



THE SIMPLE GUIDE TO SNOWFLAKE PRICING

The details you need to understand Snowflake costs



CHAMPION
GUIDES

EBOOK

TABLE OF CONTENTS

- 3** Cutting the Complexity Out of Pricing
- 4** Elements of Snowflake Pricing
- 7** Snowflake Editions
- 8** Pricing in Practice
- 11** Purchasing Options
- 12** More Value, Lower Total Cost of Ownership
- 13** About Snowflake

CUTTING THE COMPLEXITY OUT OF PRICING

Pay only for what you use. It's a refreshing premise — and while we wish it applied to everything in life, it's crucial when it comes to your software spend.

At Snowflake, we keep things simple with a consumption-based (aka usage-based) pricing model, which gives customers flexibility and control to easily scale up and down to meet demand — all while gaining clear visibility into their usage and spend. While many on-premises and other cloud solutions force customers to contend with fixed capacity, hidden costs, confusing subscription models or stacks of separate, complex bills with many types of charges, Snowflake was built with elasticity and transparency in mind. It's a key reason why so many organizations — from **Petco** to **Marriott** — choose the Snowflake Data Cloud, and why it provides a tremendous value for the money.

Read on to learn the details of our pricing model and how you can easily understand costs, which all come packaged in a single, tidy bill.

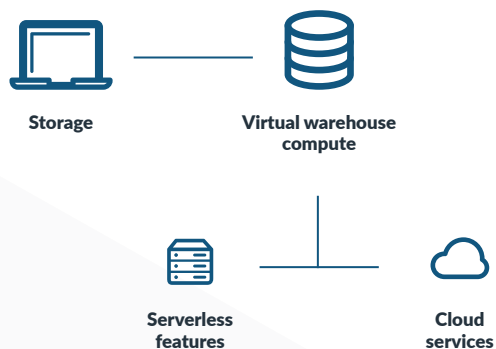


ELEMENTS OF SNOWFLAKE PRICING

Snowflake customers use the Data Cloud to integrate data from many sources to power critical workloads – from AI, machine learning and data engineering to applications, data warehousing and cybersecurity.

Customers are primarily charged based on two consumption-based metrics: data storage and compute.

SNOWFLAKE PRICING



OPTIMIZED STORAGE

At a glance:

- Charged per terabyte (TB) per month
- TB/monthly rate depends on the region and cloud where your data is stored
- Built-in storage compression reduces costs

Snowflake lets you store, access and process data – whether structured, semi-structured or unstructured – at practically any volume. Eliminating the cost of managing files across disparate cloud storage solutions, Snowflake helps you lower your bill through automatic storage compression and performance-optimized tables. Additional built-in features help further reduce storage costs and data silos, such as Zero-copy Cloning, which allows you to create an exact copy of a database, table or schema without duplicating data or consuming extra storage space.

Customers are charged for compressed data storage and data transfer per terabyte, per month. See pages four and five of Snowflake’s consumption table for **storage pricing** with more details on the rates in your preferred regions and clouds.

Data transfer

There’s no charge for transferring data within the same cloud provider and region. Charges are only incurred when data is transferred between different regions of the same cloud, or between different clouds. Like storage, data transfer is charged per terabyte, per month, and rates vary by region and cloud provider. We pass these rates on from the cloud providers directly to you – not at a markup. See pages six and seven of Snowflake’s consumption table for **data transfer pricing** with more details on rates.

FULLY MANAGED ELASTIC COMPUTE

At a glance:

- **Charged by the credit**
- **Pay only for what you use**
- **Control costs with auto-suspend and auto-resume warehouse features**
- **Automatic optimizations included out of the box**

Snowflake charges for compute usage by the “credit.” Credits are consumed only when a customer is using resources, such as loading data into the platform, performing a query or running a workload. Three broad categories of compute services consume credits within Snowflake: Virtual warehouses are the primary category of compute, while serverless features and cloud services are two additional, less common types.

