Provider Playbook
The complete how-to for Providers on the Snowflake Marketplace
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*Indicates that this section is relevant to paid listings only.*

Also see our [Consumer Playbook](#)
Key Reference Documents

- Provider Policies
- Snowflake Marketplace Technical Documentation
- Provider Cost Examples
- Provider Best Practices
- Submit a case to Marketplace Operations for questions
SET UP ACCOUNT

➔ Sign Up For Snowflake
➔ Ensure You Have the Key Roles
➔ Accept Terms of Service
➔ Provider Monetization Requirements
➔ Set Up Payout Method
Sign up for Snowflake

Step 1: Sign up at signup.snowflake.com

Step 2: Select Account Type and Cloud Provider

Choose your Snowflake edition*
- Standard
  A strong balance between features, level of support, and cost.
- Enterprise
  Standard plus 90-day time travel, multi-cluster warehouses, and materialized views.
- Business Critical
  Enterprise plus enhanced security, data protection, and database failover/fallback.

Choose your cloud provider*
- Microsoft Azure
- Amazon Web Services
- Google Cloud Platform

Note that you will need to convert to a Paid account next.

Step 3: Activate your Snowflake account through a link sent via email

Activate your Snowflake account

Congratulations on getting started with Snowflake! Click the button below to activate your account.

CLICK TO ACTIVATE

This activation link is temporary and will expire in 72 hours.

Save this for later
Once you activate your account, you can access it at https://ukthmu-omb84701.snowflakecomputing.com/console/login.
Upgrade Your Account

**Step 1:** Navigate to Data > Provider Studio to upgrade your account. Upgrading your account from a trial account to a paid account is required in order to create a listing.

**Step 2:** Once you click upgrade, you’ll be prompted to add a credit card that will be used for compute and storage costs. The Payment Method screen can also be found under Admin > Billing & Terms > Payment Methods.

*Note that instead of entering a credit card, you can set up a company level contract. Please ask your Marketplace Business Development Representative for more information.*
Overview of Key Roles

● **ORGADMIN:** to accept Provider Terms of Service

● **ACCOUNTADMIN or a Custom Role:** to Create Profile, Create Listing, Create Share
  ○ A Custom Role is a role you create with specific privileges you choose

● **ACCOUNTADMIN:** to set up Listing Auto-Fulfillment (for Free and Paid listings) and set up Stripe (for Paid Listings)

See next page for How-To
# How to Get the Key Roles

<table>
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<tr>
<th>Role Required</th>
<th>Key Task</th>
<th>Who can provide access</th>
<th>How to: Via SQL Command</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORGADMIN</td>
<td>Accept TOS</td>
<td>AccountAdmin grants ORGADMIN to your user</td>
<td>Grant role orgadmin to user &lt;username&gt;;</td>
</tr>
</tbody>
</table>
| ACCOUNTADMIN                           | Create Profile and Listing    | Your AccountAdmin grants you ACCOUNTADMIN  
or  
Your AccountAdmin grants you the privilege: Create data exchange listing | Grant role accountadmin to user <username>;  
or  
Grant privilege create data exchange listing to role <custom_role_name>;                  |
| ACCOUNTADMIN or Custom Role            | Create Share                  | Your AccountAdmin grants you ACCOUNTADMIN  
or  
Your AccountAdmin grants you the privilege: Create share                                | Grant role accountadmin to user <username>;  
or  
Grant privilege create share to role <custom_role_name>;                                  |
| ACCOUNTADMIN in an account that also has ORGADMIN | Set up LAF                  | Your AccountAdmin grants you ACCOUNTADMIN                                              | Grant role accountadmin to user <username>;                                              |
| ACCOUNTADMIN                           | Create Stripe Account         | Your AccountAdmin grants you ACCOUNTADMIN                                              | Grant role accountadmin to user <username>;                                              |

See [next slide](#) on how to access those roles from the UI (instead of SQL commands)

