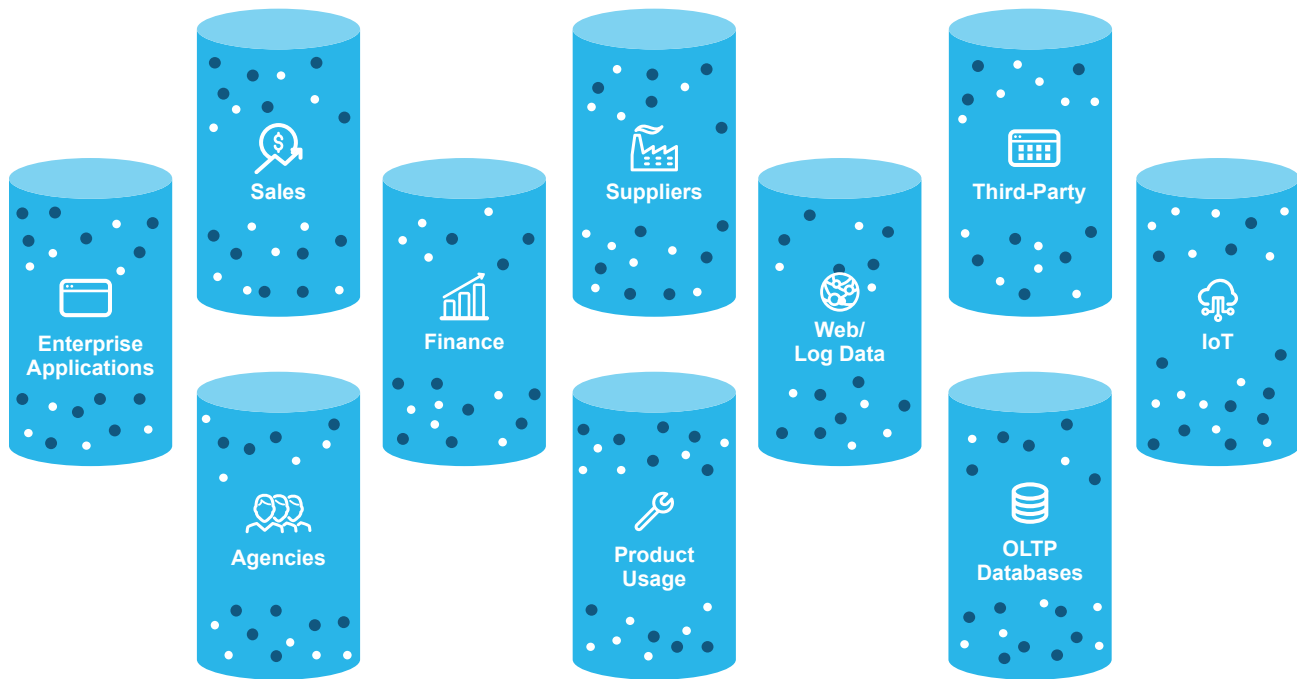




INTRODUCTION TO SNOWFLAKE

DATA SILOS PREVENT VALUE REALIZATION



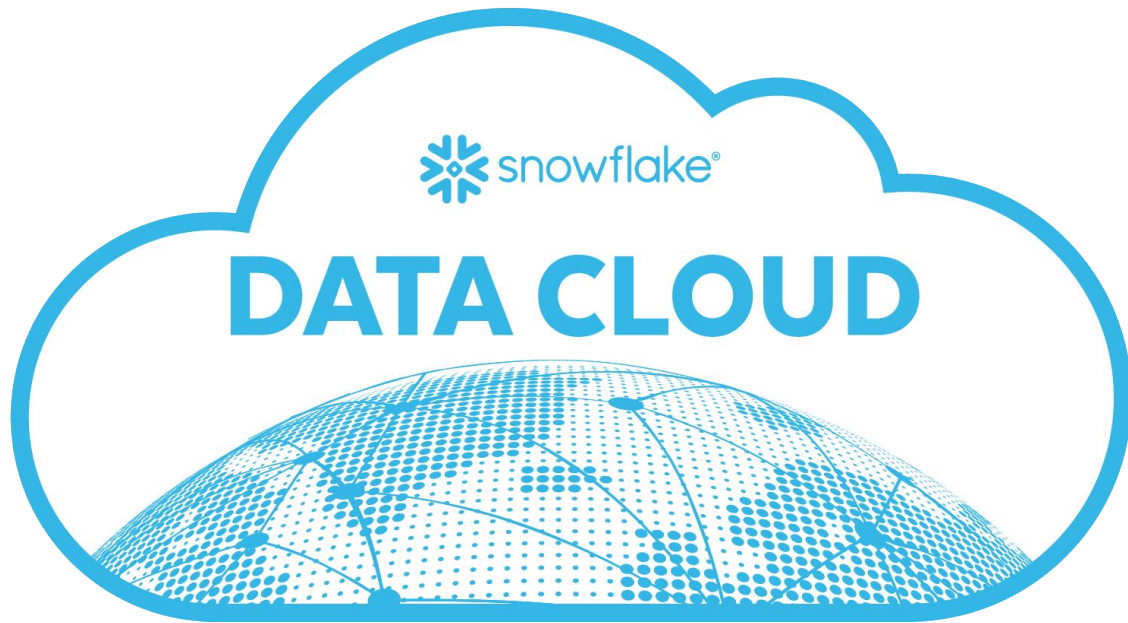
87%

Decision makers want to expand their ability to use external data¹

¹ "The Insights Professional's Guide To External Data Sourcing" Forrester, 2020



THE DATA CLOUD IS A GLOBAL NETWORK

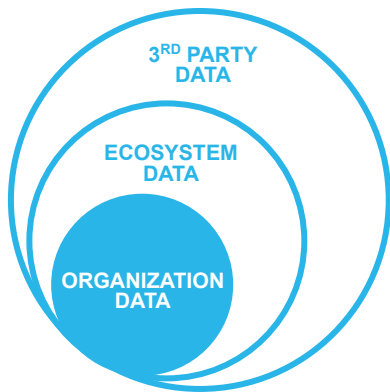


One global, unified system connecting companies and data providers to the most relevant data for their business



