snowflake

PARTNER CONTENT GUIDELINES

The purpose of this document is to enable you, our partner, to develop content that highlights the services you provide to our customers and our partnership with you. This is an evolving document. If you would like to provide feedback, please reach out to: alliancesmarketing@snowflake.com

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FOR ALL PARTNERS: SNOWFLAKE VALUES

Snowflake values govern everything we do and thus also applies to the content produced by Snowflake and our partners.

Put Customers First

We suggest using a clean, simple design on all your marketing content. Don't overwhelm the customer with unnecessary visuals. Ensure the content and presentation will resonate with your customer's needs.

Think Big

All content should clearly highlight a call to action. Content should be relevant to the audience and highlight a clear customer benefit.

Make Each Other The Best & Embrace Each Other's Differences

These are your marketing assets, in partnership with Snowflake. Make sure to highlight your company's brand and value-add in all your collateral.

Be Excellent & Own It

Pay Attention to detail. These guidelines apply to each individual element of marketing campaigns and assets, such as websites, emails, event collateral, print collateral, social media, and online ads. Use a marketing lens for any content created. Keep it short. Keep it moving.

Get It Done

All marketing content produced by Snowflake partners that refers to or references Snowflake must comply with these guidelines.

Integrity Always

Failure to comply with these guidelines, will result in Snowflake requiring you to rectify the non-compliant use or revocation of your rights to use Snowflake trademarks in your marketing collateral.

CORE WORKLOADS

When developing joint content, it's important to do so in the context of the following core workloads for which Snowflake is highly competitive:

Data Warehousing and Analytics

Snowflake's support for data warehousing workloads provides a low-maintenance, cost-effective way for organizations to consolidate all their data silos into a single source of truth they can query to get results fast. By providing consistently fast queries, more users analyze more data and collaborate with their peers.

Data Lake

Using Snowflake as either a standalone data lake or as a means to augment an existing one delivers the best value in the market for storage, transformations, and data warehousing within one platform to serve all business needs.

Data Engineering

Snowflake streamlines data engineering, delivering performance and simplicity so organizations can focus on getting value from their data instead of managing the pipelines and infrastructure.

Secure Data Sharing

Snowflake Data Marketplace enables instant, frictionless, secure sharing of live data within and between organizations. Unlike traditional data sharing methods such as email, FTP, cloud storage (Amazon S3, Box) and APIs, Snowflake eliminates data movement, requires no work by the data consumer to reconstruct data (ETL), and provides direct access to live data in a secure environment. Snowflake Data Marketplace allows companies to grant instant access to ready-to-use data to any number of data consumers without any data movement, copying, or complex pipelines.

Data Applications

Snowflake provides a unique architecture that enables the development of modern applications without managing complex data infrastructure. Because Snowflake is a fully managed data platform with features such as high concurrency, scalability, automatic scaling, and support for ANSI SQL, developers can quickly deliver data applications that are fast and scalable.

Data Science

Snowflake helps data scientists operate quickly and efficiently by providing a centralized source of high-performance data to a robust ecosystem of data science partners that handle modeling and training algorithms. The output provided by data science partners is easily fed back into Snowflake where it remains easily accessible to both technical and non-technical users.

CONTENT GUIDELINES:
DOS AND DON'TS

Content guidelines to all content.

DO use the terms *"(partner name/service or product) for Snowflake"*.

DO design content assets consistent with your company's official brand guidelines.

DO use the terms *"partners," "partnership"* or *"alliance"* to describe the Snowflake / partner relationship.

DO NOT use the word *"snow"* or any variation to name your Snowflake-related product or service.

DO NOT design content similar to Snowflake's design.

DO NOT use these terms to imply that Snowflake partnered with your organization on the development of a technology, strategy, event, etc., if Snowflake was not a partner.

DO NOT use the term *"sponsorship"*.

DO use Snowflake Cloud Data Platform on first occurrence (note that there is no preceding article). After the first occurrence, you can use Snowflake to refer to the product. In longer documents, repeat the usage of Snowflake Cloud Data Platform when it makes sense to remind readers of the overall context.