How to Grant Roles Within The UI

**Step 1.** Click on Admin > Users and Roles on the left-hand side of your screen.

**Step 2:** Click on Users at the top, find your name in the list of Users, and click on it.

**Step 3:** Click on Grant Role in the Granted Roles section.
How to Grant Roles Within The UI

**Step 4:** Search for ORGADMIN in the dropdown box and click on it.

**Step 5:** Click the blue Grant button.

**Step 6:** Verify that ORGADMIN appears in the Granted Roles section.
Accept Snowflake Provider Terms of Service

**Step 1:** In Provider Studio > Home, click on “Review Snowflake Provider Terms of Service.”

**Step 2:** Switch your role to ORGADMIN and follow the prompts to review the Snowflake Provider Terms of Service.

**Step 3:** When ready, check the box and click Accept Provider Terms of Service.

Ensure you fulfill Provider Monetization Requirements

1. Verify that you are in an approved region to Publish Paid Listings. See country list here.

2. Talk to Snowflake before preparing your paid listing (required for listing approval)
   - Reach out to your Business Development partner to ensure alignment on your Go-To-Market strategy
   - If you do not have a Business Development partner please reach out to our Marketplace Operations team (case link)
If you are listing a Paid Listing, we require that you create a Snowflake Stripe Express account to disburse funds directly to your debit card or bank account. You can **not** use an existing Stripe account.

- You must be in the **ACCOUNTADMIN** role in order to set up payout method.
- Complete Stripe steps by clicking the banner within the listing, or navigating to **Admin > Billing & Terms > Payout Method > Set Up Stripe Account**
**Set Up Payout Method**

### Add Email/Phone

Get paid by Snowflake Marketplace

Fill out a few details so you can start getting paid.

**Email**

Mobile number:

US (201) 555-0123

We'll text this number to verify your account. Message and data rates may apply. By continuing, agree to our Terms of Service and Privacy Policy.

Continue →

### Complete Business Verification

Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our Services Agreement.

**Employer Identification Number (EIN)**

12-3456789

**Registered business address**

United States

**Business phone number**

+1 (201) 555-0123

**Industry**

Please select your industry...

**Business website**

www.example.com

Continue →

### Identify a Business Representative

Verify you represent this business

This form must be filled out by someone with significant control and management of your business. If that's not you, make sure to ask the right person to continue.

**Legal name**

First name

Last name

Enter your name exactly as it is recorded with the IRS.

**Email address**


**Job title**

CEO, Manager, Partner

**Date of birth**

MM / DD / YYYY

Continue →

### Input Banking or Card information

Select an account for payouts

Earnings that you receive on Stripe will be sent to this account. Link your account to seamlessly receive payouts and help us better understand your business.

- Bank account
- Debit card

Search for your bank

Enter bank details manually instead →

Continue →

---

Providers must accept Stripe Connected Account Agreement as final step in setting up account to receive payments.
Important Note about Consumers Paying By Wire/ACH Credit

All ACH Credit/wire payments must be paid to Wells Fargo bank noted in the bottom left hand corner of the invoice:

- **Pay with ACH or wire transfer**
  - **Bank Name** - Never Changes
  - **Routing Number** - Never Changes
  - **Account Number** - Dynamic **CHANGES BASED ON YOUR ACCOUNT**
  - **SWIFT code** - Never Changes.
SET UP DATA PRODUCT

➔ Dataset
➔ Snowflake Native App
Set Up Dataset For Sharing: Load Data

**Load from CSV File**

Navigate to **Data > Databases** and create a database, schema, and table. Select **Load Data** and follow the UI prompts to upload a file and define the file format.

**Load from Excel**

Prepare your data using Excel. Then using a third-party add-in such as **Excelerator***, connect to your Snowflake account and upload the data to your desired database.