BENEFITS OF THE DATA CLOUD

ACCESS



GOVERNANCE



ACTION



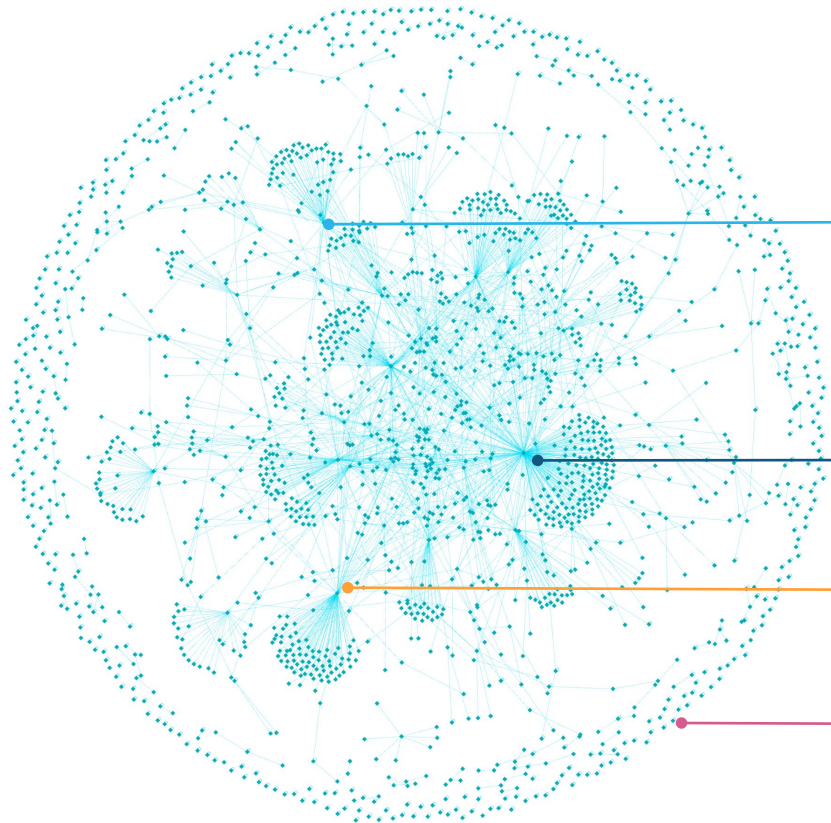


PROVEN BY THOUSANDS OF CUSTOMERS



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

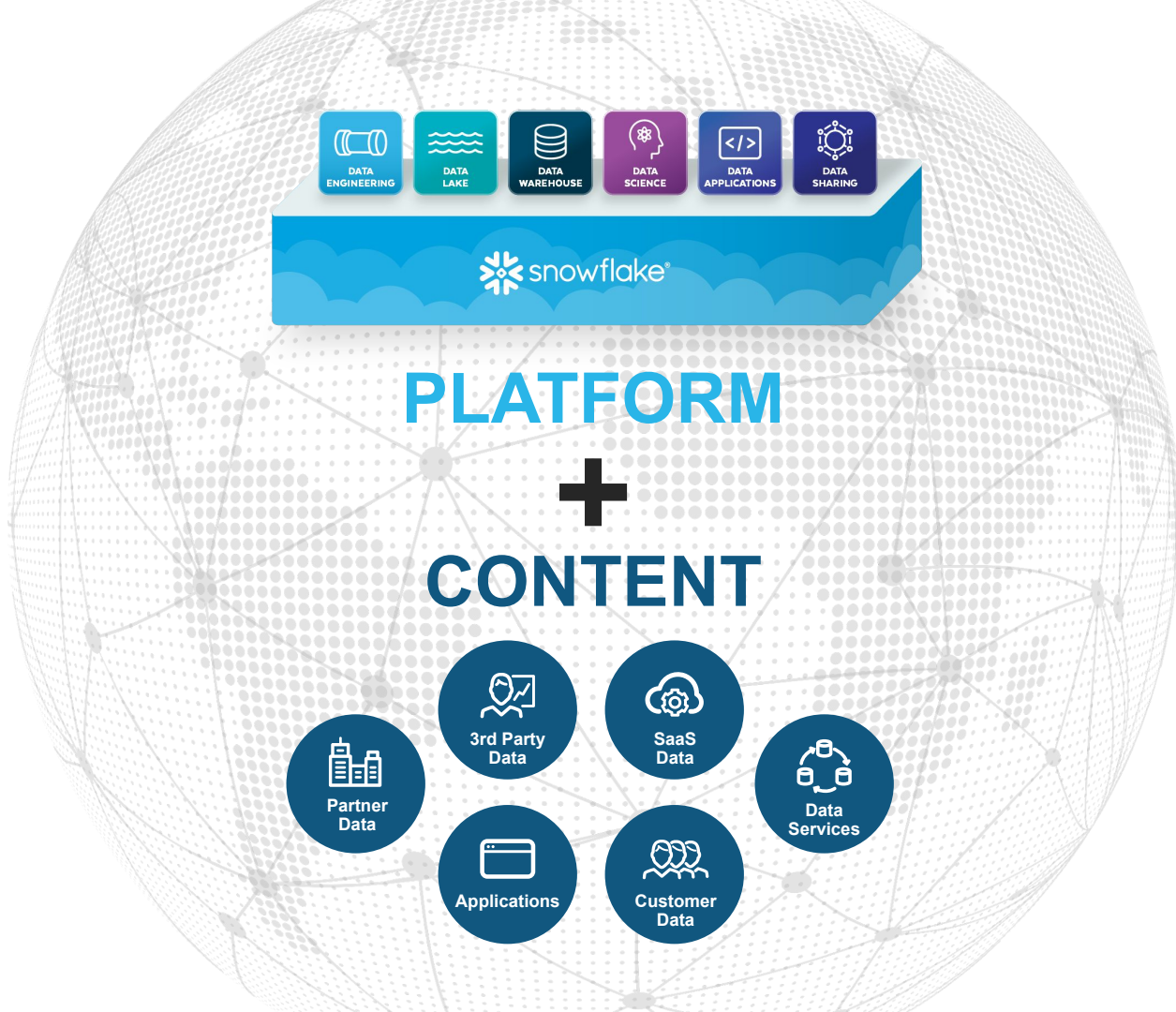
Thousands of companies share data with suppliers, partners, or other business units

* Visualization based on actual Data Cloud sharing activity as of July 31 2021



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ELEMENTS OF THE DATA CLOUD



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.

