

What else is possible?





06.22.17

The  
**Data Sharehouse**  
is Coming

The billboard is a large, dark blue rectangular sign mounted on a metal structure. It features a white graphic on the left side that looks like a corner being peeled away, revealing a blue logo consisting of several radiating lines. The text is white and blue, with the main title in a large, bold font. The billboard is set against a clear blue sky, with a brick building visible in the background.

# Large organizations have short lives

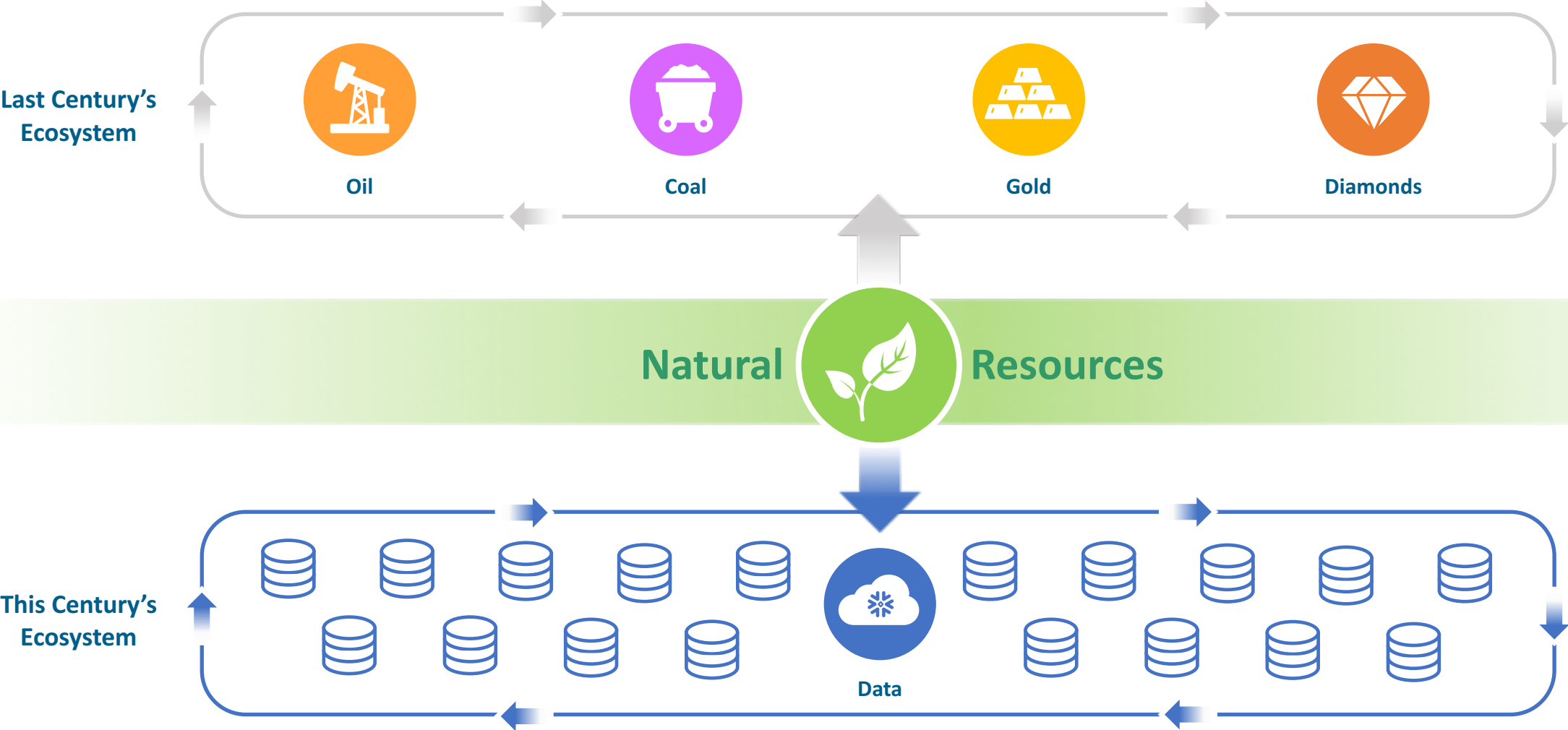
The Only Choice:  
Adapt or Perish

52%  
FORTUNE

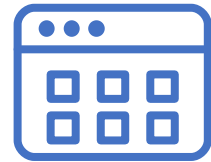
Companies have  
disappeared since 2000



# To thrive, companies must channel valuable resources



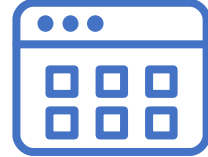
# Organizations are making huge investments in data resources