* Note Excelerator is a third-party product that is not supported by Snowflake

**Load from Cloud Storage**

Using the Snowflake UI, navigate to **Data > Databases** and create a database, schema, and table(s). Create an external stage using your S3, Azure, or GCP integration key(s). Copy data from each set of files in the external stage into your table(s).

```sql
COPY INTO mytable FROM @my_ext_stage
PATTERN = '*.data.*.csv';
```
Set Up Dataset For Sharing: Annotate, Enable Change Tracking, Format

Enable Change Tracking

**Snowflake Documentation - Change Tracking**

Enable change tracking so that customers can monitor changes over time. This allows customers to see which rows changed and when.

You must enable this on each table individually.

This is a critical feature for many consumers. We highly recommend that you enable it.

```
alter table mytable set change_tracking = true;
```

Annotate Data

**Snowflake Documentation - Comment**

Add comments explaining the definition, source, and/or range of each column in your tables or views.

These are used in data dictionaries to help customers quickly understand your datasets.

```
comment on column mytable.mycolumn is 'Explanation comment of column';
```

Update Table, View, & Column Setup

**Snowflake Documentation - Alter Table**

If your table, view, or column names are not clear to potential end users, you can update them so that they can intuitively be understood by customers accessing your data for the first time.

Avoid case-sensitive names as most Snowflake customers have case-insensitive configurations.

```
alter table mytable rename column random_name to clear_name;
alter table random_name to clear_name;
```
Set Secure Views for Your Paid Listing

Set up secure views to correctly identify free trial and paid shares using the `system$is_listing_purchased()` predicate.

Objects without this predicate are available to:
- Customers using a limited functionality trial offering
- Customers in a limited time trial
- Customers who have purchased access to your data, app, or service

See additional Snowflake documentation for additional details

**Example 1: Return Data Based on the Purchase Status of the Account**

Create a secure view that selects all columns in a table. The view returns rows only when queried within a consumer account that has purchased your paid listing. Limited time free trial will not have access to this view.

```sql
create secure view my_product as
    select *
    from my_schema.my_table
    where system$is_listing_purchased() = true;
```

**Example 2: Return a Subset of Rows Based on the Purchase Status of the Account (Limited Functionality View)**

Create a secure view that returns a subset of rows based on the boolean value of a specific column in the data. In this example, the underlying table contains a column named `is_free` that is used to determine which data to show to which consumers. The dataset is also limited to 1000 rows.

```sql
create secure view my_product as
    select *
    from my_schema.my_table
    where (timestamp > current_timestamp() - interval '7 days')
        or system$is_listing_purchased() = true
        limit 1000;
```

**Example 3: Return Only the Most Recent Rows Based on the Purchase Status of the Account**

Create a secure view that returns only rows from the previous 7 days to a consumer account that is trialing, but has not yet purchased, your paid listing.

```sql
create secure view my_product
    as
    select * 
    from my_schema.my_table
    where system$is_listing_purchased() = true;
```
Snowflake Native Applications Overview

The Snowflake Native Application framework allows developers to create applications native to and powered by Snowflake. Native Apps is now in PuPr for AWS and in PrPr for Azure and GCP. See Native Applications Overview V2 for an introduction to the Native Application framework.

**AWS providers** can build and test Snowflake Native Apps. Current functionality includes:
- Create and manage apps via Snowsight, VScode and Streamlit
- Share applications via private listings, intra-org and cross-org, in their local region
- Submit and publish public application listings for approval in their local region

**Azure and GCP providers** can join the PrPr to build and test Snowflake Native Apps. Current functionality includes:
- Create and manage apps via Snowsight and VScode (Streamlit not supported)
- Share applications via private listings, intra-org and cross-org, in their local region

**Monetizing your Native App (more documentation [here](#))**:
- Native App Providers are required to fulfill all other monetization requirements to publish a paid Native App listing
- Additional usage-based pricing plan available, [Custom Event Billing](#)
Snowflake Native Applications Resources