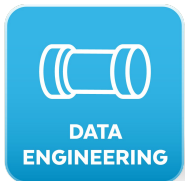


SNOWFLAKE PLATFORM

Under the hood



POWERING MANY WORKLOADS



Fast, reliable pipelines in the language of your choice



Governed, cost-effective data lake for any scale and any data



Analytics at scale on all your data with zero administration



Simple data preparation for modeling with your framework of choice



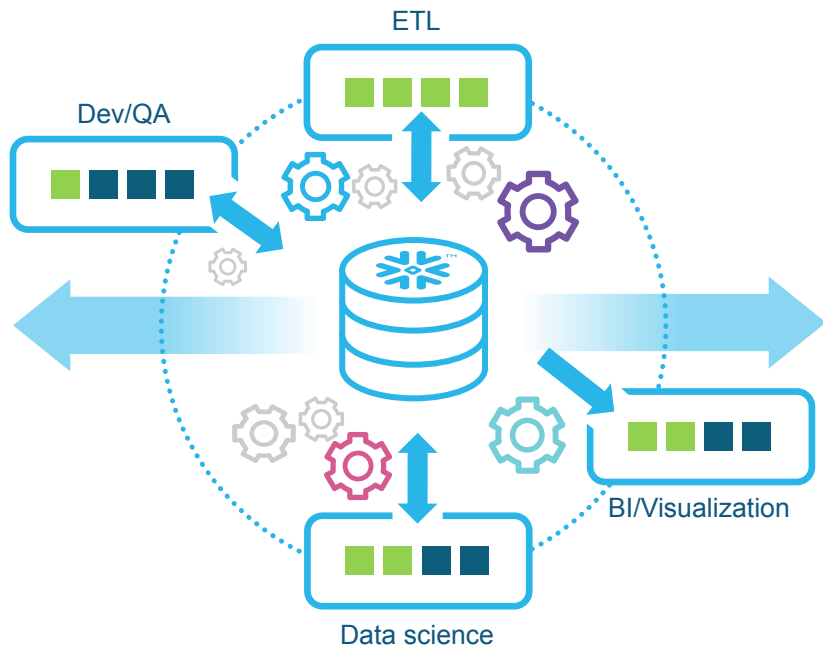
Build data-intensive applications without operational burden



Share and collaborate on live data across your business ecosystem



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

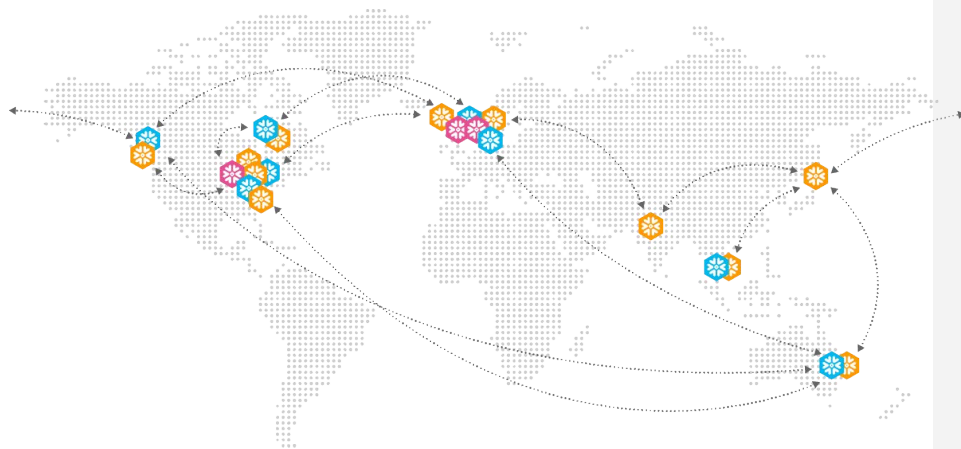
Automate complex replication and failover cross-clouds and cross-regions. Stay up-and-running no matter what happens.

