



Snowflake Voices of Data Thought Leaders Program

When partnering with Snowflake, you don't just implement new infrastructure to store and analyze all your data. You join a movement to transform your business with data-driven decisions.



voices
of data

THOUGHT LEADERS





Innovation is the trademark of the 21st century. From retail and financial services, to education, gaming, health care and beyond, industries are creating data at a scale never before imagined - and we are only just getting started.

Snowflake customers like you are on the frontline of innovation, working to transform and build your business with data-driven insights. The Voices of Data Thought Leaders program is designed to help showcase how you innovate with data inside and outside your organization, and position you as a role model for organizations just getting started on their journey to innovating with data.



Getting Started

As a new Snowflake customer, you are already on the list and you are in great company! Snowflake customers in the Voices of Data Thought Leaders Program include leading companies that are changing their industries with data. Customers today include Adobe, Rue La La, University of Notre Dame, PDX, KixEye, WhiteOps, Age of Learning, HotelTonight, PlacelQ, Ask.com, Blackboard and many more.

To learn more and discuss upcoming opportunities, please contact voicesofdata@snowflake.net



Opportunities

We appreciate your time and support and will make sure that you receive recognition and value both in the form of business benefits and rewards points redeemable from our Customer Rewards Catalog (also attached).

OPPORTUNITIES TO PARTICIPATE

Customer quote

Provide a brief quote about your experience working with Snowflake. Our customer quotes often find their way into top publications.

Details

- Brief phone interview and/or review of a written quote
 - 100 points for each customer quote that can be shared externally
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Customer press release

Share your story in a Snowflake press release. Press releases are pitched to media for press interviews in leading tech and business publications.

Details

- 1-hour phone interview and email follow-up to review for accuracy and approval
 - 300 points for a published press release
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OPPORTUNITIES TO PARTICIPATE (CONTINUED)

Press interview

Technology, developer and business press opportunities in leading publications-increase awareness for your team's work and success.

Details

- 30-min interview with a reporter
 - 300 points for every published article
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Refer a peer

We all trust our peers the most and we're incredibly grateful for the referrals we get. To refer a peer to us, please fill out the Sales referral form.

Details

- 500 points for each referral that sign up for a Snowflake On Demand account
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Data Thought Leader Video Interview

Bring your story to life in your own words in a high production quality video interview conducted by Snowflake.

Details

- 30-min prep call
 - 1-hour in-person interview either at your offices or at a Snowflake event (questions provided in advance)
 - 300 points for a published video
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OPPORTUNITIES TO PARTICIPATE (CONTINUED)

Speaking opportunities

Tell your story to industry peers and build your speaker profile at key cloud analytics, data warehousing, and big data industry event.

Details

- 30-min prep phone call to discuss presentation topics
 - Lodging & transportation provided (if needed) to event's location
 - 400 points for every speaking engagement
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Joint webinar opportunities

Tell your story to a highly targeted audience.

Details

- 130-min prep phone call to discuss presentation topics and slides needed
 - 1.5 hr of your time on the day of the webinar
(webinars are conducted via our online webinar solution)
 - 300 points for every webinar hosted
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Analyst relations

Speak to leading industry analysts about how you leverage data and Snowflake to drive innovation (customer references for analysts are not published).

Details

- Brief phone or email interview with an analyst
 - 100 points for each customer testimonial provided to analysts
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OPPORTUNITIES TO PARTICIPATE (CONTINUED)

The Lodge, Snowflake user community

Share your insights and lessons learned and connect with peers in Snowflake's online communities.

Details

- 20 points for every discussion started or comment in Snowflake's online community
 - Maximum of 100 points per month for participation
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Guarantee

Alignment. We'll coordinate with your corporate communications team to ensure that storylines are 100% aligned with your brand.

Total Flexibility. You decide how much time you're willing to commit and you can always decline an opportunity when other priorities demand your attention.

Credibility. We only work with top-tier media outlets and you'll always get to tell your story in your own words—we'll play a supporting role.