POS



CRM



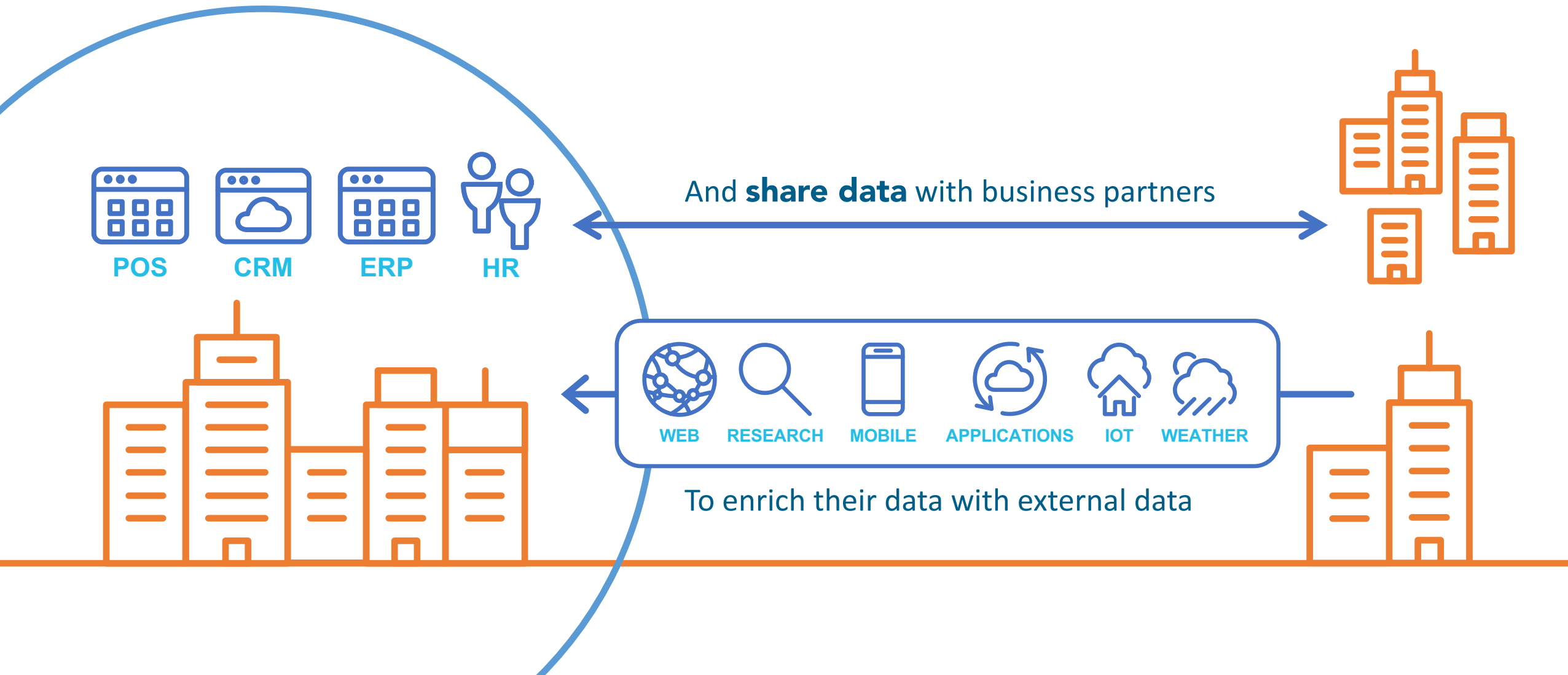
ERP



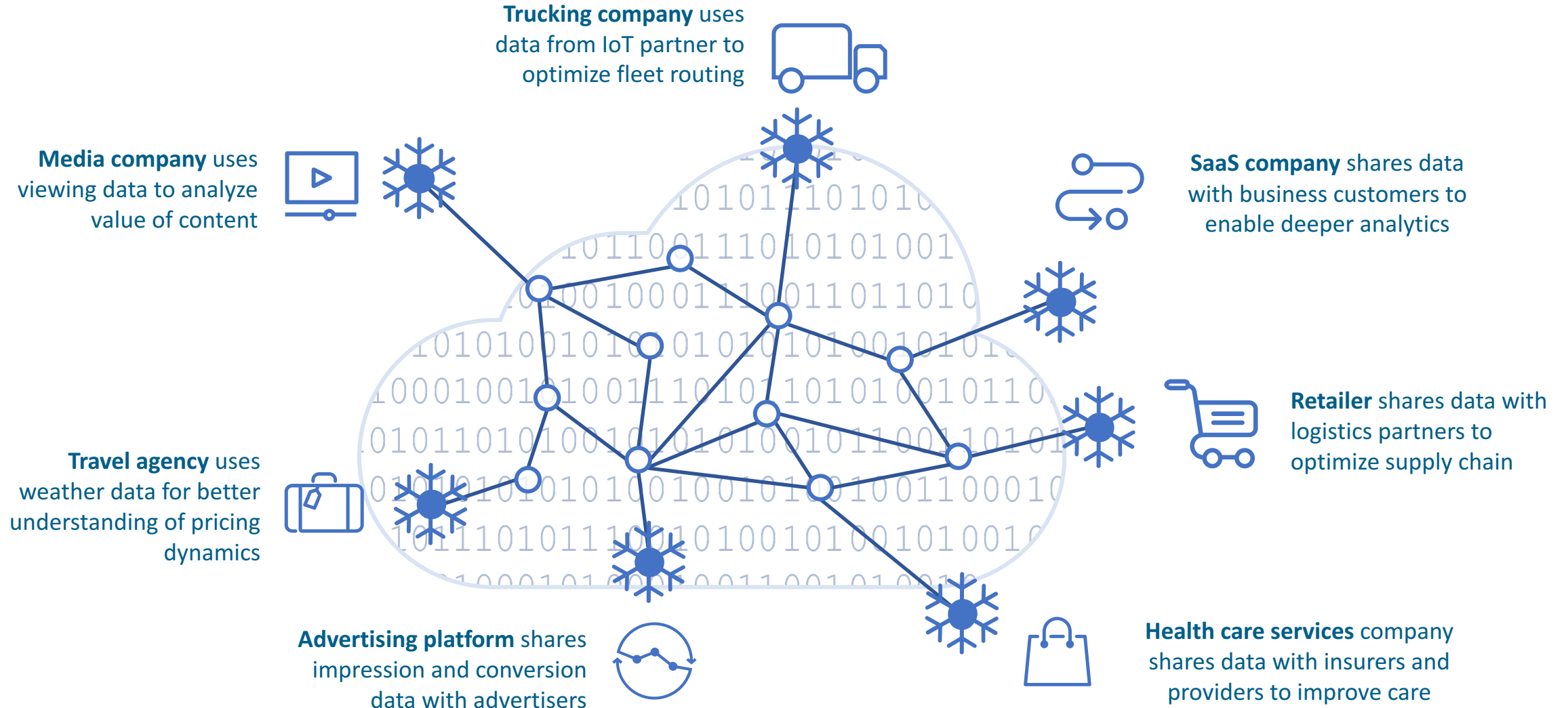
HR



# But need to go beyond their own walls



# Leading organizations are sharing data



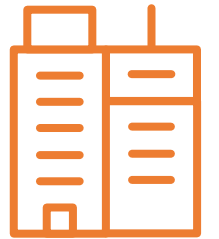
# But sharing data is complex, costly, and inefficient