DO NOT refer to the product as any of the following:

- A cloud-built data platform
- A cloud-native data platform
- An elastic cloud data platform
- A data warehouse (except when you are referring to the data warehouse as a component of the platform or when you are referring to the data warehouse modernization use case)
- Data management (except when referring to data management as a capability of the platform)
- A database
- Data storage

DO refer to Snowflake's press portal for the most up-to-date boilerplate language.

DO NOT reference out-of-date messaging such as "the Snowflake elastic Cloud Data Platform."

DO refer to Snowflake's six characteristics of a Cloud Data Platform: Zero management, all your data, all your users, pay only for what you use, data sharing, SQL data warehouse.

DO NOT make stuff up or provide a variation of Snowflake messaging that takes that messaging out of context (*"near-zero administration database"*).

DO clearly highlight a call to action. Content should be relevant to the audience and highlight customer benefits.

DO NOT use declarative statements about being *"the best," "the first," "the only,"* etc.

DO quantify advantages of Snowflake and the partner solution together. Be factual and back up all claims with supporting data and sources.

DO NOT simply graft Snowflake features and benefits into an asset and then do the same for your product or service, making it so obvious the content could reflect any two solutions providers.

DO refer to Snowflake in relation to its own technology and business benefits. Do the same with your own messaging. Then integrate those messages but not at the expense of altering Snowflake's or your messaging.

DO NOT use language such as:

"Snowflake isn't secure/reliable/performant without XXX solution."

"XXX helped Snowflake figure out HIPAA / FedRamp / SOC 2 for a customer."

"Migrating on-premises systems to Snowflake can be risky and costly, with XXX solution those risks and costs are no longer an issue."

"Deploying applications on Snowflake is complex without XXX solution."

DO promote Snowflake's self-service as a call to action

   – use the UTM link provided to your group.

   – track traffic through UTM, unless there is a pre-agreed upon call to action.

DO NOT use statements that could insinuate Snowflake in general is not secure, not scalable, not reliable, not cost effective, not accessible, not performant, etc…. without the Snowflake partner's product or service.

DO make your branding elements more prominent than Snowflake.

DO NOT place your logo lower on the case study than the Snowflake Logo.

DO refer to your organization as a partner of Snowflake and focus on the features and benefits of that partnership.

DO NOT use terminology that implies special treatment outside the partner program status such as *"best"*, *"most"*, *"highest"*, *"preferred"*, *"favored partner"*.

DO be accurate at all times.

DO NOT assume or plagiarize.

DO use the *"Powered by Snowflake"* statement for a solution / offering developed using Snowflake. The solution / offering must include Snowflake as an active part of the infrastructure and be able to connect to Snowflake to query it.

DO NOT use the *"Powered by Snowflake"* statement for a solution / offering for products that are not actively querying the Snowflake platform.

CONTENT GUIDELINES

(ALSO APPLIES TO PROJECT SKI LIFT)

Follow these guidelines when writing customer case studies, technical briefs, and blog posts about Snowflake.
By following these guidelines, you do not need to send content to Snowflake for approval.

General Guidelines

We suggest using a clean, simple design on all your marketing content. Don't overwhelm the customer with unnecessary visuals. Ensure the content and presentation will resonate with your customer's needs.

Approved language

When writing about Snowflake technology, refer to the "Dos and Don'ts" for guidance on correct usage of Snowflake language.

Template design

Create your own design template for case studies, solution briefs, and blogs.
All content must include the following:

- Your company logo
- The Snowflake logo- available at www.snowflake.com/brand-guidelines
- Brief introduction of your company
- Brief description of how and why you partner with Snowflake
- Boilerplate language

To clearly establish that this is your organization's content, we recommend that you place your company logo at the top of the template and the Snowflake logo at the footer of the template. Place customer logo next to your company logo at the top (if applicable).