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

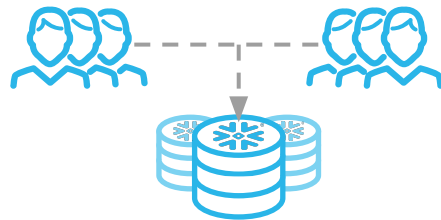
FTP | APIs | ETL | Cloud buckets



- ✗ 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



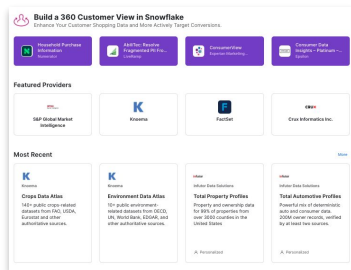
SHARE AND COLLABORATE IN THE DATA CLOUD

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



DIRECT SHARE

Share with other
Snowflake customers



READER ACCOUNTS

Share with companies not
yet on Snowflake

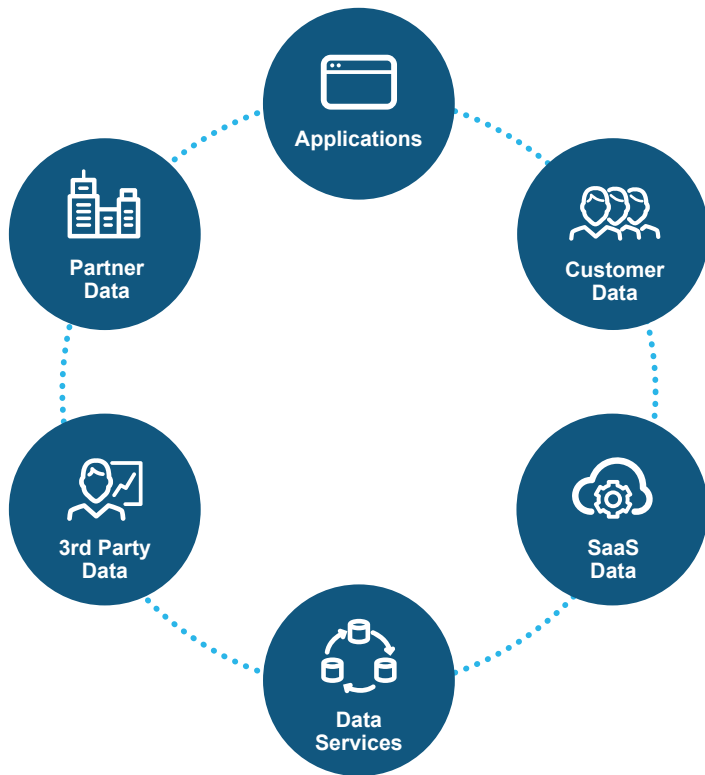


DATA EXCHANGE

Administer group sharing
and data discovery across
business units



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

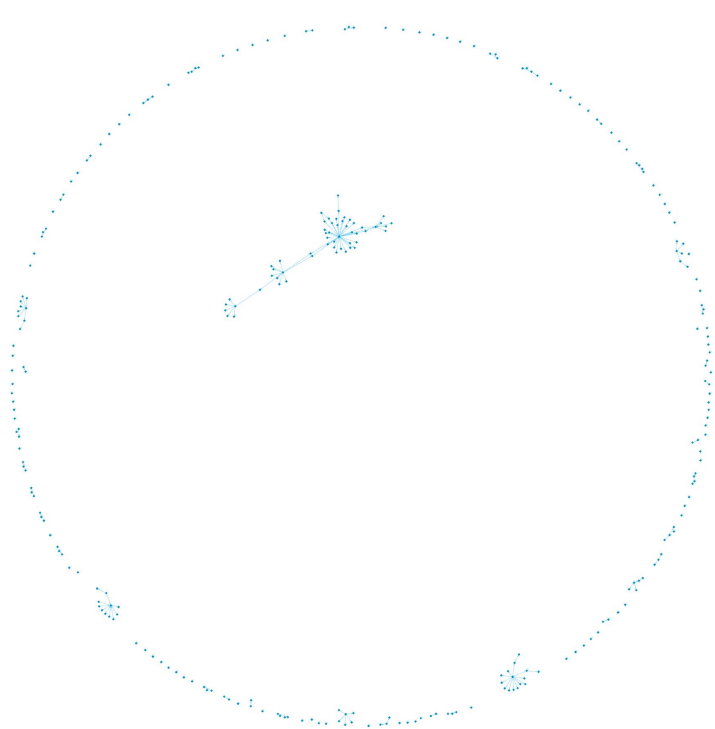
Thousands of companies share data with suppliers, partners, or other business units.

POWERED BY SNOWFLAKE APPLICATIONS

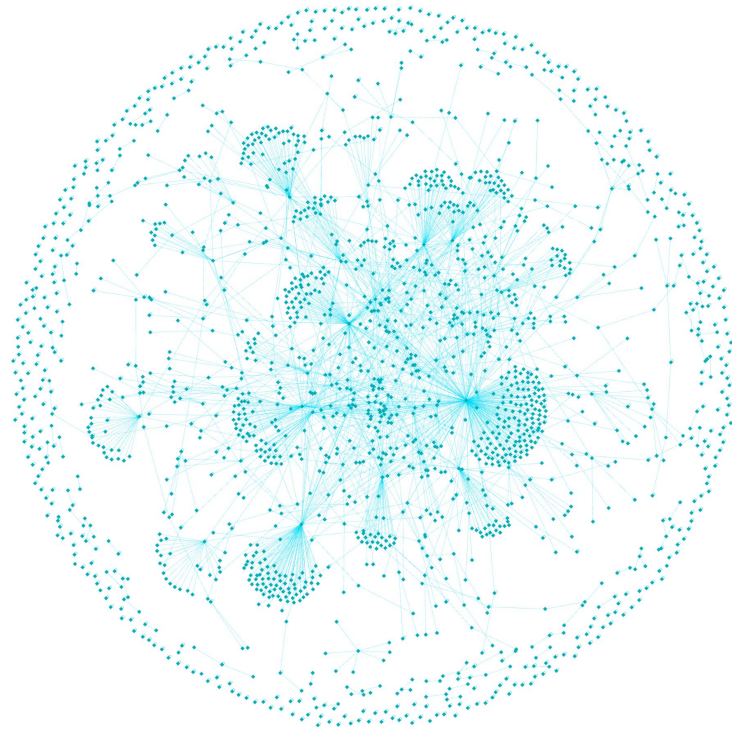
Hundreds of applications that businesses rely on run in the Data Cloud.