## Sharing data

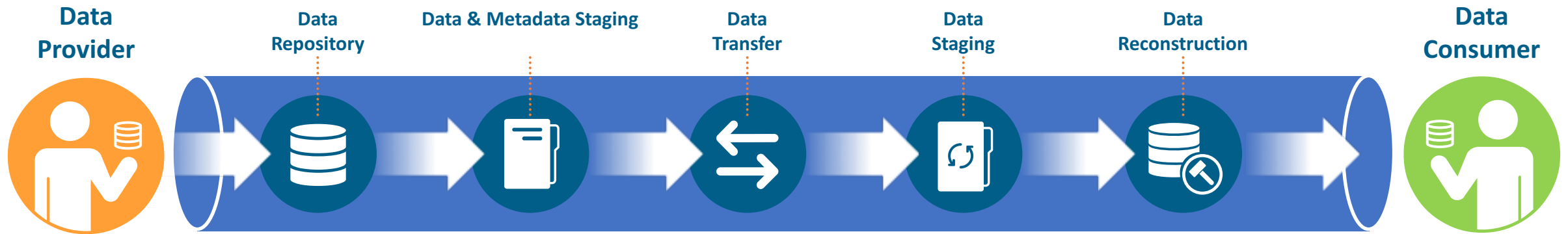
Cumbersome data preparation  
Security headaches  
Inefficiency  
Limited governance

## Using shared data

Significant infrastructure  
Complex process to reconstruct data  
Data rapidly out of date  
Fragile solution



# Current solutions punish Providers and Consumers



## Data providers

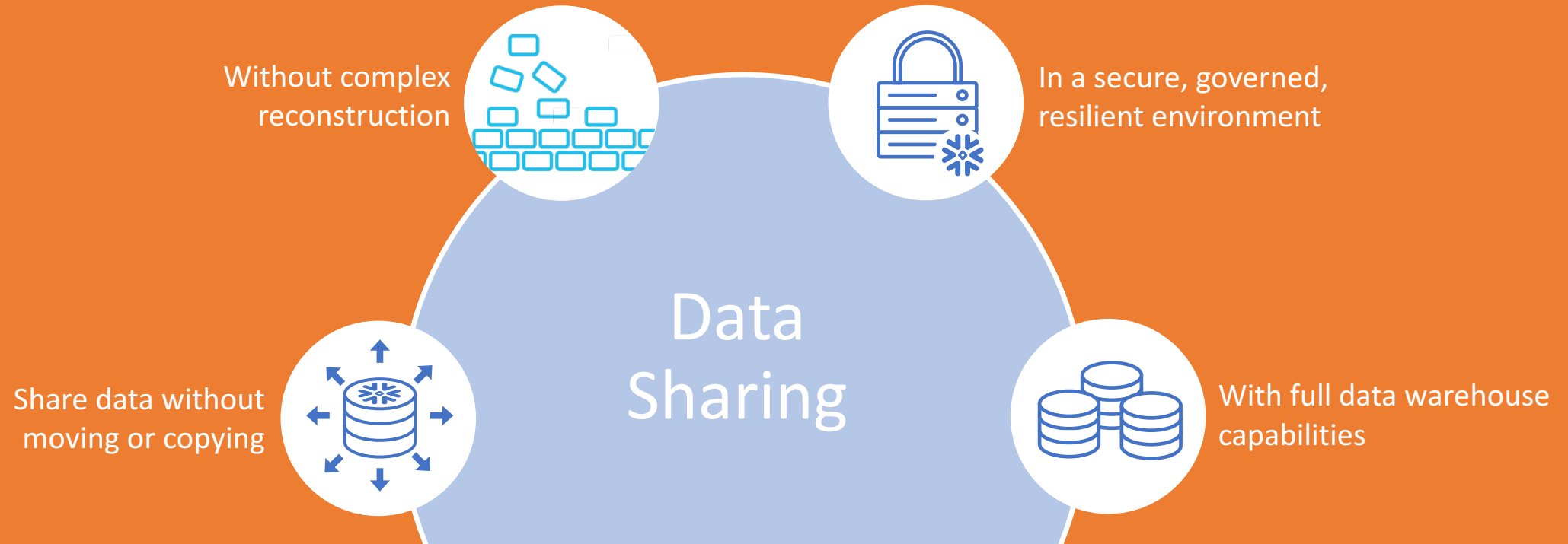
- Complex process to prepare data for sharing
- Poor ability to govern published data
- Security headaches
- Inefficiency