• **Native apps overview deck** — introduction to the native app framework that covers high-level concepts and overall process of application creation
• **Native app development quick-start guide** — step by step guide on the process of creating a Snowflake app
• **App security scans** — outlines security practices to keep in mind as you are developing your application as well as instructions on initiating the scan once your application package is ready to go
• **Version management and release directives** — outlines process and best practices for creating and managing versions of your application and which version your consumers have access to
• **Adding billable events** — outlines how to create a custom billing scheme for your application
• Refer to **Consumer Playbook** for Consumer views
CREATE PROFILE & LISTING

➔ Create Profile
➔ Create Listing
➔ Replication and Costs
➔ Listing Trial and Pricing Plans
➔ Test Your Listing
➔ Submit Listing for Approval (Native App)
**Create A Profile**

### Create a New Profile

Navigate in [Provider Studio](#) to Profiles > + Profile, complete required fields, and submit for approval.

![Create Profile Form](#)

### Profile Best Practices

- Ensure Support & Privacy Policy links are relevant and publicly accessible. We do not allow links that go to a login screen or shortened links (e.g. bitly).
- Use email groups for your Support and Consumer Contact emails.
  - E.g. Use [support@yourcompany.com](mailto:support@yourcompany.com) vs. your individual email address.
- The Consumer Contact Email is where you will receive all consumer requests.
- Profiles are reviewed by our Marketplace Operations team within 1 business day.
- Profiles are required for all Paid listings and public facing Free listings.
- **This is what consumers will see** when viewing your profile.
Create A Listing

Choose Listing Type

Navigate in Provider Studio to Listings > + Listing. See detailed visual walkthrough for steps on each section.

Complete Listing Content

Complete required fields and submit for approval. See detailed visual walkthrough for steps on each section.

- Listings are reviewed by our Marketplace Operations team within 1 business day.
- Review our Provider Policies and Provider Best Practices as you prepare your listing.

Choose Listing Type

What's the title of the listing?

Who can discover the listing?

Anyone on the Marketplace

In the clouds and regions you specify

Only Specified Consumers

Only certain accounts specified by you

What type of listing would you like to publish?

Free

A complete, free data product that customers can access instantly.

See how it works

Limited trial

A free, time- or content-limited trial of a product. After the trial, customers can request access to the full product, which you will need to fulfill with a private listing.

See how it works

Paid on Snowflake

A complete, paid product that includes a free time- or content-limited trial before requiring a purchase to access the full product. Consumer billing is handled by Snowflake.

See how it works
Listing Trial and Pricing Plans

Once you select a secure share, the Trial & Pricing section will appear for you to add. For additional information on our pricing models, refer to Paid listings pricing models documentation. Note that all pricing plans are only support in USD currency.

Usage-based: Per-Month and/or Per-Query

- Consumer pays after use
- Billable Events for Native Apps: Define custom meter-based pricing plan on a public or private Native App listing through an API model (refer to: Configure your listing for custom event billing).

![Usage-based: Per-Month and/or Per-Query Diagram](image)

Subscription-based: Recurring or One time

- Consumer is billed upfront for access
- Two options:
  - Recurring: 1-36 months for the billing period
  - One time: 1-36 months for the access period

![Subscription-based: Recurring or One time Diagram](image)
Update Profile, Listing, or Pricing

**Update Profile Information**
1) Navigate in Provider Studio to Profiles.
2) Select the profile you wish to update and click Manage.
3) Edit your profile information and submit for approval.

**Notes**
- Updates to Snowflake contact emails do not require approvals.

**Update, Unpublish, & Delete Listings**
1) Navigate in Provider Studio to Listings.
2) Select the listing you wish to update.
3) Begin modifying the listing in a new draft without impacting the published listing.
4) Once your edits are completed, submit for approval.

**Notes**
- Updates to region visibility and replication do not require approvals.
- You can retire a listing by selecting Unpublish in the top right corner and then selecting the Delete icon.

