MISSION STATEMENT
To Mobilize the World’s Data.

COMPANY

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<td><strong>FOUNDED</strong></td>
<td>2012</td>
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<td><strong>FOUNDERS</strong></td>
<td>Thierry Cruanes, Benoit Dageville</td>
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<tr>
<td><strong>CEO</strong></td>
<td>Frank Slootman</td>
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<tr>
<td><strong>EMPLOYEES</strong></td>
<td>6,780+ worldwide</td>
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<td><strong>OFFICES</strong></td>
<td>40+ worldwide offices in Bozeman, Amsterdam, Berlin, Denver, Dubai, London, New York, Paris, San Mateo, Seoul, Sydney, Tel Aviv, Tokyo, Toronto, and more</td>
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ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake’s Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse artificial intelligence (AI) / machine learning (ML) and analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 647 of the 2023 Forbes Global 2000 (G2K)\(^1\) as of October 31, 2023, use the Snowflake Data Cloud to power their businesses. Learn more at [snowflake.com](http://snowflake.com)

THE DATA CLOUD

The Data Cloud is a global network that connects organizations to the data and applications most critical to their business. The Data Cloud enables a wide range of possibilities, from breaking down silos within an organization to collaborating over content with partners and customers, and even integrating external data and applications for fresh insights.

Powering the Data Cloud is Snowflake’s single platform. Its unique architecture connects businesses globally, at practically any scale to bring data and workloads together. Together with the Snowflake Marketplace which simplifies the sharing, collaborating, and monetizing of thousands of datasets, services, and entire data applications - this creates the active and growing Data Cloud.

Customers use Snowflake’s platform to execute a number of critical workloads, including AI and ML, applications, collaboration, cybersecurity, data engineering, data lake, data warehousing, and Unistore.

THE DATA CLOUD ECOSYSTEM

**CUSTOMERS:** Snowflake customers include thousands of organizations around the world, from startups to many of the largest enterprises, including: Adobe, Albertsons Companies, AT&T, Be The Match, Capital One, Deliveroo, Doordash, HP, Instacart, JetBlue, Kraft Heinz, Mastercard, McKesson, Micron, NBC Universal, Nielsen, Novartis, Okta, PepsiCo, Pitney Bowes, Siemens, University of Notre Dame, US Foods, Western Union, Yamaha, and many more.

**PARTNERS:** Strategic alliances with Amazon Web Services (AWS), Microsoft Azure, NVIDIA, Salesforce, Alation, Cognizant, Collibra, Dataiku, DataRobot, Deloitte, Ernst & Young, Fivetran, Informatica, Infosys, Matillion, NTT Data, Qlik, Slalom, and many more.

**ACQUISITIONS & STRATEGIC INVESTMENTS:** Our aim is to foster innovation through investing in our ecosystem with companies that demonstrate a commitment to mobilizing data, expanding opportunities in the Data Cloud for our customers. Snowflake has made more than a dozen acquisitions, including Applica, LeapYear, Neeva, Snowconvert, Streamlit, and more, and invested in 30+ companies through Snowflake Ventures\(^2\).
COMPETITIVE DIFFERENTIATORS

With Snowflake You Get...

A POWERFUL PLATFORM AND ARCHITECTURE: Snowflake’s multi-cluster, shared data architecture is designed to process enormous quantities of data with speed and efficiency. It operates as a single distributed cloud platform, covering the world with more than 35 cloud regions. Regardless of the underlying cloud provider, Snowflake delivers a unified global experience supporting a multi-cloud strategy and a cross-cloud approach, providing organizations with access to the same dataset globally so they can failover with minimal disruption.

All data processing horsepower within Snowflake is performed by one or more clusters of near-unlimited compute resources at virtually any level of concurrency and scale. Snowflake can process queries and tasks in a fraction of the time conventional on-premises and cloud data platforms require. Paired with near instant elasticity to scale up and down, you get the performance you need, when you need it, and it’s self-managed so it automatically handles infrastructure, optimization, availability, data protection, and more. Snowflake also provides per-second, usage-based pricing for compute and storage so you only pay for the amount of data you store and the amount of compute processing you use.

AND THE TRANSFORMATIVE DATA CLOUD: The Snowflake Data Cloud provides you with a global network where thousands of organizations can mobilize their data. With the Data Cloud, you can unify practically any volume of structured, semi-structured, and unstructured data, and securely share it across your organization and with your ecosystem of partners, suppliers, and customers. In the Data Cloud, organizations can also develop and build new products faster, run ML models to make informed business decisions, drive innovation with fresh data-driven insights, and monetize data and data products in Snowflake Marketplace.

FOR MANY WORKLOADS: Snowflake’s multi-cluster, shared data architecture is designed to handle virtually any workload you can throw at it. These workloads include, but are not limited to:

- **AI/ML:** Accelerate your AI and ML workflow with fast data access and elastically scalable data processing for Python and SQL
- **Applications:** Develop and scale data-intensive applications without operational burden
- **Collaboration:** Discover, access, and monetize data, data services, and applications across clouds
- **Cybersecurity:** Protect your enterprise with unified data, near-unlimited visibility, and powerful analytics

ACROSS MULTIPLE INDUSTRIES: Snowflake enables you to power your organization’s data strategies and deliver innovative solutions across multiple industries and lines of business. These industries include, but are not limited to:

- **Advertising, Media & Entertainment:** Marketers, publishers, and data & ad technology businesses leverage the Media Data Cloud to unlock their data for identity, insights, activation, and measurement across the advertising ecosystem
- **Financial Services:** Banking, insurance, fintech, and investment management customers use the Financial Services Data Cloud to launch new customer-centric products and services, build fintech platforms of the future, and accelerate their compliance and regulatory compliance
- **Healthcare & Life Sciences:** Healthcare and life sciences companies deliver improved patient outcomes and care experiences, optimizing care delivery, accelerating clinical research and time to market, and more with the Healthcare and Life Sciences Data Cloud
- **Manufacturing:** Teams deliver the performance, scalability, and data sharing capabilities needed for supply chain optimization, production quality and efficiency, manufacturing automation, and robotics and IoT initiatives
- **Public Sector:** Government agencies deliver on mission outcomes, serve citizens, maximize resource utilization with agility, and ensure data security and regulatory compliance
- **Retail & CPG:** Retailers, manufacturers, distributors, consumer packaged goods (CPG) vendors, and industry technology providers rely on the Retail Data Cloud to drive agility, deliver exceptional, personalized customer experiences, and optimize operations
- **Technology:** Technology companies eliminate data silos so teams spend less time managing infrastructure, and more time building applications, delivering great customer experiences, and transforming data into insights
- **Telecom:** Telecommunications service providers can break down data silos within companies and across the ecosystem with the Telecom Data Cloud to accelerate digital transformation, enable superior customer experiences, maximize operational efficiency, and monetize new data services.


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