## Data consumers

- Need to build infrastructure to collect and house data
- Complex process to reconstruct data
- Fragile pipeline
- Difficult to keep data up to date

# There is a better way: Snowflake Data Sharing

Instant, secure, easy, powerful way to share live data



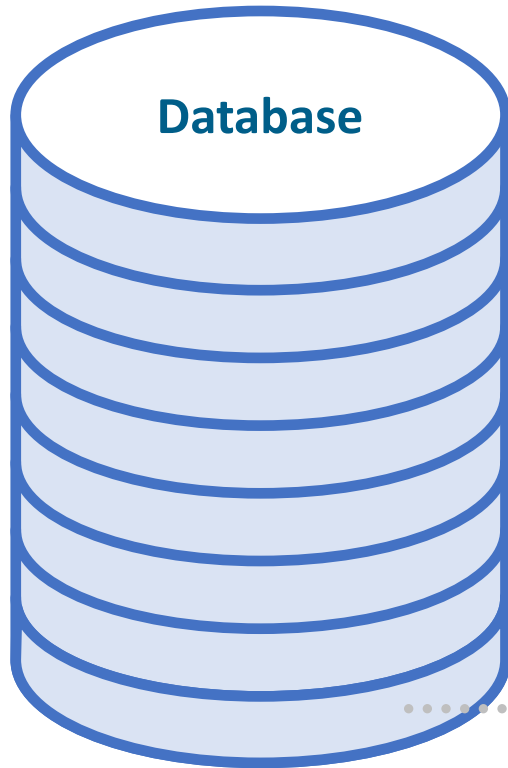
Available to all Snowflake customers at no additional cost



