

SNOWFLAKE ENSURES INDUSTRIAL-STRENGTH CLOUD SECURITY

10 Industry compliance:

- SOC 2 Type 2
- PCI DSS • HIPAA

9 Security adherence:

- NIST 800-53 Tier 3
- CIS Critical Security Controls

8 Baked-in security features:

- Dedicated cloud instance
- Customer-managed keys
- End-to-end encryption
- Encrypted data rekeying
- User credentials
- Multi-factor authentication
- Role-based access control
- IP address whitelisting
- Federated authentication
- and more...

7 Security, compliance and data control are the top cloud migration concerns of FinServ IT professionals.⁷

FinServ LAGS BEHIND OTHER INDUSTRIES

6 Only 18% of FinServ embrace a public-only cloud architecture.⁶

5 The jump in FinServ data breaches was >2x of other industries.⁵

4 FinServ data breaches jumped 61% from 2016-2017.⁴

ON-PREMISES DATA BREACHES CONTINUE TO RISE

DATA IS CORE TO FINANCIAL SERVICES

1 50% of FinServ CEOs quantify data as a financial asset.¹

2 74% of FinServ professionals say data analytics is the most relevant technology.²

3 The \$6.4b FinServ firms spent on data programs in 2015 will double by 2019.³



Financial Services: Why Data Analytics Belongs in the Cloud

1. 2017 CEO Survey: A Financial Services Perspective, Gartner, April 11, 2017
 2. PwC's Global Fintech Survey 2017
 3. Exploring Next Generation Financial Services, Accenture, 2016

4-5. At Mid-Year, U.S. Data Breaches Increase at Record Pace, ITRC, July 18, 2017
 6-7. Building Trust in a Cloudy Sky: The state of cloud adoption and security, McAfee, January 2017