**Update Pricing on Pricing Plan**
- You can update your pricing of a paid listing at anytime, but cannot change the price of a listing to zero dollars.
- After the newly-priced listing is approved and published, Snowflake automatically notifies current consumers of the listing about the price change.
- When you change the price, existing consumers are charged the new price after the end of their next billing cycle. New consumers see the new price immediately.
Replication and Costs

How to Set Up Auto-Fulfillment on your Listings

- Under the **Region Availability** module, select **Automatic** fulfillment
- Complete the setup steps
- Note that to use auto-fulfillment, all shared objects must be in the same database and the database must not contain any external tables.

Tips to Optimize Replication Costs

**Sample/Free Data**
- Use a small subset of your full dataset that allows customers to see value from your data.
- Use a static dataset or reduce refresh frequency.
  - This includes how often data is updated and the refresh frequency used in auto-fulfillment setup.
  - Synchronize the two refreshes.
- Create a separate database for each listing when possible containing only your sample data.
  - If listings share databases, you may end-up unintentionally replicating data to regions where you do not have customers.

**Paid/Full Data**
- Use the minimum required refresh frequency based on the customer’s needs and the terms agreed to.
- You can find more here on understanding auto-fulfillment costs.

Cost Resources

- **Provider Cost Examples**
- **Snowflake Compute Costs**
- **Managing Cross-Cloud Auto-fulfillment costs**
Test Your Listing: Look & Usage

Step 1: Test how your listing will look and function for a consumer by sending private share ("Only Specified Consumers") to your own account.

Step 2: Find your test listing by going to Data > Private Sharing > Shared With You.

Step 3 (optional for paid listings): To query the paid portion of the listing, you will need to set up a Consumer Stripe Express account – however, your Stripe Account will not be charged (intra org paid listing does not charge the consumer).
- Set up a Consumer Stripe account by Admin > Billing & Terms > Invoices & Payment Method > Add Payment Method on Stripe
Native App Review Process

1) Security Review

**Complete security scan**
Before you can share your application outside of your organization, your application package must pass a security scan. This scan reviews your application code to ensure that it is compliant with our security standards.

**Set release directive**
Once you have passed a version of your application through the security scan, you can set a release directive for your application package. Release directives determine the version of the application that is available to a consumer when they install the application. This is a requirement for creating an application listing.

2) Listing Content Review

Refer to [Create A Listing Slide](#)

3) Functional Review

When you submit your application for approval, the Marketplace Operations team will reach out to coordinate the functional review. Functional reviews are conducted within a 3 week SLA.

To conduct the functional review, the team will require:
1. Consumer documentation that outlines how to setup and configure the application as well as run any examples
2. Access to any necessary sample data
3. Access to the application package
MANAGE PERFORMANCE

➔ Go To Market Overview
➔ View Leads
➔ View Usage Metrics
➔ Monetization Usage Metrics
Go To Market With Snowflake

1. Sign up for Snowflake Partner Network

Log in to or sign up for the Snowflake Partner Network to access co-marketing assets & guidelines.

Many providers get started with a press release, blog post, joint solution one-pager, and customer webinars/events.

2. Announce with Snowflake

New listings are featured weekly on #MarketplaceMonday via Snowflake’s Twitter and LinkedIn.

New listings and providers are featured in the Monthly Product Release Blog and the Monthly Partner Roundup Newsletter.

3. Share Your Listing with Customers & Prospects

You can provide your prospects and existing customers your listing link at https://app.snowflake.com/marketplace/listing/your_listing_id

- Existing Snowflake customers will land on your listing
- Non Snowflake customers will be able to sign up for a Snowflake trial account and then land directly on your listing upon sign up

4. Follow Up with Leads

Keep an eye on which customers are using your data in the marketplace through usage metrics.

Follow up with leads to build up your pipeline of Snowflake-based customers.
View Leads

**Business User**

You can view leads in [Provider Studio](#), such as Reach, Engagement, Active Consumers, and Conversion Funnel.

**Conversion Funnel**

**Viewed > Mounted**: Indicates browsing to expressing interest. Mounts suggest there is intent. If you’re not seeing conversion, adjust your listing metadata, use data dictionaries etc.

