3 KEY COMPONENTS OF SUCCESSFUL DATA AND AI PLATFORMS

As organizations transition into the era of enterprise AI, they require an easy-to-use, connected and trusted data and AI platform that can handle both current and future needs. However, many existing platforms create significant challenges, including:

- **Infrastructure complexity:** Many platforms, even those that are serverless, still require customers to stitch together multiple services and manage elements such as cluster provisioning, disruptive upgrades and security integrations.
- **Operational inefficiencies:** Traditional solutions typically require extensive administrative effort to maintain performance, leading to increased operational costs.
- **Scalability limitations:** Many vendors struggle to provide true elasticity, forcing customers to manage additional capacity or risk performance bottlenecks.
- **Collaboration barriers:** When leveraging legacy technologies, it can be difficult to share and access data, apps and models securely, increasing costs and governance risks.
- **Security and governance gaps:** Organizations often face fragmented security frameworks across regions and clouds, requiring additional effort to enforce governance policies and ensure business continuity.

Organizations need a platform that is easy, connected and trusted.

THE NEED FOR AN EASY-TO-USE PLATFORM

The need to deliver value faster through scalable, end-to-end data management has always been essential for organizations. The shift toward AI has only made this more crucial. A platform that simplifies the implementation of innovations like generative AI is now a necessity.

Unlike traditional customer-managed solutions, Snowflake provides a fully managed, serverless data and AI platform that automates administration, performance improvements and scalability with built-in cost management. Its approach eliminates infrastructure complexity and operational overhead to save valuable time and money for organizations that can be put to harnessing AI-driven insights for new product development or new projects.

Snowflake simplifies operations by automating administrative tasks such as performance tuning, maintenance and security enforcement. Unlike platforms that require manual interventions for upgrades or performance optimizations, Snowflake enables continuous software updates without any downtime.

> **"Snowflake has been strategic in simplifying our data foundation. It allowed us to solve concurrency and data silo problems at an enterprise scale. It's easy to use, there's no maintenance, and database administration is drastically reduced. It gives us functionality we can't get anywhere else — and it costs us less."**
>
> **—Steve Ring,**
> Director of Enterprise Database Solutions, Pfizer
>
> Learn more about Pfizer's Snowflake journey

The platform also scales instantly, allocating resources dynamically without the need for provisioning or cost-intensive capacity planning, freeing organizations to focus on unlocking insights instead of managing infrastructure. This approach also allows teams to focus on innovation instead of manual upkeep.

Snowflake customers regularly benefit from performance enhancements in query times and query processing through automatic updates.

The platform's built-in AI capabilities, including Snowflake Cortex AI, empower organizations to leverage machine learning models for advanced analytics, text processing and sentiment analysis — all within an intuitive, no-code interface.

THE NEED FOR A CONNECTED PLATFORM

Data and AI teams need a streamlined way to collaborate on data both internally and externally, as well as a simple process for evaluating, purchasing and integrating third-party data products, because the current process of building infrastructure to copy and move data is time-consuming and inefficient, especially with the increasing volume of data and regulatory requirements. Data is also often spread across multiple organizations, making collaboration and data sharing challenging.

The Snowflake platform streamlines workflows, eliminates data silos, and promotes a unified approach to data-driven decision-making by enabling concurrent access to data. Traditional data-sharing methods rely on time-consuming file transfers, FTP servers and API scraping, which introduce inefficiencies and can increase security risks. Snowflake instead enables data collaboration with zero-ETL data sharing, allowing organizations to quickly and securely share data across teams, partners and third parties — without duplication or data movement. The platform also has interoperability with open table formats to enable multiple query and transformation engines to operate on the same data, giving organizations flexibility without vendor lock-in.

> **"We were on a mission to simplify our entire ecosystem. While we had moved our data to Snowflake, we had a complex ecosystem of compute spread across AWS, Databricks and custom software. Moving our data processing to Snowflake unleashed greater efficiency, cost savings and performance."**
>
> **—Eric Schrock**
> CTO, OM1

Preparing for the future is another critical advantage. Snowflake seamlessly supports structured, semi-structured and unstructured data while enabling compatibility with open table formats like Apache Iceberg. Whether organizations are building data lakes, data warehouses or lakehouse architectures, Snowflake offers the flexibility to evolve alongside changing business needs.

THE NEED FOR A TRUSTED PLATFORM

Comprehensive security, governance controls and business continuity have become paramount in recent years but trust is becoming even more critical as organizations adopt newer AI use cases and build data fabrics and meshes across regions and clouds.

Snowflake provides enterprise-grade, out-of-the-box trust with unified security, governance, and business continuity and disaster recovery across regions and clouds as part of its fully managed service.

Snowflake Horizon Catalog allows security admins and chief information security officers (CISOs) to implement access controls uniformly across clouds and quickly uncover and resolve cross-cloud security risks. Data governors and stewards can easily apply built-in, granular governance protections to sensitive content.

Data teams can also quickly search, discover, access and share governed data, apps and models from across their ecosystem to boost privacy-preserving collaboration. The advanced capabilities of the Horizon Catalog can even be extended to Apache Iceberg Tables created by any other compatible engine in the **Snowflake Open Catalog** after these tables are integrated and synced to Snowflake.

Snowflake also enables customers to safeguard mission-critical accounts and data sets to maintain uptime easily. It provides seamless replication and synchronization of databases, accounts, pipelines and more from one place between regions and clouds for resiliency, durability and failover in a stressed event or by choice based on business strategy changes.

Learn more about how the Snowflake platform offers a fully managed service that has been built with ease of use, connectivity and trust in mind to help our customers prepare for whatever technological movements come their way.

ABOUT SNOWFLAKE

Snowflake is the platform for the AI era, making it easy for enterprises to innovate faster and get more value from data. More than 11,000 companies around the globe, including hundreds of the world's largest, use Snowflake's AI Data Cloud to build, use and share data, applications and AI. With Snowflake, data and AI are transformative for everyone.

Learn more at **snowflake.com** (NYSE: SNOW)