snowflake®

DATA CLOUD FAQS

WHAT IS THE DATA CLOUD?

The Data Cloud is a network that connects Snowflake customers, partners, data providers, and data service providers. It enables them to derive value from sharing rapidly growing data sets with each other in secure, governed, compliant, and seamless ways. In the Data Cloud, organizations can avoid copying or moving data.

Instead, a data provider shares access to live, read-only data with any number of data consumers. Snowflake's platform is the engine that drives the Data Cloud.

WHAT PROBLEM DOES THE DATA CLOUD SOLVE?

In today's world, data silos make harnessing the value of data time-consuming and expensive. Governance and collaboration are also often impossible to achieve across so many different technologies and clouds. The Data Cloud unlocks the value in your data by eliminating data silos created within organizations, and scattered throughout their subsidiaries, business ecosystems, geographies, and the one or more cloud providers they use.

WHAT DOES USING THE DATA CLOUD ENABLE?

Access, and Governance, and Action. Access means that organizations can discover and share data without physically moving it, at near-unlimited scale and regardless of the format of that data. Governance means knowing and controlling your data in a way that can enable collaboration while maintaining highest levels of security and compliance. And action means that you can empower every part of your business with data to build better products, make faster decisions, create new revenue streams, and realize the value of your greatest untapped asset - data.

WHAT COMPONENTS COMPRISE THE DATA CLOUD?

The Data Cloud consists of two parts – platform and data. Snowflake's platform is the engine that powers the Data Cloud. The data made available in the Data Cloud comes from customers and other data providers that store or access their data via our platform. Our partners enrich the Data Cloud by getting more data into the Data Cloud, and helping organizations govern, understand and activate that data.

WHAT CAN I USE SNOWFLAKE'S PLATFORM FOR?

Snowflake's platform enables organizations to easily unify, integrate, analyze, and share their data within the Data Cloud. Our customers use Snowflake to execute a number of critical workloads, including data engineering, data warehousing, data lakes, data science, data sharing, and building and operating data applications. Snowflake's platform scales instantly and near-infinitely and is a single, near-zero maintenance platform, as a service. Our platform is surrounded by an ecosystem of thousands of technology and SI partners that extend and augment the value of Snowflake.

WHAT DATA SHARING USE CASES ARE AVAILABLE WITH THE DATA CLOUD?

Share Data Across Your Ecosystem – Companies can eliminate data silos, and replace their costly, risky, and cumbersome data sharing methods by instantly sharing live data in the Data Cloud. Snowflake's platform includes capabilities to discover, manage and monitor data sharing with different business units, suppliers, partners or customers. Snowflake Data Marketplace – Access data and data services from over 100 partners.

WHAT MAKES THE DATA CLOUD SO VALUABLE?

The Data Cloud creates a network effect. It will continue to grow as organizations move their siloed data from cloud-based repositories and on-premises data centers to the Data Cloud. This means Snowflake customers can leverage data from other organizations to make better business decisions without the need to copy, store, or maintain such data. The more customers adopt our platform, the more data can be exchanged with other Snowflake customers, partners, and data providers, enhancing the value of our platform for all users.

HOW DO PARTNERS FIT INTO THE DATA CLOUD NARRATIVE?

Our partners are part of what makes the Data Cloud such a powerful network - partners contribute value to the Data Cloud by getting more data into the Data Cloud, and helping organizations govern, understand and activate that data. Each partner should think about how the elimination of silos in the Data Cloud increases the value that customers can get from their solution.

For example, our ELT/ETL technology providers can accelerate the Data Cloud by making it easier and faster to get data into the Data Cloud. Our data science and analytics partners can enable customers to analyze and derive value from much larger amounts of data available in the Data Cloud. Our systems integrators can help customers' migrate to Snowflake, and therefore take advantage of the Data Cloud while finding new opportunities to share and monetize data. And lastly, our data providers and data services partners, who connect to the Data Cloud via Snowflake Data Marketplace, have the opportunity to instantly reach new audiences and grow their revenue.

SHOULD I PITCH THIS AS THE <INSERT CUSTOMER NAME> DATA CLOUD?

No, there is only one Data Cloud, which is what makes it so compelling - it unites the world's data, while maintaining an organization's complete control and governance over its data. It is the Snowflake Data Cloud.

WHAT SLIDES CAN I USE TO PITCH THE DATA CLOUD?

Please find an exec deck with multiple industry sections here.