**Mounted > Queried**: A stronger signal of expressing interest. Queries suggest strong intent. A lead’s quality depends on usage activity and other qualifiers (company name, email address, snowflake edition etc.)

If you're not seeing conversion, follow up with consumers asap.

**Reference Link**: [Snowflake Documentation - UI](#)

**Technical User**

You can use the data from the `DATA_SHARING_USAGE schema` to view new leads.

The below query is an example of how you can see consumers who have clicked to Get your listing:

```sql
SELECT event_date,
       consumer_metadata:first_name::varchar AS consumer_first_name,
       consumer_metadata:last_name::varchar AS consumer_last_name,
       consumer_email,
       listing_display_name, consumer_account_locator,
       consumer_organization, snowflake_region
FROM snowflake.data_sharing_usage.listing_events_daily
WHERE event_type = 'GET'
ORDER BY event_date DESC;
```
View Usage Metrics

You can view usage metrics in Provider Studio to determine if consumers are actively querying your data.

Click on the listing name to see consumer names & emails for follow up.

See next slide for video walk through

The below query is an example of how you can see number of queries consumers have run on your database. You can use this to re-engage consumers who’ve dropped off and follow up with highly engaged consumers.

```
SELECT lcd.event_date, lcd.listing_display_name, led.consumer_email, led.consumer_metadata:first_name::varchar AS consumer_first_name, led.consumer_metadata:last_name::varchar AS consumer_last_name, lcd.consumer_account_name, lcd.consumer_account_locator, lcd.consumer_organization, lcd.snowflake_region, SUM(lcd.jobs) AS queries_run
FROM snowflake.data_sharing_usage.listing_consumption_daily lcd
JOIN snowflake.data_sharing_usage.listing_events_daily led
ON lcd.consumer_account_locator = led.consumer_account_locator
GROUP BY 1, 2, 3, 4, 5, 6, 7, 8, 9
ORDER BY listing_display_name, event_date DESC;
```
## Monetization Usage Metrics

**Business User**

Your Stripe Express account is where you will find reporting for all disbursements, revenue, and pending payments. You will also find your Stripe Invoices.

Log into: [https://connect.stripe.com/app/express#balances](https://connect.stripe.com/app/express#balances)

<table>
<thead>
<tr>
<th>Technical User</th>
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</table>

Snowflake provides historical usage data for paid listings as a set of views in the `ORGANIZATION_USAGE` and `DATA_SHARING_USAGE` schemas in the shared SNOWFLAKE database.

For paid listings, you can see additional data on a per-listing basis or for all paid listings in your organization:

- Earnings history for your listings.
- Charges accumulated by type of charge.
- Number of queries included in the charge to a consumer.
- Number of consumers trialing your listing.
- Number of purchases of your listing.

The `MARKETPLACE_DISBURSEMENT_REPORT` view in the `ORGANIZATION_USAGE` schema lets you query the history of your earnings from paid listings in the Snowflake Marketplace.

| Business or Technical |
FAQ

➔ Provider FAQ: General
➔ Provider FAQ: Paid Listings
➔ Consumer FAQ
## Provider FAQ: General

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<tr>
<th>Questions</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is my AccountAdmin/OrgAdmin?</td>
<td>Please file a support ticket using these <a href="https://example.com">instructions</a></td>
</tr>
<tr>
<td>I don’t have my login credentials. How can I get access to my account?</td>
<td>Please file a support ticket using these <a href="https://example.com">instructions</a></td>
</tr>
<tr>
<td>How are search results ranked on the marketplace?</td>
<td>The algorithm will include all listings with keywords searched and rank based on stable edges/number of jobs ran.</td>
</tr>
<tr>
<td>How can I sync leads from the Marketplace with my CRM?</td>
<td>There currently is no native integration for this. You can access all lead information programmatically through the <code>DATA_SHARING_USAGE schema</code> and create your own pipelines from Snowflake to your CRM.</td>
</tr>
</tbody>
</table>

