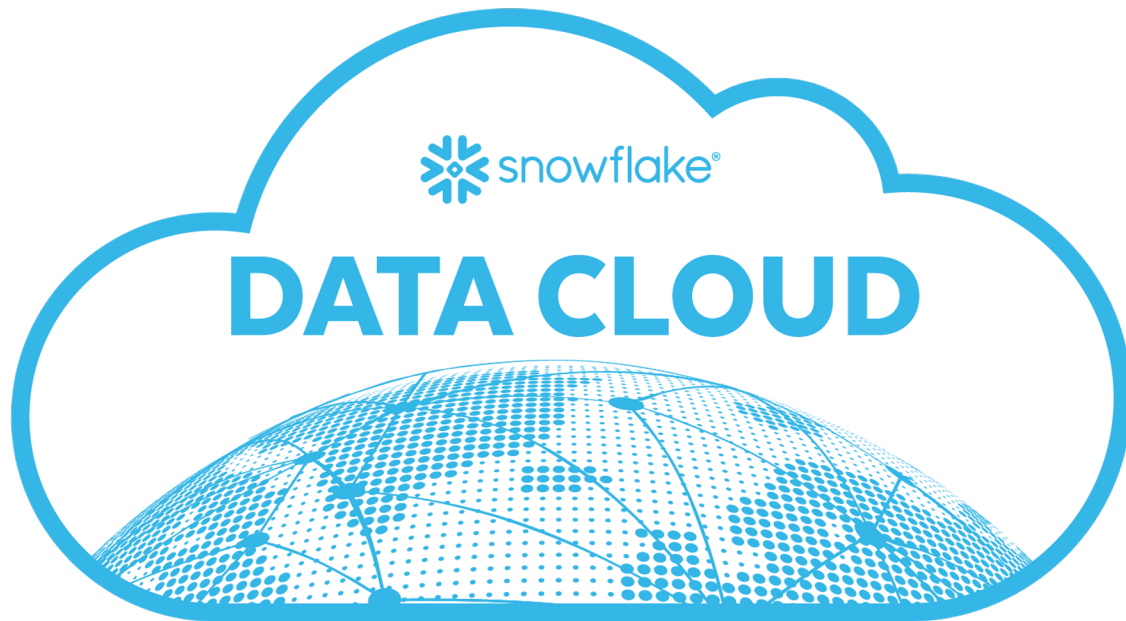




INTRODUCTION TO SNOWFLAKE

NAME, TITLE | DATE 2021

THE DATA CLOUD IS A GLOBAL NETWORK



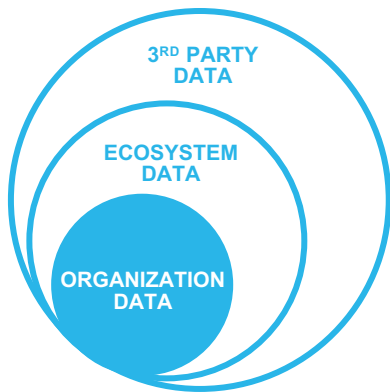
One global, unified system connecting companies and data providers to the most relevant data for their business

You can eliminate all of these silos with the Snowflake Data Cloud.