Boilerplate language

For case studies and solution briefs, use the short (75 word) version of the Snowflake boilerplate language. For ebooks, use the long version of the Snowflake boilerplate language.

About Snowflake (Short version):

Thousands of customers deploy Snowflake Cloud Data Platform to derive all the insights from all their data by all their business users. Snowflake equips organizations with a single, integrated platform that offers the only data warehouse built for any cloud; instant, secure, and governed access to their entire network of data; and a core architecture to enable many other types of data workloads, such as developing modern data applications. Find out more at Snowflake.com.

About Snowflake (Long version):

Snowflake Cloud Data Platform shatters the barriers that prevent organizations fromunleashing the true value from their data. Thousands of customers deploy Snowflake toadvance their businesses beyond what was once possible by deriving all the insights from alltheir data by all their business users. Snowflake equips organizations with a single, integratedplatform that offers the only data warehouse built for any cloud; instant, secure, and governedaccess to their entire network of data; and a core architecture to enable many other typesof data workloads, including a single platform for developing modern data applications. Snowflake: Data without limits. Find out more at Snowflake.com.

Guidelines for Customer Case Studies

The goal of a customer case study is to showcase how your services, together with Snowflake, benefit the customer. A customer case study should include the following core elements:

- Customer background

- Approved customer logo

- Approved customer quote
    - Positive impact of Snowlfake + Partner

- Before Snowflake implementation
    - Describe the previous business challenges, technologies used, etc.

- POC and evaluation process
    - Describe other technologies that were evaluated
    - Do not use negative language when referring to AWS Redshift or Microsoft Azure

- After Snowflake implementation
    - Describe Snowflake's key value proposition.
    - Specify the positive business outcome.
    - Explain what the customer can do now that couldn't be done before.
    - Provide metrics.
    - Describe the positive impact the customer experienced by using Snowflake and your solution or product.

- Future plans with Snowflake
    - Describe any new products the customer will now be able to bring to market.
    - Mention whether the customer plans to roll out the use of Snowflake and your solution or product to other geographies.

Customer quotes

Include one or two customer quotes that demonstrate the overall value and benefits that the Snowflake and partner offering bring to the customer, for example:

Upside Business Travel is the first online travel service built for business travelers from small and mid-sized companies that can't access special pricing or quality customer service. "We transferred our entire warehouse to Snowflake using [partner XYZ] and were production-live within two weeks. Use Snowflake if you want a cloud data warehouse.
— Matt Boegner, Data Engineer, Upside

Snowflake Key Value Propositions and Positive Business Outcomes

All content should relate to at least one of Snowflake's key value propositions and it's positive business outcome:

1. "Data Accessibility—Make Better, Quicker Business Decisions"
    - Positive Business Outcome: Improve productivity and agility, new business insight, new business opportunities through analytics

2. "Reduce Costs—Scaling Data Management and Analytics"
    - Positive Business Outcome: Lower maintenance and administrative costs

3. "Customer Experience—Use Your Data to Improve Your Product for Customers"
    - Positive Business Outcome: Increase revenue with customers, improve product innovation, improve customer satisfaction

Technical Briefs and Snowflake Educational Content

Technical content provides readers with instructions or details about certain functions, benchmarking technologies, complementing technologies, and more. Educational content such as an implementation guide or a "how-to" guide outlining set up and execution should provide prescriptive, detailed steps on how to complete a specific task or achieve a desired outcome. These should include the following elements:

- Topic or function
- Why it is important
- Supporting illustrations or diagrams

Example "How-to" article
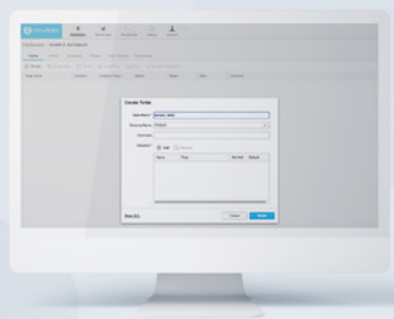
- How to Set Up AWS Glue ETL for Snowflake