# Snowflake Data Sharing



Data Provider Account



Data share outbound



Data Consumer Account

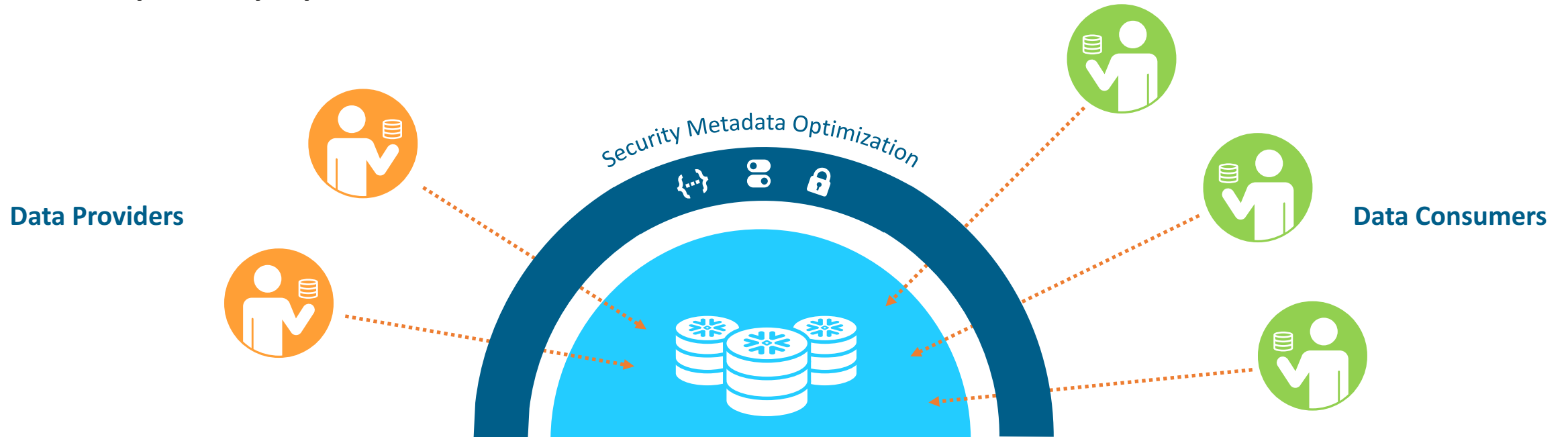


Data share inbound

Tables  
and  
Views



# Uniquely possible with Snowflake



## Separation of compute and storage

One copy of live data shared with unlimited users

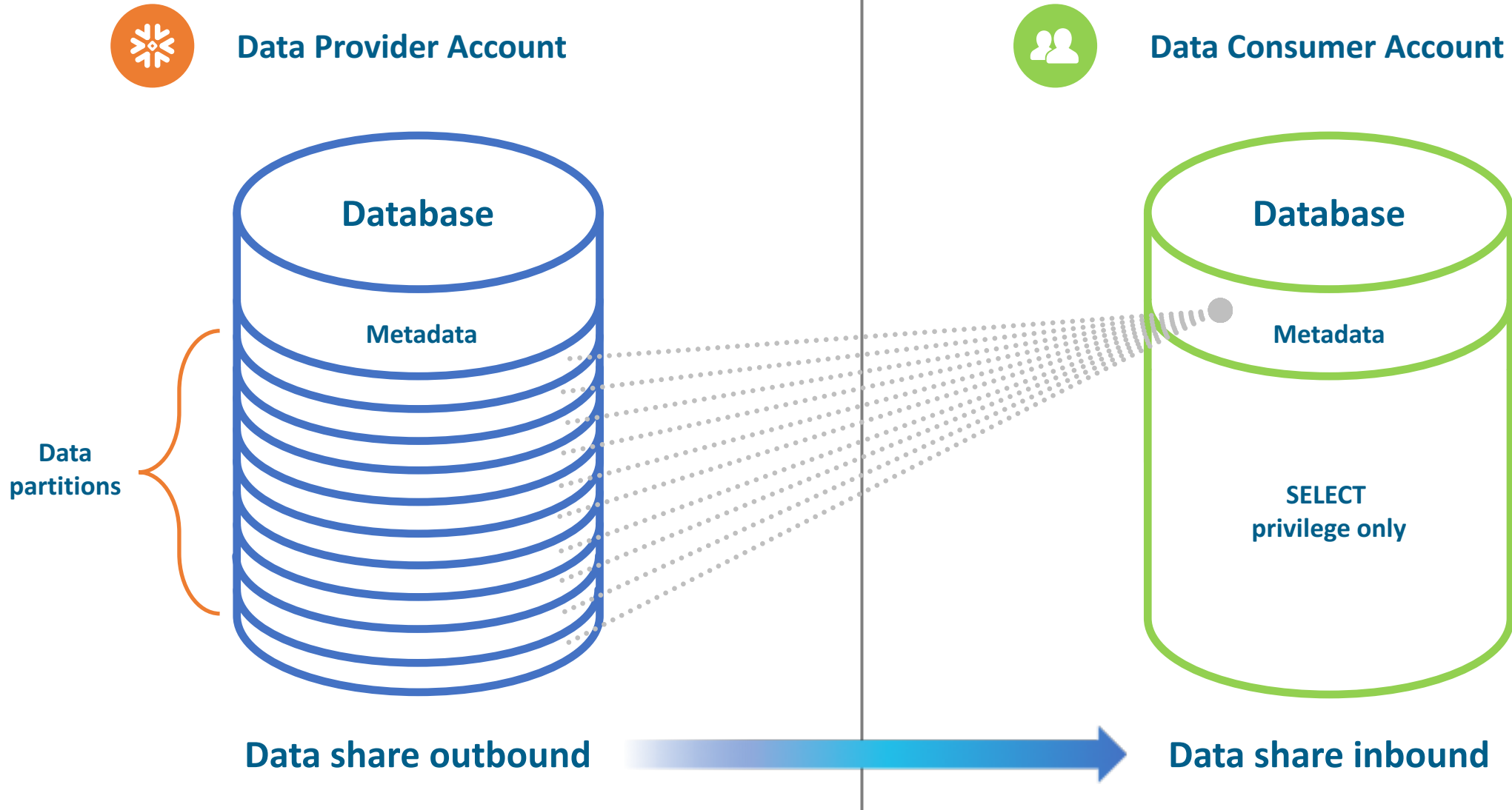
## Unlimited scalability

Compelling performance, regardless of data volume, workload, or concurrency

## Secure management

Metadata and security services make sharing fast & secure

# Snowflake Data Sharing



# Ways data sharing can be used

## **Monetize data assets**

Create new revenue-generating data products

## **Improve products & services**

Deliver differentiated capabilities that increase value and customer satisfaction



## **Drive efficiencies**

Improve coordination and execution with business partners

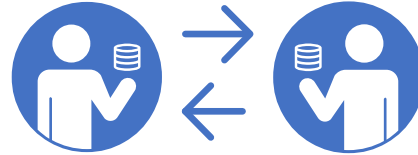
## **Enable insights across data silos**

Share data siloed across business units and regulatory requirements

# Snowflake business model for Data Sharing



Customer chooses the business model they prefer for their data