BENEFITS OF THE DATA CLOUD

ACCESS



GOVERNANCE

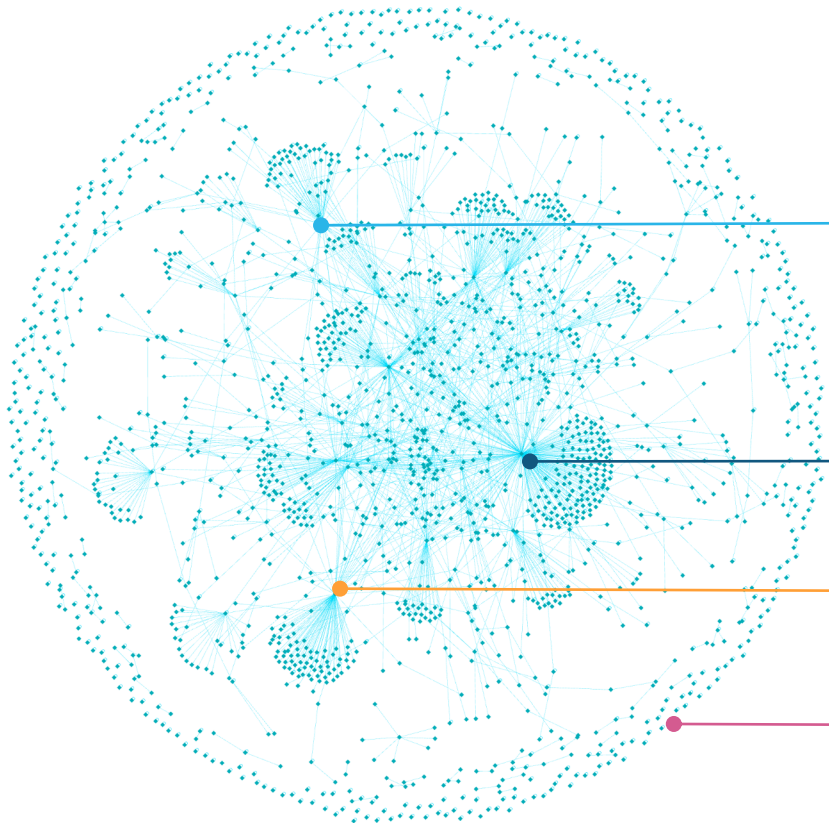


ACTION



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 July 31 2021



ELEMENTS OF THE DATA CLOUD



PLATFORM
+
CONTENT



PLATFORM REQUIREMENTS

FAST FOR ANY WORKLOAD



Run any number or type of job across all users and data volumes quickly and reliably.

IT JUST WORKS



Replace manual with automated to operate at scale, optimize costs, and minimize downtime.

CONNECTED TO WHAT MATTERS



Extend access and collaboration across teams, workloads, clouds, and data, seamlessly and securely.

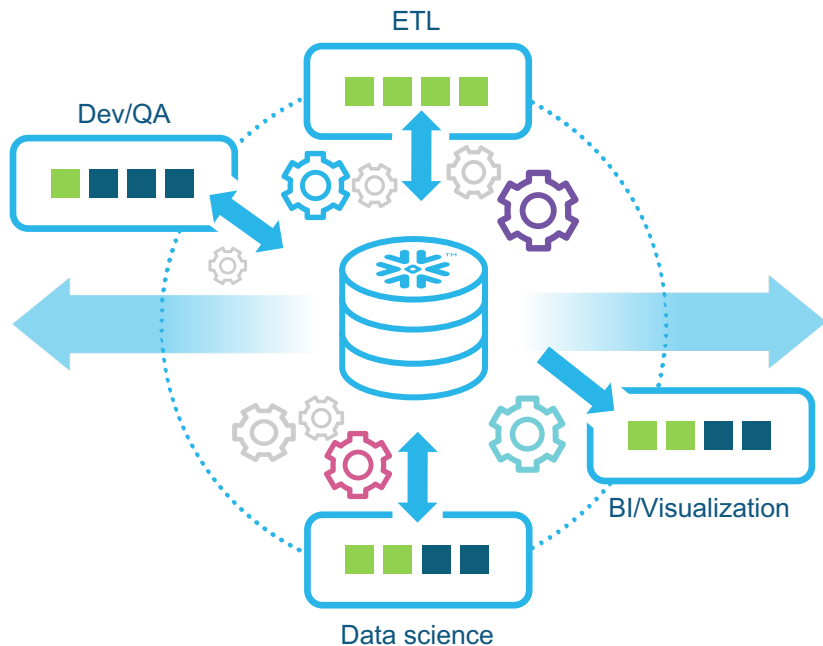


SNOWFLAKE PLATFORM

Under the hood



ELASTIC PERFORMANCE ENGINE



One engine for every workload

Simplify your architecture. Power complex pipelines, analytics, data science, interactive applications, and more.

Leading performance and concurrency

Fast, reliable performance every time with no tuning or contention. Instantly and cost-efficiently scale to any amount of users, jobs, or data.

Support any user or skillset

Get the accessibility of SQL, with the flexibility to support Java, Scala, and more. Run external tools directly for extended capabilities.



INTELLIGENT INFRASTRUCTURE



Snowflake Managed

**MAINTENANCE
& TUNING**

**MULTI-CLUSTER
COMPUTE RESOURCES**

ADMINISTRATION

**NETWORKING &
ENCRYPTION**

**DATA
MANAGEMENT**

**CENTRALIZED
STORAGE**

Automated and fully managed for you

Focus on what matters. Fully managed with automations that encrypt data, control access, and eliminate manual maintenance and troubleshooting.