Example educational content

Example technical illustration
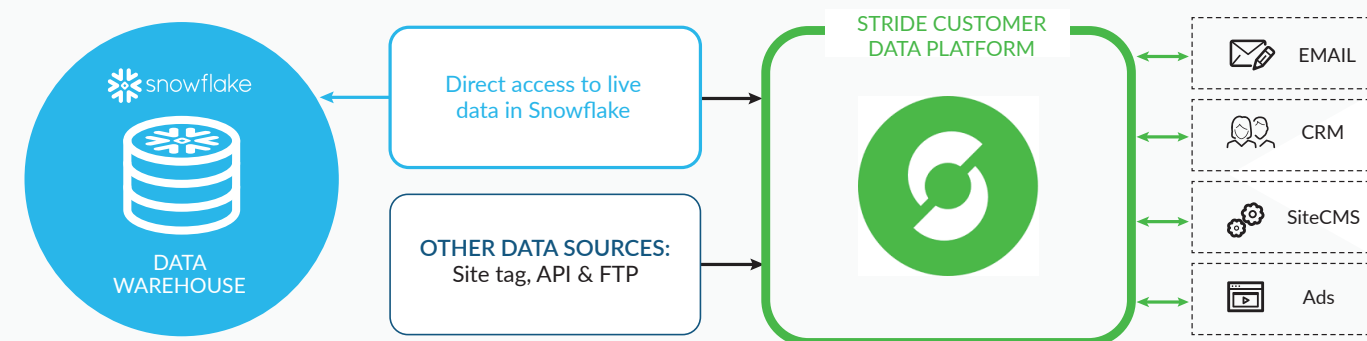
PR GUIDELINES

We are happy to support our Snowflake Partners' press releases per the Partner Marketing Guidelines, with or without a quote from Snowflake. If you want to include a quote from Snowflake, please contact your Snowflake Partner Marketing contact for guidelines. If don't require a quote from Snowflake, as a courtesy, we would like to review your press release before you release it to ensure it's consistent with Snowflake's messaging.

> **Please submit the draft to your Snowflake Partner Marketing contact.**

> **Please allow Snowflake up to two weeks to review.**

SNOWFLAKE-RELATED PRESS RELEASES DOS AND DON'TS

In addition to general content guidelines above, for press releases, please adhere to the follow guidelines:

DO quantify advantages of Snowflake and partner solution together. Be factual and back up all claims with supporting data and sources.

DO NOT make general statements about your company and Snowflake working together, or, that we're working on something that is not completed.

DO include customer quotes in your press release submissions (highly recommended).

DO state specific details about a product or service complementary to Snowflake.

DO give your complementary product or service a name and refer to it as *"(Product/ Service) for Snowflake"*.

DO NOT use anonymized quotes from large customers who wouldn't agree to be named in a quote in the press release.

DO NOT indicate, or lead readers to believe, the product or service is joint venture between your organization and Snowflake if it is not.

DO NOT include the word *"snow"* in any form in your product name such as *"Snowmobile for Snowflake"*.

SNOWFLAKE + PARTNER SOLUTION BRIEF DOS AND DON'TS

Joint partner solution briefs showcase how Snowflake and a partner combine to offer a solution that helps customers succeed. For an example, see the Snowflake and Matillion solution brief.

Snowflake may post this solution brief in the resource section of the Snowflake website and in our partner portal.

In addition to general content guidelines, for solution briefs, please follow these guidelines:

DO quantify advantages of Snowflake and partner solution together. Be factual and back up all claims with supporting data and sources.

DON'T make general statements about your company and Snowflake working together, or, that we're working on something that is not completed.

DO include customer quotes in your press release submissions (highly recommended).

DON'T use anonymized quotes from large customers who wouldn't agree to be named in a quote in the press release.

DO develop integrated messaging on how your product, service or offering complements Snowflake.

DO create specific/new benefits related to your offering complementing Snowflake.

DO use your existing template and design for your partner/solution briefs.