For additional FAQs, please see the [Snowflake Marketplace Provider Best Practices](https://snowflake.com/help/marketplace/provider-bp/).
### Provider FAQ: Paid Listings

<table>
<thead>
<tr>
<th>Questions</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why do I need to set up a Stripe Express account if I have a credit card on file or capacity commitment?</td>
<td>Stripe Express is used to disburse funds to you or pay for marketplace listings. The credit card on file or capacity commitment contract is to pay for Consumption and Storage costs.</td>
</tr>
<tr>
<td>What Pricing Models currently exist?</td>
<td>Please see <a href="#">Pricing Plan documentation</a></td>
</tr>
<tr>
<td>Can my consumer pay with Snowflake capacity commitment to purchase a Paid listing?</td>
<td>Yes, consumers can use their Snowflake Capacity commitment to <a href="#">buy products on Snowflake Marketplace</a>.</td>
</tr>
<tr>
<td>Does the Marketplace price include compute costs?</td>
<td>No, compute costs are not included. They are billed separately through your Snowflake bill.</td>
</tr>
<tr>
<td>How do I get paid?</td>
<td>You will be paid to your Snowflake Stripe Express Account, which can take up to 30 days. These payments will show in your Stripe account.</td>
</tr>
<tr>
<td>What is Snowflake’s fee?</td>
<td>Find the fee schedule by navigating to <a href="#">Snowsight -&gt; Admin -&gt; Billing &amp; Terms -&gt; Fee</a></td>
</tr>
<tr>
<td>Will I be charged additional fees from Stripe?</td>
<td>No, Snowflake’s fee is inclusive of all Stripe charges. You will not be charged additional fees for withdrawals from Stripe.</td>
</tr>
<tr>
<td>Does Snowflake cover sales tax on these purchases?</td>
<td>Where required by law, Snowflake calculates and collects taxes from the Provider or the Listing Consumer (as applicable) and issues a compliant tax invoice for those taxes</td>
</tr>
</tbody>
</table>
## Consumer FAQ

<table>
<thead>
<tr>
<th>Questions</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>How can my consumer know when my data is updated?</td>
<td>The provider must set up Change Data Tracking on the shared objects. Then the consumer can set up Streams, which will allow them to see which records changed and when.</td>
</tr>
<tr>
<td>My prospect would like to understand how much Snowflake will cost to use my data product. How can I answer their question?</td>
<td>Snowflake on-demand accounts are billed monthly in arrears. We (the provider) pay for the storage. You only pay for the compute. How much compute resources (ie. queries) you use is really up to you. Compute usage is billed on a per-second basis, with a minimum of 60 seconds. There is no additional cost. You can cancel at any time. See the Snowflake pricing page for more information.</td>
</tr>
</tbody>
</table>
| My consumer is having trouble accepting my terms of service, what’s wrong? | ● They’ll need to be in the OrgAdmin role (documentation)  
● They can change their role in the top left screen where their username is located.  
● If they do not have OrgAdmin permissions, they can will need to find someone on your team that does.                                                                                                                                                                  |

Also refer to our Consumer Playbook
ADVANCED TOPICS
Governing Customer Access Using Secure Views & Functions

Certain data products that you offer may need to be limited in scope to the specific rows or slices of your overall product that are available to any given customer. You can govern this access by defining secure views and secure table functions that expose only your desired rows to consumers.

Create Secure Views

If you need to filter results from a larger table to deliver a customized data extract for a given customer, you can define a secure view that will share only the rows identified in the view definition.

Consumers do not have access to your view definition, so you do not have to expose your operational logic and data structures.

```
create secure view customer_view as
  select * from my_schema.my_table where customer_id = 'my_customer';
```

-- Consumer Query:
```
select * from customer_view;
```

Create Secure Table Functions

If you only want to share data outputs without providing underlying data to your customers, you can define a secure table function that will return the output of your specified query.