High availability, high reliability

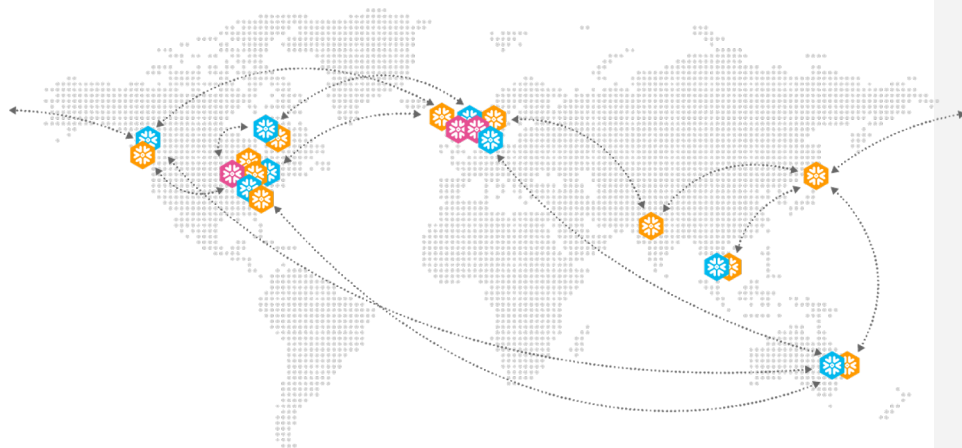
Automate complex replication and failover cross-clouds and cross-regions. Stay up-and-running no matter what happens.

Optimized costs for all data

Usage-based model paired with patented compression and fine-grained controls to right-size costs. Continual improvements for new efficiencies.



SNOWGRID



Snowflake Regions



AWS



Azure



GCP

Maintain global business continuity

Eliminate disruptions, deliver better experiences, and comply with changing regulations through unique cross-cloud, cross-region connectivity.

Share data with no ETL or silos

Remove the barriers to data, regardless of cloud, region, workload, or organizational domains. Get instant access and distribution through a single copy of data.

Cross-cloud governance controls

Simplify governance at scale with flexible policies that follow the data for consistent enforcement across users and workloads.

Tap into the extended ecosystem

Enrich insights with a network of third-party data. Discover and run new functions for extended workflows.



SNOWGRID UNLOCKS DATA SHARING

Traditional Methods

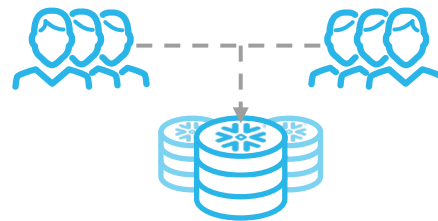
FTP | APIs | ETL | Cloud buckets



- ✗ Copy and move data
- ✗ Data is delayed
- ✗ Costly to manage and maintain
- ✗ Unsecure, once data is moved
- ✗ Error prone; pipelines break

Snowflake

Secure Data Sharing



- ✓ Single copy of live data, no delays
- ✓ No costs of moving, copying, ingestion
- ✓ No more data lake silos
- ✓ Privacy compliant
- ✓ Governed, revocable access



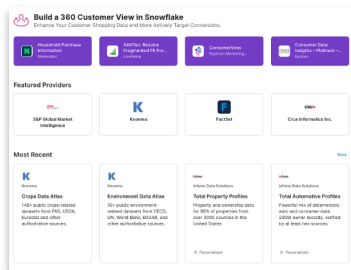
SHARE AND COLLABORATE IN THE DATA CLOUD

DISCOVER AND BE DISCOVERED IN THE DATA CLOUD

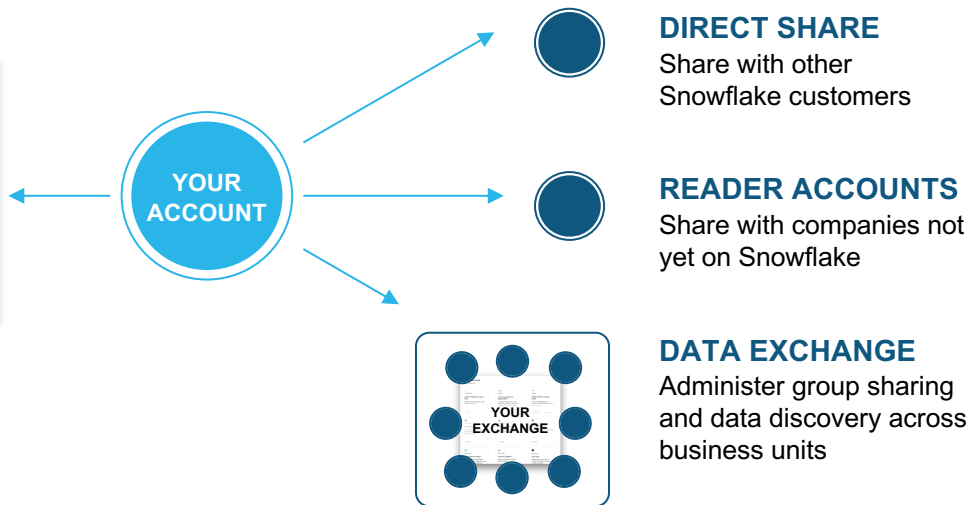
Access data and services
from 150+ providers

