# MARKETPLACE PROVIDER QUICKSTART GUIDE

## KEY RESOURCES

- **Extended Provider Playbook** which covers these steps in greater detail along with advanced topics
- **Signup Link** to create a Snowflake account
- **Provider Best Practices** to optimize your marketplace presence
- **Snowflake Technical Documentation**: Instructions on performing various Snowflake operations.
- **Provider Cost Examples** with sample costs representing a range of different data and replication setups
- **Submit a ticket** with the Marketplace Operations team if you have any onboarding questions.

## KEY STEPS TO BECOME A PROVIDER

**1** **Select a listing & fulfillment strategy.**
**Step 1:** Choose who can discover your listing:

| Discoverability | Anyone on the Marketplace | Only Specified Consumers |
|---|---|---|
| **Consumer Target** | All consumers in the clouds and regions you specify | Targeted consumers only |
| **Use Case** | Provider plans to list publicly on the Snowflake Marketplace | Provider would like to share data privately with consumers they already have a relationship with |

**Step 2**: Choose listing type:

| Listing Type | Paid with Trial | Limited Trial | Free |
|---|---|---|---|
| **Product** | Data or app | Data or app | Data or app |
| **Availability** | Trial product: free instant access Full product: Instant access upon payment | Trial product: free instant access Full product fulfilled via private listing targeted specifically to that consumer | Instant access |
| **Payment** | Paid via Snowflake | Paid via Snowflake or Paid via provider | Free |

**2** **Set Up Your Account**

1. **Sign up For Snowflake** at signup.snowflake.com

2. **Review and accept** Snowflake Provider Terms of Service with your legal department (must be done by a user with role OrgAdmin).

3. **Set up payout method** with your Accounts Receivable department - If providing paid listings, see restrictions here.

**3** **Set Up Data Product**

1. **Data: Load & set up data** - Methods include loading from a CSV file, loading from Excel, and loading from cloud storage.

2. **Native Applications: Develop your app** - Resources include a Native Apps Overview, Native Apps quick start guide, security practices, and version management.

**4** **Create Profile and Listing**

- **Create a profile:** Complete required fields and submit your profile for review.

- **Create a listing:**

  - Choose your listing type, complete all fields.

  - For Paid listings, select the pricing model that best suits your needs.

  - Submit your listing for approval, and it will be reviewed within 1 business day.

**5** **Manage Perfomance**

- **Go to market with Snowflake**

  - Login or sign up for the Snowflake Partner Network for access to marketing resources

  - **Share news with shared customers**

  - **Use your custom Snowflake landing page:** Use your listing referral link at https://signup.snowflake.com/?listing=your_listing_id.

- **View and follow up with your Leads**

  - View your leads in Provider Studio: Reach, Engagement, Active Consumers, and Conversion Funnel, etc., or

  - Use data from the DATA_SHARING_USAGE schema to view new leads

  - Follow up with your leads.

- **View Usage Metrics to understand your listing performance**

  - In Provider Studio, to determine if consumers are actively querying your data.

  - Detailed breakdowns of consumer usage are available in the various views in the DATA_SHARING_USAGE schema

- **Improve your performance:** Watch this video to learn how to understand and improve your listing performance