DO include an *"About"* section for your organization.

DO use diagrams and other graphics showing how your solution complements Snowflake.

DON'T simply copy and paste existing messaging about your product or service and then do the same with existing messaging from Snowflake.

DON'T create a list of existing benefits about your offering followed by existing benefits from Snowflake.

DON'T create a version of Snowflake's solution brief template.

DON'T include an *"About"* section for Snowflake unless Snowflake co-developed your offering and approved the use of Snowflake's *"About"* messaging.

DON'T use diagrams or graphics that misrepresent how Snowflake works, or, specifically challenges how other Snowflake partners address a similar approach.

DO use your own icons and logos to represent your company, products or events.

DON'T put the Snowflake logo at the top of your solution brief.

Here's detailed example of how to apply the DOs of writing a good joint solution brief:

PAGE 1:

BANNER
Snowflake logo, partner logo, and a short heading that highlights the customer benefit.

Example: All the insight you never thought possible

SUBHEAD
Seven to 10 words that elaborate briefly on the heading

Example: Snowflake and Matillion easily load, store, and transform your data.

LEFT COLUMN
Minimum of five bullet points. Each bullet point highlights one way the products combine to help customers. Bullet points are in all caps and contain six or fewer words. Each bullet point is followed by one or two short sentences that describe the solution.

Example:
CONTINUOUS LOADING
Extract and load data from a multitude of data sources and transform that data inside Snowflake, eliminating the delays of traditional ETL products.

RIGHT COLUMN
Minimum of three one-paragraph sections. Each section has a short subhead in all capital letters, followed by one or two paragraphs detailing the solution.

Example:
Snowflake and Matillion Deliver
Snowflake's built-for-the cloud data warehouse architecturally scales compute separate from storage to deliver a truly elastic, performant, flexible, and affordable solution. Matillion delivers a highly integrated data integration tool, purpose-built for Snowflake, that loads and integrates structured and semi-structured data, transforming that data for organizations to derive insights.

PAGE 2:
Includes one of the following options, depending on which best tells the story:

- Customer description and customer quote
- An abbreviated customer case study in paragraph form
- An abbreviated customer case study in the form of a bulleted list
- One supporting visual element such as a technical illustration, optionally followed by some text that elaborates on the illustration

DEVELOPING A JOINT CASE STUDY
DOS AND DON'TS

The purpose of a case study is to highlight the success of a joint customer as referenceable material for other similar customers and in marketing programs and campaigns. All partner case studies must be clearly identified as partner generated, however they can use the Snowflake logo.

In addition to general content guidelines, for case studies please make sure the following:

DO draft messaging to highlight the story of the customer.

DON'T use this document solely to highlight your offering.

DO concentrate on the challenge, solution, benefits and impact of your offering and Snowflake.

DON'T tell a customer story that has no structure or is so long readers will find it difficult to relate to the customer showcased in the case study.

DO include customer references with quotes or accurately paraphrase what the customer said.

DON'T use a generic customer quote and take it out of context (apply it to a topic the customer did not refer to when they provided the quote).

DO quantify advantages of Snowflake and partner solution together (Showcase ROI).

DO DO use your template for joint customer case studies.

DON'T directly critique solutions for other partners in the Snowflake ecosystem. This includes technology and solution partners of Snowflake.

DON'T design the case study output to look like it comes from Snowflake or use ampersands, pluses, or equal signs to denote the partnership with Snowflake.

DO allow the customer to review and approve the case study before publishing it.

DON'T ignore the customer's input or suggested edits but, if need be, remind the customer this your marketing asset not theirs.

DO use your own icons and logos to represent your company, products or events.

DON'T put the Snowflake logo at the top of your case study or above your own logo.

BLOG GUIDELINES
DOS AND DON'TS

We are happy to support our partners' blogs as a showcase of the partners' knowledge of building a solution. Some blogs may also be selected to be showcased on the Snowflake website and through our social media channels. All partner blogs must be clearly identified as partner generated, however they may use the Snowflake logo. Also, please use the URLs included to hyperlink the titles of each blog post used as an example.