SNOWFLAKE DATA MARKETPLACE

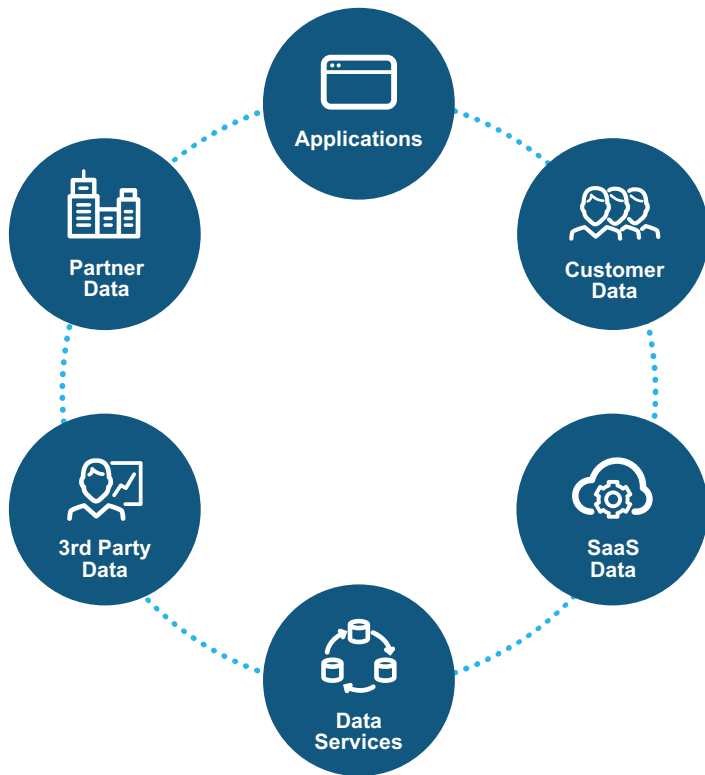
Market and deliver your
products to customers



SHARE ACROSS YOUR BUSINESS ECOSYSTEM



CONNECT TO THE MOST RELEVANT CONTENT



SNOWFLAKE DATA MARKETPLACE

Discover and be discovered with data and services from 150+ providers across 16+ categories.

SNOWFLAKE CUSTOMERS

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

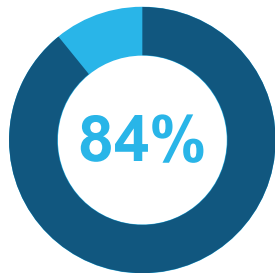
POWERED BY SNOWFLAKE APPLICATIONS

Hundreds of applications that businesses rely on run in the Data Cloud.



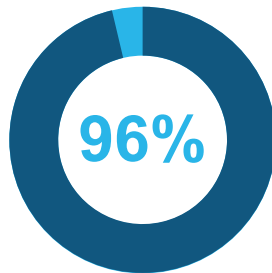
SNOWFLAKE CUSTOMERS SEE SIGNIFICANT BENEFITS

GROWTH



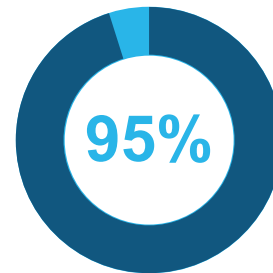
of customers surveyed
achieved more of a
competitive advantage

COST



of customers surveyed
decreased administration effort
through use of Snowflake

RISK



of customers surveyed able
to better manage organizational
risk and decrease cost of service



PRODUCT REVENUE ¹



\$254.6M

+ 103% YoY Growth

NET REVENUE RETENTION RATE ²



169%

TOTAL CUSTOMERS ²



4,990

+ 60% YoY Growth

\$1M CUSTOMERS ²



116

+ 107% YoY Growth
Customers with Trailing 12-Month
Product Revenue Greater than \$1M

