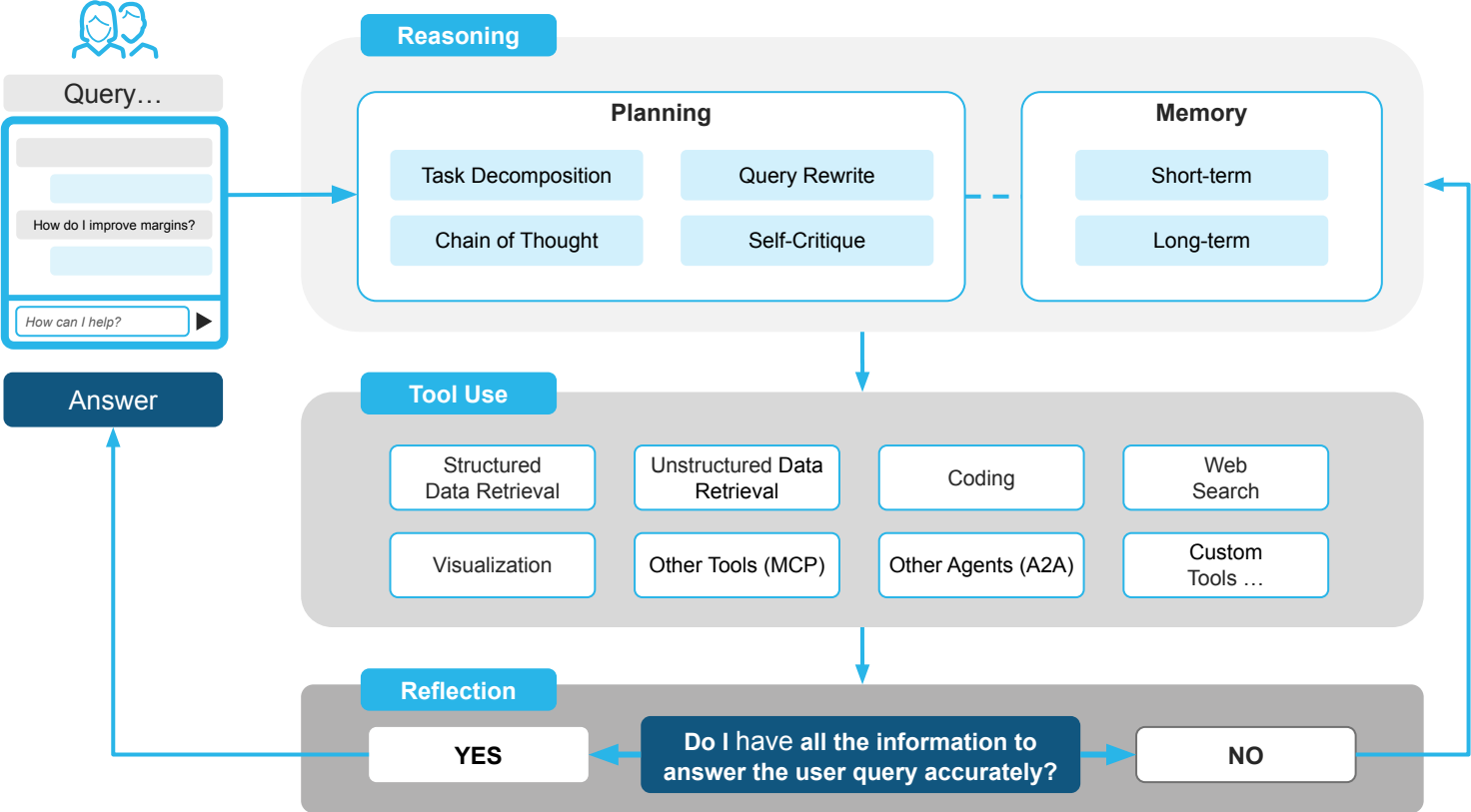
Media Contact

Sandya Kola
Product PR Specialist, Snowflake
press@snowflake.com

SHARE PRESS RELEASE

in f X ✉

Agentic Capabilities



Powerful Functionality Packed into a SQL function

```
1  -- Run custom summary on a table containing customer reviews
2
3  SELECT SNOWFLAKE.CORTEX.COMPLETE(
4    'snowflake-arctic',
5    CONCAT('Summarize this customer feedback in
6    less than 100 words.
7    Put the product name, defect and summary in
8    JSON format:
9    <feedback>',
10   content, '</feedback>')
11 ) FROM feedback LIMIT 10;
```

The screenshot shows a Snowflake SQL editor interface. The query is annotated with blue boxes and arrows pointing to callouts on the right:

- A blue box highlights the `'snowflake-arctic'` string in the `CORTEX.COMPLETE` function call, with an arrow pointing to the "Choose Foundation Model" callout.
- A blue box highlights the `CONCAT` function and its arguments, with an arrow pointing to the "Add Prompt" callout.
- A blue box highlights the `FROM feedback` clause, with an arrow pointing to the "Point to Table" callout.

