UNLOCK THE POWER OF YOUR DATA
TO DELIVER THE CONNECTED FUTURE FASTER

Unify, Analyze and Act on Your Data With Salesforce and Snowflake

SALESFORCE AND SNOWFLAKE

As the #1 CRM and Data Cloud respectively, Salesforce and Snowflake deliver the best-of-breed solution for communications service providers to unify, analyze, and act on their data. With native integrations between our technologies, service providers get unparalleled scale and access to data, and can power their business transformation with data.

Together, Salesforce and Snowflake aim to bring a more personalized, connected and trusted engagement to our customers. The ability to provide a single source of truth for customer data is vital in today's digital-first world, and companies like AT&T are using Salesforce and Snowflake to connect with their customers in more meaningful ways.

> " By bringing Salesforce and Snowflake data together, we can make customer experiences truly memorable and enrich in real time our understanding of every customer to build lasting loyalty. "

ANDY MARKUS

Chief Data Officer
AT&T

SHARE DATA BETWEEN SALESFORCE AND SNOWFLAKE IN REAL TIME

New integration provides uninterrupted access to Salesforce data from Snowflake (and vice versa), as if the data were stored natively in one place—all with trust and robust governance at the forefront.

ENRICH CUSTOMER DATA PLATFORM PROFILES FOR DEEP PERSONALIZATION

Customer retention is more important than ever, even as their expectations of companies rise. Connect directly to Snowflake with real-time data access to enhance customer profiles for hyper-personalization—without moving or copying data—while keeping a close, customized relationship with your customers.

UNIFY ANALYTICS ACROSS DATA PLATFORMS FOR FASTER INSIGHTS

Communications service providers can boost employee productivity. With real-time visual analytics and cross-team collaboration, they learn to address new needs and streamline efficiency.

VISUALIZE DATA FROM BOTH SALESFORCE AND SNOWFLAKE IN TABLEAU

Tableau connects natively to Snowflake , and now, directly to the Salesforce CDP, allowing service providers to visualize data and turn insights into actions using the same zero-copy integrations.
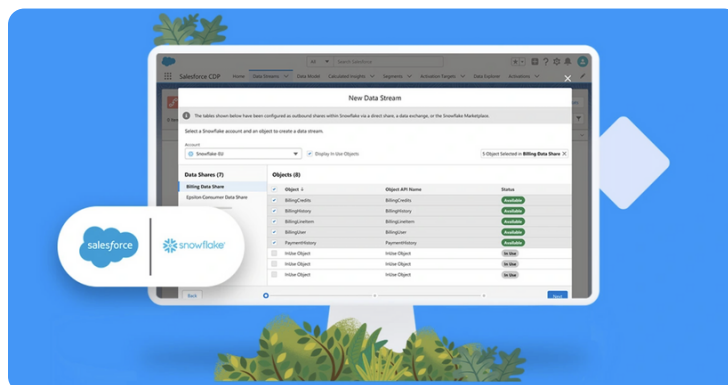
SALESFORCE GENIE

Our secure, real-time, and open data sharing between Salesforce and Snowflake allows Salesforce Genie to directly access data stored in Snowflake, and vice-versa. This enables a real-time customer 360-view across the platforms without moving or duplicating data. (Pilot)

TABLEAU & CRM ANALYTICS

Tableau and Snowflake eliminate data gaps while empowering every user with data. Make insights actionable and connect Tableau directly to your data in Snowflake. Connect to live data directly from Snowflake in CRM Analytics and output CRM data to Snowflake to power enterprise analytics. Customers like T-Mobile, Verizon, and Telstra use Tableau to optimize their businesses.

MARKETING CLOUD INTELLIGECE: DATABASE EXPORTS & DATA PIPELINES

With Marketing Cloud Intelligence's expert-built data preparation capabilities, specifically for complex marketing and advertising data, customers can automate and export their marketing data into their data warehouse and data consumption tools of choice.

Caption: Customers like AT&T are already tapping into data to personalize relationships with their customers

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 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 543 of the 2022 Forbes Global 2000 (G2K) as of October 31, 2022, use Snowflake Data Cloud to power their businesses. Learn more at snowflake.com.

ABOUT SALESFORCE

Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.