FORTUNE 500 CUSTOMERS ³



212

+ 34% YoY Growth

DATA MARKETPLACE LISTINGS ⁴



656

Total Listings
32% QoQ Growth

CUSTOMER SATISFACTION

FORRESTER CONSULTING TOTAL ECONOMIC IMPACT™ STUDY ⁵



612%

Customer ROI Delivered
Over 3 Years

NET PROMOTER SCORE (NPS) ⁶



71

Most Customers Would
Recommend Snowflake
to a Friend or Colleague

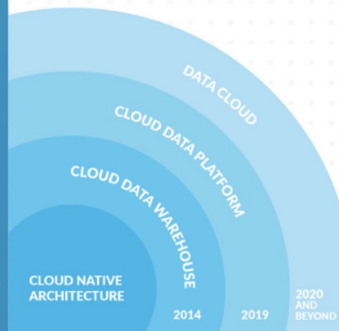
DRESNER CUSTOMER SATISFACTION SCORE ⁷



100%

Of Customers
Recommend Snowflake for
Third Consecutive Year

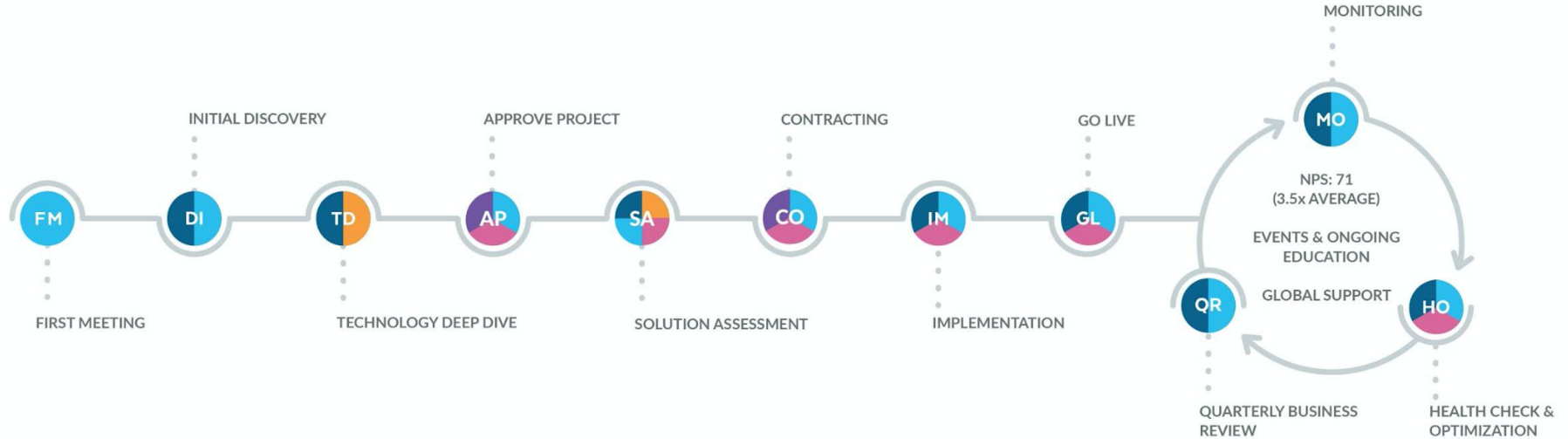
RISE OF THE DATA CLOUD



1. For the three months ended July 31, 2021. 2. As of July 31, 2021. Please see our Q2 FY22 earnings press release for definitions of net revenue retention rate, total customers, and customers with trailing 12-month product revenue greater than \$1 million. 3. As of July 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. 4. As of July 31, 2021. Each live dataset, package of datasets, or data service published by a data provider as a single product offering on the Snowflake Data Marketplace is counted as a unique listing. A listing may be available in one or more regions where the Snowflake Data Marketplace is available. 5. Forrester Consulting Total Economic Impact™ Study Commissioned By Snowflake, August 2020. 6. As of May 2020. 7. Dresner Advisory Services: 2021 Analytical Data Infrastructure Market Study, January 2021.

YOUR CUSTOMER JOURNEY

with Snowflake



SALES ENGINEERING SALES SERVICES (PARTNER OR SNOWFLAKE) SECURITY LEGAL



THANK YOU

