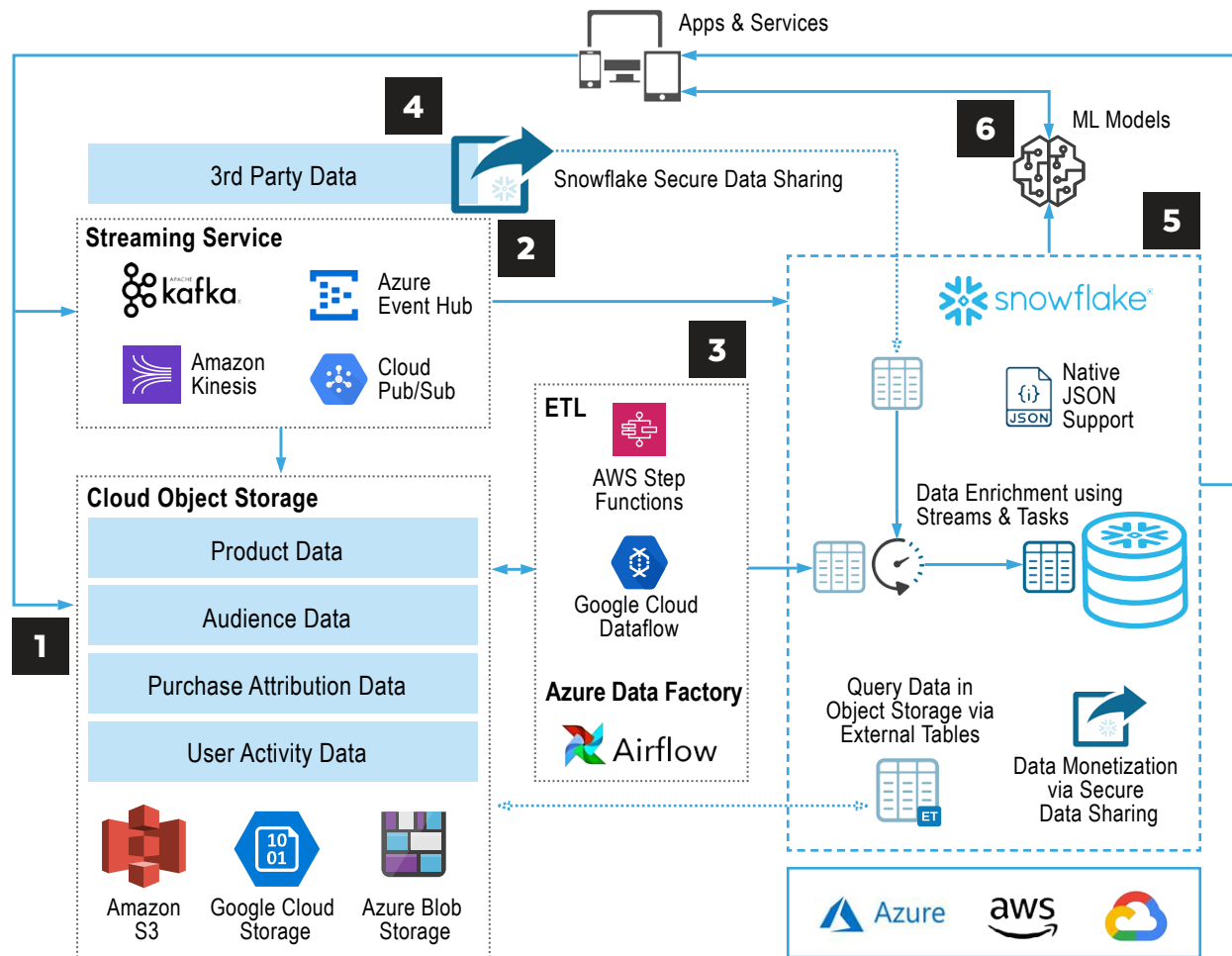


CUSTOMER 360 REFERENCE ARCHITECTURE

CUSTOMER 360



OBJECTIVE

Build sales and marketing applications that use historical and real-time data to accomplish “360-degree view” customer goals, such as finding new segments and sending personalized offers.

DESCRIPTION

- 1** Cloud object storage stages application data, such as data on products, audiences, purchase attributions, and user activity, for ingestion.
- 2** A streaming service ensures reliable and continuous ingestion by buffering event data, such as clickstreams.
- 3** ETL services orchestrate the workflow to load data from cloud object storage into Snowflake.
- 4** Snowflake Secure Data Sharing enables data from third-party sources to be used without copying or moving the data.
- 5** Snowflake supports all the analytics workloads within the application. External Tables support queries of data in cloud object storage without ingestion. The Streams and Tasks features automate the ingestion and data enrichment process. Native support for JSON and other semi-structured formats simplifies the ingestion of event data. Secure Data Sharing enables monetization of fresh data without copying or moving the data.
- 6** ML models are trained to optimize offers based on historical data stored in Snowflake. The application makes real-time predictions via an API and uses Snowflake tables to store input data and batch prediction results.