Choose Foundation Model

AI

Add Prompt

Point to Table

Supporting capabilities

RBAC

USAGE / COST
TRACKING

FINE-TUNING

GUARDRAILS

PROVISIONED
THROUGHPUT

ORCHESTRATION

REST API



It's Demo Time!

Document AI

It's Demo Time!

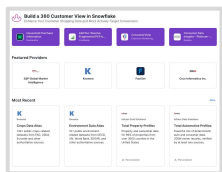
Collaboration

Unique Data Sharing

Real-time, governed, privacy-preserving collaboration for every scenario

Public Sharing

Discover and monetize via
Snowflake marketplace



1

Private Sharing

Peer-2-Peer sharing

2



Share across your
business Organisation

3



Share with companies
not yet on Snowflake



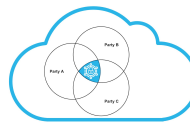
5



YOUR
ACCOUNT

Collaborate on sensitive
data without exposing it

4



It's Demo Time!

FinOps

Optimizing Costs Through Transparency & Control

Control cloud spend and maximise ROI/value



VISIBILITY

Understand, attribute,
& monitor spend

Granular Usage Data

Account & Organization usage views
Billing Metrics queries

Tagging

Account level

Chargebacks

Per-query cost attribution



CONTROL

Limit & control spend

Warehouse Size & Limits

Auto Suspend/Resume

Resource Monitors



OPTIMIZATION

Identify inefficiencies
& optimize spend

Platform Improvements

Snowpark-Optimized Warehouse

Serverless Features (QA, SO...)

Optimization Data

Warehouse utilization metrics

COST MANAGEMENT INTERFACE

UI-Based Cost Exploration

Budgets



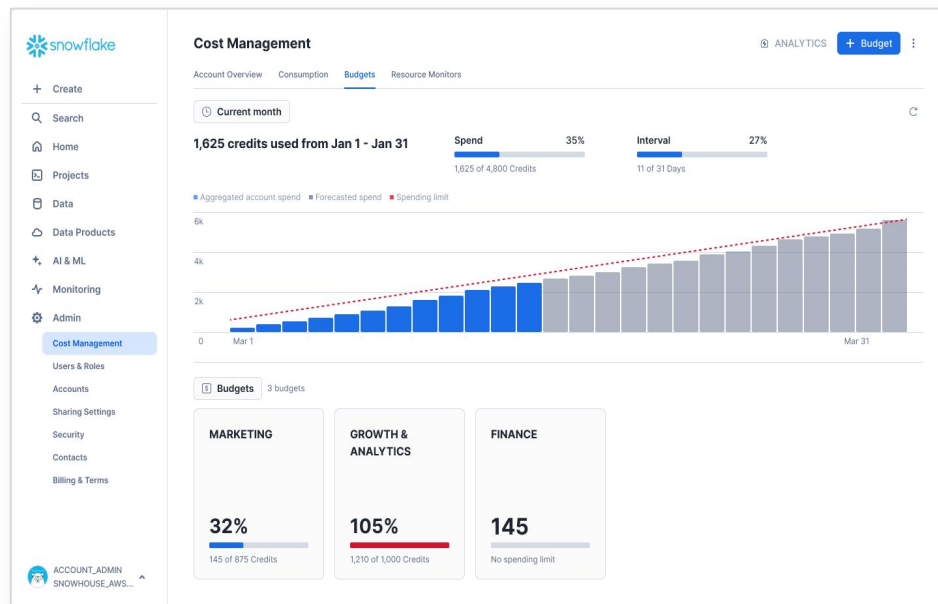
Central enforced cost controls (Budgets)

WHAT IS IT

Set a spending limit for the entire account, or group of resources within the account.