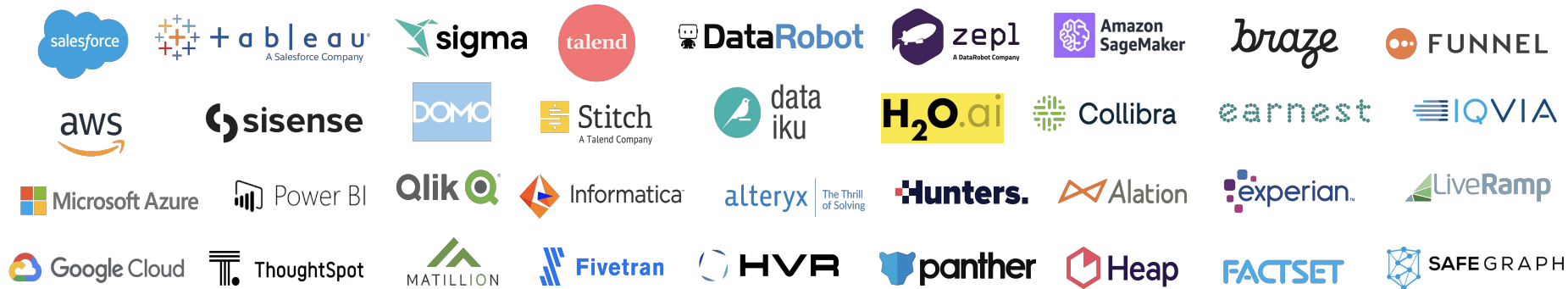
DATA CLOUD GROWTH



April 2020



July 2021

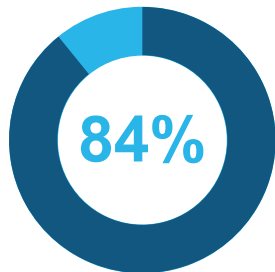


EVER EXPANDING ECOSYSTEM



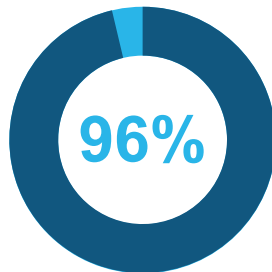
SNOWFLAKE CUSTOMERS SEE SIGNIFICANT BENEFITS

GROWTH



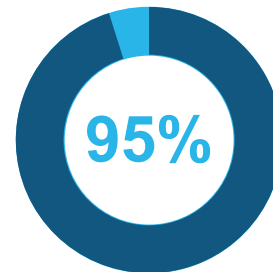
of customers surveyed
achieved more of a
competitive advantage

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



BUSINESS IMPACT OF SNOWFLAKE

FORRESTER®



612% Return on Investment over 3 years



50% Faster Time to Roll Out the Business Product



75% Reduction in Effort for the IT Support Team



The Total Economic Impact of Snowflake's Cloud Data Platform, a commissioned study conducted by Forrester Consulting on behalf of Snowflake
<https://www.snowflake.com/resource/2020-forrester-tei-report/>



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

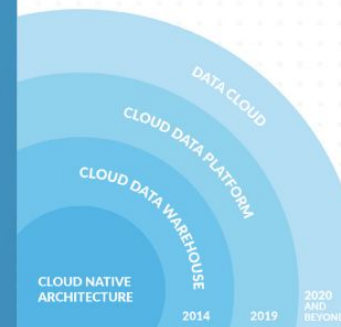
DRESNER CUSTOMER SATISFACTION SCORE ⁷



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.



THANK YOU