Virtual warehouse compute

A compute cluster, which we call a “virtual warehouse,” is the primary compute service to execute queries in Snowflake. A warehouse consumes Snowflake credits based on its size and when it’s in operation. These warehouses are user-configured, meaning you can directly control credit consumption of these resources by giving us simple directions on the size of compute resources you need, when to stop operation and any usage caps you want to implement.

Customers are billed for usage by the second (with a 60-second minimum), and near-instant auto-stop and auto-resume features help prevent paying for resources you don’t need. Each workload can have its own set of compute resources that enable independent scaling without impacting other jobs. Meanwhile, each cluster can see all the data, preventing silos from hindering data usability.

Each warehouse is classified by T-shirt size, from XS to 6XL, and consumes a specified number of credits per hour. These warehouses — which are a cluster of compute resources like CPU, memory and temporary storage — typically double in power as you go up a size. Snowpark-optimized warehouses are recommended for workloads that have large memory requirements, such as machine learning (ML) training use cases. Similar to storage pricing, credits are priced based on where they are consumed, namely, which cloud and which region. See pages two and three of Snowflake’s consumption table for **credit table and pricing** for more details.

VIRTUAL WAREHOUSE CREDITS PER HOUR

	Standard	Snowpark-optimized
XS	1	N/A
S	2	N/A
M	4	6
L	8	12
XL	16	24
2XL	32	48
3XL	64	96
4XL	128	192
5XL	256	384
6XL	512	786

Going multi-cluster

With the Snowflake platform, you can also deploy multi-cluster virtual warehouses. This computing environment involves running multiple clusters of equal T-shirt size for the same workload. In essence, increasing T-shirt sizes is scaling up; deploying multi-cluster warehouses is scaling out. For this computing environment, customers are charged by multiplying the cost of the T-shirt size of the virtual warehouse by the number of running clusters.

A FULLY MANAGED PRODUCT DELIVERS SIMPLICITY AND BETTER TCO

Snowflake takes care of infrastructure management and provides the ease of use that only a unified, managed product can deliver.

WHAT'S INCLUDED	From Snowflake	From Other Vendors
Fully managed elastic multi-cluster compute	✓	✗
Optimized storage with compressed, efficient micro-partitions	✓	✗
Single cross-cloud security and governance model	✓	✗
Near-zero administration	✓	✗
Cross-cloud, cross-region data sharing	✓	✗

Serverless features

Some platform features – called serverless features – rely on compute resources other than user-configured virtual warehouses. Examples include clustered tables, query acceleration, materialized views, search optimization, Snowpipe and [more](#).

These features are designed to help improve your performance on specific workloads and optimize your spend, and you can turn them on or off at any time. Because they're managed by Snowflake, they require near-zero administration for you, with no planned downtime or maintenance – so you can get more value from your data whenever you please.

Serverless features are charged as resources are used. Individual features consume different amounts of Snowflake credits per hour, and pricing varies by feature. See page seven of Snowflake's consumption table for [serverless feature pricing](#) with more details and rates for each serverless feature.





Cloud services

Supporting virtual warehouses and serverless features, cloud services coordinate activities across Snowflake, such as authenticating users, enforcing security and performing query compilations. Customers are only charged if these cloud services exceed 10% of their daily compute from warehouses, which is rare.



SNOWFLAKE EDITIONS

The Snowflake platform is a single product but available in multiple editions. Each successive edition builds on the previous one with additional features and higher levels of service.

	MOST POPULAR		
 STANDARD	 ENTERPRISE	 BUSINESS CRITICAL	 VIRTUAL PRIVATE SNOWFLAKE
The Standard Edition is the introductory offering providing access to core platform functionality.	The Enterprise Edition is for companies with large-scale data initiatives looking for more granular enterprise controls.	The Business Critical Edition offers specialized functionality for highly regulated industries, especially those with sensitive data.	Virtual Private Snowflake (VPS) includes all the features of the Business Critical Edition, but in a separate Snowflake environment, isolated from all other Snowflake accounts.
\$2/per credit AWS, U.S. East (Northern Virginia)	\$3/per credit AWS, U.S. East (Northern Virginia)	\$4/per credit AWS, U.S. East (Northern Virginia)	Talk to sales
This edition includes all core platform functionality with fully managed elastic compute, security with automatic encryption of all data, Snowpark, data sharing and optimized storage with compression and Time Travel.	This edition includes all Standard Edition features plus the ability to use multi-cluster compute, granular governance and privacy controls, extended Time Travel windows and more.	The edition includes all features in the Enterprise Edition plus Tri-Secret Secure, access to private connectivity, failover and fallback for backup and disaster recovery and more.	