Consumers do not have access to the underlying raw data in this table and do not have access to the function definition, so you do not have to expose your raw data or data structures.

```
create secure function my_function(ip_address varchar)
  returns table(ip_address varchar, country varchar)
  language sql
as $$
  select ip, country from my_schema.my_table
  where ip = ip_address
$$;
```

-- Consumer Query:
```
select * from table(my_function('1.1.1.1'));
```
Managing Changes to Your Data Product

When making potentially breaking changes to your data product (e.g. adding, dropping, or updating table, view, function, column, and schema names) we recommend contacting your customers in advance to inform them about behavior changes and when possible, providing a migration or grace period. In most cases, a 30-day migration period is sufficient and is consistent with Snowflake’s behavior change process.

**Updating or Renaming Objects**

**Recommended Process:**
1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Create a new object (e.g. view, table, column, function, etc) without dropping the old version of the object (e.g. `CONTACTS_V2`)
3. Contact customers to let them to test the new version of the object and when you plan to change over to the new version
4. When the stated deadline arrives, drop the old object (e.g. drop table `CONTACTS`;) and update the name of the new object to the original object name (e.g. alter table `CONTACTS_V2` rename to `CONTACTS`;)
5. Trigger cross-region replication as needed

**Dropping Objects**

**Recommended Process:**
1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Contact customers to let them know when you plan to drop the object
3. When the stated deadline arrives, drop the object
4. Trigger cross-region replication as needed

**Updating Historical Data**

Most customers prefer that historical data remain consistent, so that this can be used for backtesting or consistency in historical analyses. If you plan to regularly update historical data, we recommend making this clear in your listing and/or data dictionary.

**Recommended Process for One Time Updates:**
1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Contact customers to let them know when you plan to publish restated data
3. Update historical data based on your stated timeline
4. Trigger cross-region replication as needed

Reference Links
- Snowflake Documentation - Usage Views
- Snowflake Documentation - Release Notes
Supporting Your Consumers

Per our Provider Policies, we require that you respond to consumers within 3 days. For technical issues, you can direct the customer to open a Snowflake Support case.

When Consumers Reach out to You

Examples:
- Data not up-to-date / refreshed
- Rows / columns / views missing
- How to improve query performance
- How to interpret data dictionary

When Consumers Reach out to Snowflake Support

Examples:
- Missing or incorrect elements in UI
- Snowflake commands returning incorrect data / stats
- Snowflake account login issues

Customers can open cases in the Snowflake UI by navigating to Help & Support > Support
Implement Custom Roles & Privileges

To manage Snowflake Marketplace listings, custom roles require the following privileges:

- CREATE DATA EXCHANGE LISTING
- CREATE SHARE

To attach a share to a listing, the role must have ownership of the share and ownership or modify privileges on the listing. The role must also have the USAGE/SELECT privileges on the database, schema, table(s), view(s), and/or secure function(s) WITH GRANT OPTION.

To view usage metrics, the role should have imported privileges on the SNOWFLAKE database.

The Marketplace Provider Accelerator includes a sp_accountadmin_creatempadminuser() stored procedure that automatically runs these steps.

If you would like to run all commands manually instead:

```sql
create role marketplaceadmin;
grant create data exchange listing on account to role marketplaceadmin;
grant create share on account to role marketplaceadmin;
grant usage on database my_db to role marketplaceadmin with grant option;
grant usage on schema my_db.my_schema to role marketplaceadmin with grant option;
grant select on table my_db.my_schema.my_table to role marketplaceadmin with grant option;
grant imported privileges on database snowflake to role marketplaceadmin;
grant usage on warehouse my_warehouse to role marketplaceadmin;
grant role marketplaceadmin to role accountadmin;
grant role marketplaceadmin to user my_user;
```

Reference Links

- Snowflake Documentation
- Github - Marketplace Provider Accelerator
Questions?

Open a Case with our Marketplace Operations Team