Examples of well-written blog posts include:

– Tips for Optimizing the Data Vault Architecture on Snowflake

– Automating Snowflake's Semi-Structured JSON Data Handling: Part 2

– Creating a Security Data Platform with Snowflake and Hunters.AI

DO draft message to highlight the story of a customer or a technical solution.

DON'T submit a blog about an abstract idea or a topic that is clearly a partner-only topic.

DO limit blogs to roughly 500 - 750 words for a corporate blog and up to 1100 words for an engineering blog. If the content is longer, then you are encouraged to break the content in a series of blogs.

DO include relevant images.

DON'T publish the blog without approval from Snowflake Computing.

DON'T propose content that is so long it's obvious it should be a white paper, and ebook or some other long-form piece of content.

DO concentrate on challenges, solution, benefits, impact.

DON'T directly critique the solutions of other partners in the Snowflake ecosystem. This includes technology and solution partners of Snowflake.

DO include customer references where possible.

DON'T include a customer unless you've received prior approval from the customer(s).

DO quantify advantages of Snowflake and partner solution together (Showcase ROI).

DON'T use the blog as an opportunity to include marketing language from your organization or Snowflake.

DO use your own icons and logos to represent your company, products or events.

DON'T use Snowflake's icons or logos unless a Snowflake person co-authors the blog and is listed in the byline, and only after Snowflake reviews the blog. Exceptions would include references to Snowflake's location in architectural diagrams.

DO write about complementary offerings to Snowflake.

DON'T imply Snowflake helped create the offering unless that was the case. Merely consulting with a Snowflake person does not constitute joint creation.

LIVE EVENT WEB PAGES AND INVITATIONS DOS AND DON'TS

Partner-led events must be clearly branded and messaged as events delivered by you, the partner. You can use the Snowflake logo for events you lead provided they follow these guidelines.

In addition to general content guidelines, for Event invitations please follow these guidelines:

DO place your logo prominently.

DON'T use the Snowflake logo more prominently than your own logo in any event materials, collateral or signage at events.

DO use *"Snowflake"* in the copy of the web page but make it clear this is a partner-led event.

DON'T create a web page that implies Snowflake is a partner to the event unless Snowflake has agreed to co-sponsor the event.

DO create a unique design of your event web page to make sure your company stands out.

DON'T copy a Snowflake web page or use any variation of a Snowflake web page for any event.

DO focus on a compelling reason for attending the event. Create a clear value proposition.

DON'T promise anything related to Snowflake unless previously approved by Snowflake.

DO make subject lines short and crisp to ensure high open rates.

DON'T imply this is a Snowflake event in the headline. Make it clear you're hosting the event.

DO explore avenues such as personal forwarding or personal invites to promote events.

DON'T use the name of a Snowflake person as someone inviting prospects to an event.

DON'T feature a Snowflake speaker unless previously approved by Snowflake.

Here's an example of how to apply the Dos of writing a good landing page:

Delivering data-driven customer experiences while meeting rigorous regulatory data protection standards is top of mind for every financial services organization. However, deploying competitive analytics goes beyond traditional "big data" solutions.

Interactive panel: Learn from the experts in financial services.
The panel will be led by XXXXX, an industry leader in enterprise data platforms with over XXX years of experience leading the development of business-critical analytics platforms at XXX

Participating executives come from some of the largest financial institutions to discuss data analytics, their real-world journey to the cloud, and how they are solving the toughest data challenges facing financial services today.

- Your journey to the cloud: key challenges, business requirements, and success metrics
- Getting started: buy-in, pitfalls, and successful implementation
- Solving today's greatest data challenges, featuring Snowflake Cloud Data Platform
- Interactive Q&A

HERE'S YOUR MINI-GUIDE TO SNOWFLAKE'S NEW BRAND

This mini-guide is chock-full of downloadable resources to help execute on a range of Snowflake projects.

VIEW ONLINE