See Snowflake documentation for the [full feature list](#) for a complete breakdown and more details.

PRICING IN PRACTICE

Now that we've covered the various elements of Snowflake pricing, let's look at a couple examples to help you start scoping your own costs. These two sample pricing scenarios show how costs are calculated and how Snowflake's capabilities — from storage to analytics — come together to deliver value across your organization.

EXAMPLE 1: SaaS startup using embedded analytics

This hypothetical Snowflake customer is a new startup in a European city that allows customers to rent scooters via a mobile app. Snowflake powers the customer experience, enabling users to view their usage metrics, such as ride history, in the app.

Compute costs		
Customer-facing analytics		The company's customers can access historical information about their usage within the app.
Warehouse size	XS (1 credit/hour)	
Frequency	365 days	
Time/Day	15.0 h	
Total Credits	5,475	
Internal reporting		The company's customers can access historical information about their usage within the app.
Warehouse size	XS (1 credit/hour)	
Frequency	240 days	
Time/Day	2.0 h	
Total Credits	480	
Data loading		Some loyalty data is ingested from other sources every week.
Warehouse size	XS (1 credit/hour)	
Frequency	50 days	
Time/Day	1.0 h	
Total Credits	50	
Compute total: 6,005 credits at \$2 per credit for the Standard Edition		

Optimized storage costs		
1TB existing storage	\$40/TB per month	Storage is calculated per TB after compression, resulting in lower storage costs.
Annual bill breakdown		Value includes: <ul style="list-style-type: none"> • Fast analytics results • Always-on embedded analytics for customers • Easily accessible data for internal and external users with segregated compute resources All in one tidy bill.
Storage bill	\$480	
Compute bill	\$12,010	
Cloud services	\$0	
Total bill per year	\$12,490	

EXAMPLE 2: Global enterprise migrating its on-premises workload

This hypothetical Snowflake customer is a global enterprise that wants to migrate its legacy on-premises workload in Teradata to Snowflake. This migration helps the enterprise power and scale access to a global user base for analytics — all with granular governance controls.



Compute costs		
Bulk migration		
Warehouse size	2XL (32 credits/hour)	There is a one-time fee for bulk data loading from Teradata to Snowflake.
Frequency	1 time	
Time/Day	16.0 h	
Total Credits	512	
Data loading		
Warehouse size	M (4 credits/hour)	The company's customers can access historical information about their usage within the app.
Frequency	240 days	
Time/Day	2.0 h	
Total Credits	1,920	
Transformations		
Warehouse size	XL (16 credits/hour)	A data pipeline loads data every 6 hours — then transforms it to make it usable and organized.
Frequency	240 days	
Time/Day	1.0 h	
Total Credits	3,840	
Global analytics		
Warehouse size	XS (Multi-cluster with 4 clusters; 3 clusters used on average = 3 credits/hour)	Snowflake's multi-cluster virtual warehouses are ideal for giving a large workforce of analysts access to data. The number of credits billed is calculated based on the warehouse size and the number of clusters that run within the time period.
Frequency	240 days	
Time/Day	9.0 h	
Total Credits	6,480	
Compute total: 12,240 Credits at \$3 per credit for Enterprise edition		

Optimized storage costs			
50TB existing storage	\$40/TB per month	Storage is calculated per TB after compression, resulting in smaller storage costs.	
First-year bill breakdown			
Migration bill (one time):			
Compute bill	\$1,536 (ingestion)	The first year includes bulk data loading from the on-premises solution; ongoing costs in subsequent years will be lower. Overall value in the first year includes: <ul style="list-style-type: none"> • Near-instant elasticity and scale for a global workforce • Cost savings from previous platform that fuel new emerging AI use cases • Enterprise-grade security and governance All in one tidy bill.	
Ongoing bill:			
Storage bill	\$24,000		
Compute bill	\$36,720		
Cloud services	\$0		
Total bill per year	\$60,720		

Your own bill will vary based on the Snowflake edition you select and the region and cloud where your data is stored and consumed.