HOW TO USE IT

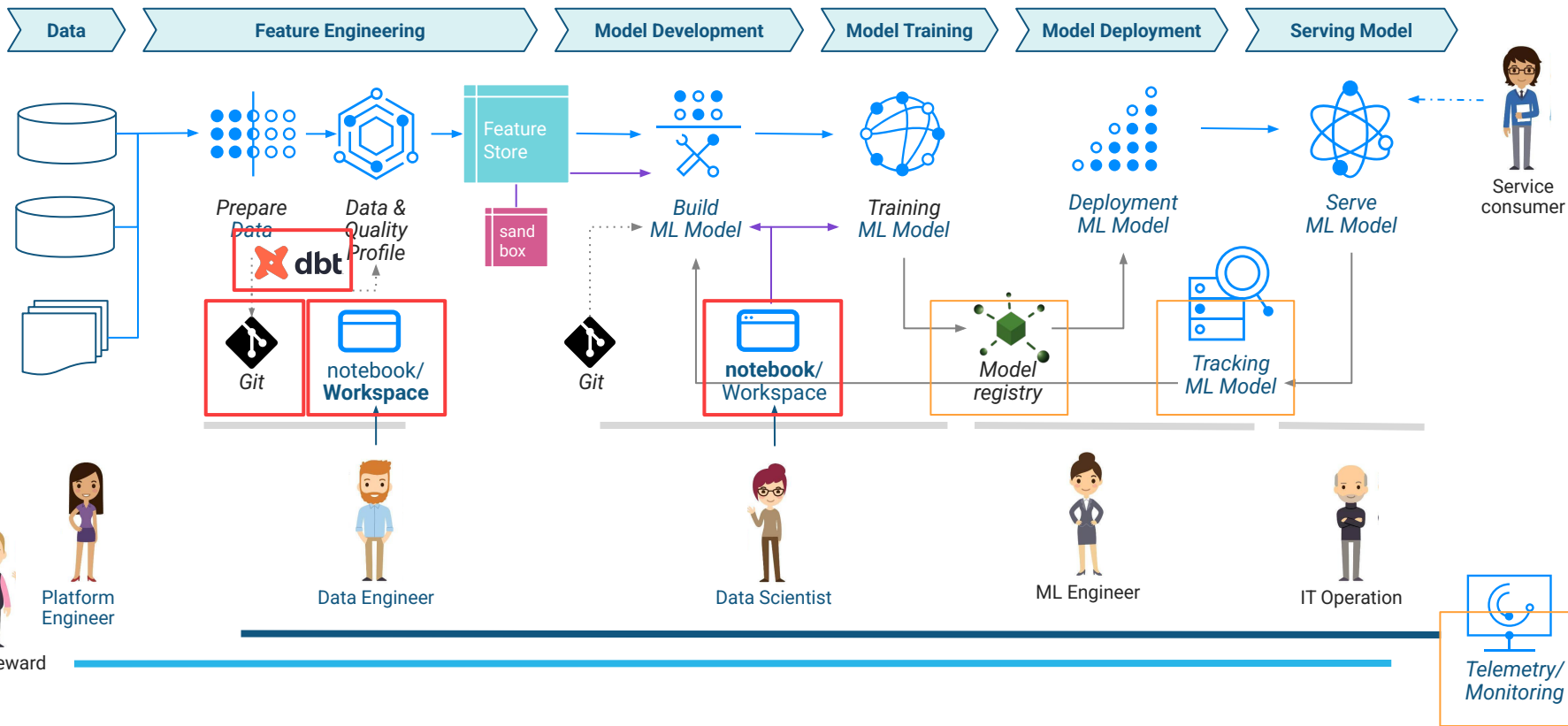
- Activate an account budget (set spending limit and email for notification) or
- Create custom budget (e.g. select warehouses, serverless task, etc. to be part of budget)



It's Demo Time!

**Software Development
Life Cycle (SDLC)**

Supporting traditional Warehousing to ML/AI projects



Data Lineage UI

Interactive lineage visualization in Snowsight with tag propagation workflow

What Is It

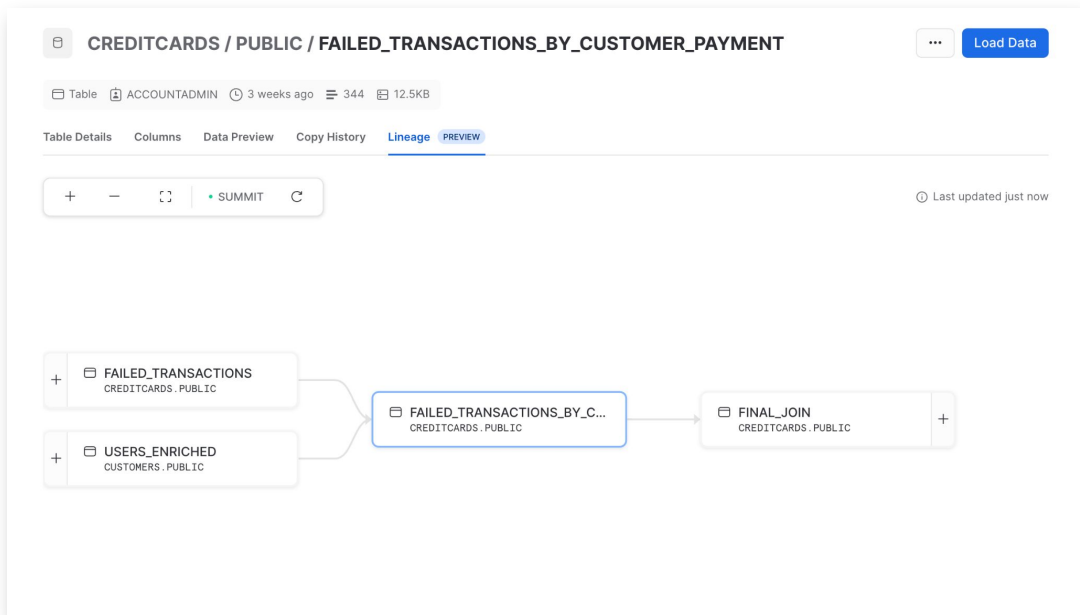
An interactive interface that provides a bird's-eye view of upstream and downstream lineage of desired object.

Why Use It

Narrow down downstream objects impacted by modifications. Follow intuitive UI workflows to propagate tags to protect downstream columns with PII data.

How to Use It

This Snowsight UI is embedded within database objects to help customers visually explore lineage



labai ačiū, suur tänu, paldies
Thank you!



10:20-10:40

Coffee break & networking



Ask a question:

<https://www.slido.com>

Code: #2427108