Snowflake does not participate in the customer's business



Data is owned by the customer (data provider)

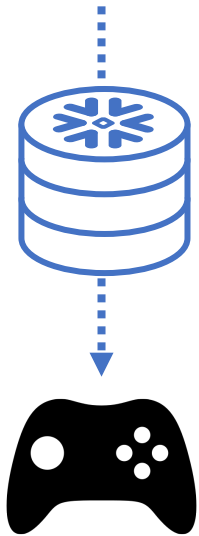


Snowflake enables data sharing and provides service analytics to describe behavior

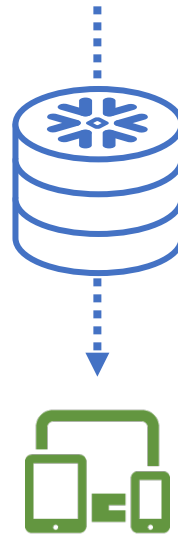


Snowflake makes money when data consumers run queries

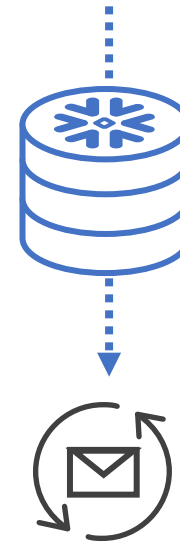
# What customers are doing with Snowflake Data Sharing



Gaming platform shares game event data with game providers



Collects user interaction data from mobile devices, shares that data with application providers



Shares job and job-seeker information with third-party service that provides updates to job-seekers

Data Provider



# Snowflake Data Consumers



Data Provider



A large, stylized snowflake graphic is centered on the page. The snowflake is composed of a central circular hub containing a database cylinder icon with a snowflake symbol on top. From this hub, eight arms radiate outwards, each ending in a smaller circle. The entire graphic is rendered in a light orange color against a darker orange background.

# Data Sharing Constellation



What are the possibilities for  
your data?