Here is a sample Snowflake bill to help you visualize what to expect:



Snowflake Inc.
accounts.receivable@snowflake.com
+1 (844) 7669355

DATE:
INVOICE #:
ACCOUNT:
TAX ID:

BILL TO:
Customer Name

SHIP TO:

PURCHASE ORDER NUMBER	PAYMENT TERMS	DUE DATE
	Due on receipt	00 - 00 - 000

SERVICE	QTY	RATE	SUBTOTAL	TAX	AMOUNT
On Demand - Standard					
Adj For Incl Cloud Services	-5.04	\$2.60	\$-13.11	\$0.00	\$-13.11
Cloud Services	0.00	\$0.00	\$0.00	\$0.00	\$0.00
Compute	50.68	\$2.60	\$131.78	\$0.00	\$131.78
Storage	0.04	\$40.00	\$1.42	\$0.00	\$1.42

Subtotal	\$120.09
Tax	\$0.00
Total Amount	\$120.09 USD
Total Amount Due	\$0.00 USD

Your credit card on file has been charged. Please do not remit a payment.

CREDIT CARDS	TAX ID NUMBERS
We accept Visa, Mastercard, Discover and American Express. All self-service customers are REQUIRED to pay via credit card.	

<http://snowflake.com> | Subject to Snowflake's Terms of Service (<https://snowflake.com/legal/>)
or your negotiated Master SaaS Agreement with Snowflake.

PURCHASING OPTIONS

Customers have two main options to pay for the Snowflake platform: on demand or committed capacity.

For on demand, simply sign up for our service at signup.snowflake.com with a credit card. You'll be charged Snowflake's fixed TB/month rates for storage and data transfer, and fixed rates for credits applied to virtual warehouses and serverless features. Rates depend on the Snowflake edition you choose and which Snowflake edition(s) you use on which cloud(s) in which geographic region(s). You receive only one bill each month and are just charged for the compute and storage you actually used the previous month.

Snowflake's Capacity Agreement gives customers the option to make a specific dollar-spend commitment to Snowflake on a monthly basis. The Capacity Agreement provides more service options, including training and access to hands-on professionals, bulk credit discounts and long-term price guarantees. Similar to on-demand pricing, you are only billed for what you use.

To maximize your investment, you can purchase additional items like Professional Services, training and education. Whether you want to optimize your data architecture, deploy best practices, learn fundamental skills or uplevel your abilities, these options are designed to accelerate your success with Snowflake.

See more details about [Professional Services](#) and [education and training](#).



MORE VALUE, LOWER TOTAL COST OF OWNERSHIP

Snowflake has always charged by consumption, not subscription, so customers get the best value – and that value only continues to increase. We're continuously adding automatic optimizations to the platform (no customer implementation necessary) that help reduce your Snowflake spend for the same amount of work. In other words, the value of a Snowflake credit consistently increases while the price remains the same.

Our usage-based model also includes many ways to monitor and control spend, allowing you to easily and transparently plan and budget usage across users, teams and workloads.

Check out [this definitive guide to managing your Snowflake spend](#) for actionable ways to increase value while lowering costs.





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) as of October 31, 2023, use the Snowflake Data Cloud to power their businesses.

Learn more at [snowflake.com](https://www.snowflake.com)



© 2023 Snowflake Inc. All rights reserved. Snowflake, the Snowflake logo, and all other Snowflake product, feature and service names mentioned herein are registered trademarks or trademarks of Snowflake Inc. in the United States and other countries. All other brand names or logos mentioned or used herein are for identification purposes only and may be the trademarks of their respective holder(s). Snowflake may not be associated with, or be sponsored or endorsed by, any such holder(s).