snowflake®

FAST FACTS

AS OF OCTOBER 31, 2021

MISSION STATEMENT

To Mobilize the World's Data.

COMPANY

FOUNDED	2012
FOUNDERS	Thierry Cruanes, Benoit Dageville
CEO	Frank Slootman
EMPLOYEES	3,550+ worldwide
OFFICES	20+ worldwide offices in Bozeman, Amsterdam, Berlin, Denver, Dubai, Jerusalem, London, New York, Paris, Seoul, San Mateo, Sydney, Tokyo and more

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 223 of the 2021 Fortune 500 as of October 31, 2021, use Snowflake Data Cloud to power their businesses. Learn more at **snowflake.com**

PRODUCT

Legacy data platforms and big data solutions struggle to deliver on their fundamental purpose: to make it easy to amass all your data, enable rapid analytics, and derive data-driven insights for all your business users. To achieve this, Snowflake built a new data platform from the ground up for the cloud. It's designed with a new architecture to be the centerpiece for data pipelines, data warehousing, data lakes, data application development, and for building data exchanges to easily and securely share governed data. The result? A platform delivered as a service that's powerful but simple to use.

THE DATA CLOUD

The Snowflake platform is the innovative technology that powers the Data Cloud — the global ecosystem where Snowflake customers, partners, and data providers can break down data silos and derive value from rapidly growing data sets in secure, governed, and compliant ways. Specifically, the Data Cloud is where thousands of organizations have seamless and governed access to explore, share, and unlock the potential of data.

CUSTOMERS

Snowflake has more than 5,400 customers[1], including 223 of the Fortune 500[2], and continues to grow rapidly. Notable customers include: Adobe, Age of Learning, Airbnb, Albertsons Companies, Anthem Inc., Blackboard, BlackRock, Capital One, ConAgra Foods, Deliveroo, Doordash, Dropbox, Electronic Arts, Hulu, Instacart, JetBlue, Kraft Heinz, Lionsgate, Logitech, McKesson, NBC Universal, Novartis, Office Depot, Okta, Overstock.com, PDX, PepsiCo, Rent the Runway, University of Notre Dame, Yamaha, and many more.

PARTNERS

- Strategic alliances with Amazon Web Services (AWS), Microsoft Azure, Salesforce, Alation, Cognizant, Collibra, Dataiku, DataRobot, Deloitte, Ernst & Young, Fivetran, Informatica, Infosys, Matillion, NTT Data, Qlik, Slalom, and Talend.

- The Snowflake Partner Network includes a broad array of cloud, services, technology, and data provider partners, including over 175+ Powered By Snowflake partners.

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COMPETITIVE DIFFERENTIATORS

ARCHITECTURE: Snowflake's multi-cluster, shared data architecture is designed to process enormous quantities of data with maximum speed and efficiency. All data processing horsepower within Snowflake is performed by one or more clusters of compute resources. When performing a query, these clusters retrieve the minimum data required from the storage layer to satisfy queries. As data is retrieved, it's cached locally with computing resources, along with the caching of query results, to improve the performance of future queries.

ANY CLOUD: Snowflake's cloud data platform supports a multi-cloud strategy, including a cross-cloud approach to mix and match clouds as you see fit. Snowflake is available globally on AWS, Azure and Google Cloud Platform. With a common and interchangeable code base, Snowflake delivers advantages such as global data replication, which means you can move your data to any supported cloud in any supported region, without having to re-code your applications or learn new skills.

SECURE DATA SHARING: Snowflake's multi-cluster shared data architecture enables governed and secure data sharing in real time. Create your own private data exchange to share and collaborate with business partners, suppliers, and employees in a centrally managed data hub. Easily source external data and open new routes to data monetization by participating in the Snowflake Data Marketplace.

NEAR-ZERO MANAGEMENT: Snowflake eliminates the administration and management demands of traditional platforms and big data solutions. Snowflake is a true data platform-as-a-service running in the cloud. With built-in performance, there's no infrastructure to manage or knobs to turn. Snowflake automatically handles infrastructure, optimization, availability, data protection and more so you can focus on using your data, not managing it.

PAY ONLY FOR WHAT YOU USE: Per-second, usage-based pricing for compute and storage means you only pay for the amount of data you store and the amount of compute processing you use. Say goodbye to large upfront costs, over-provisioned systems, or idle clusters unnecessarily consuming money.

DIVERSE DATA: Snowflake can support your business data, whether from traditional sources or newer machine-generated sources, without requiring cumbersome transformations and tradeoffs. Snowflake's technology natively loads and optimizes both structured and semi-structured data such as JSON, Avro, or XML and makes it available via SQL without sacrificing performance or flexibility.

COMPELLING PERFORMANCE: Snowflake processes queries and tasks in a fraction of the time conventional on-premises and cloud data platforms require. Our columnar database engine uses advanced optimizations, including automatic clustering, which removes the headache of manually re-clustering data when loading new data into a table. Combined with the capacity to scale up and down, automatically and on the fly, you get the performance you need, when you need it.

FAILOVER AND BUSINESS CONTINUITY: Replicate data across cloud regions, across cloud providers, and keep data and apps where they are, while operating confidently with failover and business continuity.

MANY WORKLOADS: Snowflake's multi-cluster, shared data architecture is designed to handle virtually any workload you can throw at it. See near-unlimited performance, scalability and concurrency for data warehousing. Work with data in your data lake and build robust data pipelines to streamline data engineering. Simplify and accelerate data science workloads with native integrations to leading languages such as Python, R and Apache Spark™. Or find new ways to profit from data using the Snowflake Data Marketplace. Snowflake also provides builders and developers of data-driven applications and services a ready-made infrastructure and engine to build and run their solutions.

ANY SCALE OF DATA, WORKLOADS, AND USERS: Snowflake's multi-cluster, shared data architecture separates storage and compute, making it possible to scale up and down on-the-fly without downtime or disruption. Automatically scale to support practically any amount of data, workloads and concurrent users and applications without requiring data movement, data marts or data copies.

BROAD ECOSYSTEM: You can rapidly integrate Snowflake with custom and packaged tools and applications. Our native and standards-based connectors including ODBC, JDBC, Javascript, Python, Spark, R, and Node.js enable developers and tools that use a variety of languages and frameworks.

1. As of October 31, 2021. Please see our Q3 FY22 earnings press release for definition of total customers. 2. As of October 31, 2021. Based on the 2021 Fortune 500 list. Our Fortune 500 customer count is subject to adjustments for annual updates to the Fortune 500 list by Fortune, as well as acquisitions, consolidations, spin-offs, and other market activity with respect to such customers.