



FAST FACTS

AS OF JANUARY 31, 2024

MISSION STATEMENT

To Mobilize the World's Data.

COMPANY

FOUNDED	2012
FOUNDERS	Thierry Cruanes, Benoit Dageville
CEO	Sridhar Ramaswamy
EMPLOYEES	7,000+ worldwide
OFFICES	45+ worldwide offices in Bozeman, Amsterdam, Berlin, Denver, Dubai, London, New York, Paris, San Mateo, Seoul, Sydney, Tel Aviv, Tokyo, Toronto, and more

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 691 of the 2023 Forbes Global 2000 (G2K)¹ as of January 31, 2024, use the Snowflake Data Cloud to power their businesses. Learn more at [snowflake.com](https://www.snowflake.com)

THE DATA CLOUD

The Data Cloud is a global network that connects organizations to the data and applications most critical to their business. The Data Cloud enables a wide range of possibilities, from breaking down silos within an organization to collaborating over content with partners and customers, and even integrating external data and applications for fresh insights.

Powering the Data Cloud is Snowflake's single, unified platform. Its unique architecture connects businesses globally, at practically any scale, to bring data and workloads together. Coupled with Snowflake Marketplace, which simplifies the sharing, collaboration, and monetization of thousands of datasets, services, and entire data applications, this creates the active and growing Data Cloud.

Customers use Snowflake's platform to execute a number of critical workloads, including AI and ML, applications, collaboration, cybersecurity, data engineering, data lake, data warehouse, and Unistore.

THE DATA CLOUD ECOSYSTEM

CUSTOMERS: Snowflake customers include thousands of organizations around the world, from startups to many of the largest enterprises, including: Adobe, Albertsons Companies, AT&T, Be The Match, Capital One, Deliveroo, Doordash, HP, Instacart, JetBlue, Kraft Heinz, Mastercard, McKesson, Micron, NBC Universal, Nielsen, Novartis, Okta, PepsiCo, Pitney Bowes, Siemens, University of Notre Dame, US Foods, Western Union, Yamaha, and many more.

PARTNERS: Strategic alliances with Accenture, Amazon Web Services (AWS), Deloitte, Ernst & Young, Hakkoda, Infosys, LTIMindtree, Microsoft Azure, NVIDIA, phData Salesforce, Slalom, and many more.

ACQUISITIONS & STRATEGIC INVESTMENTS: Our aim is to foster innovation through investing in our ecosystem with companies that demonstrate a commitment to mobilizing data, expanding opportunities in the Data Cloud for our customers. Snowflake has made more than a dozen acquisitions, including Applica, LeapYear, Neeva, Samooaha, Snowconvert, Streamlit, and more, and invested in 30+ companies through Snowflake Ventures².

COMPETITIVE DIFFERENTIATORS

With Snowflake You Get...

A POWERFUL PLATFORM AND ARCHITECTURE: Snowflake's multi-cluster, shared data architecture is designed to process enormous quantities of data with speed and efficiency. It operates as a single distributed cloud platform, covering the world with 40 cloud regions. Regardless of the underlying cloud provider, Snowflake delivers a unified global experience through Snowflake Horizon — Snowflake's built-in governance solution with a unified set of compliance, security, privacy, interoperability, and access capabilities — supporting a multi-cloud strategy and a cross-cloud approach. With Snowflake Horizon, organizations gain access to the same dataset globally so they can failover with minimal disruption, alongside seamlessly govern and take immediate action on their data, apps, and more across clouds and regions.

All data processing horsepower within Snowflake is performed by one or more clusters of near-unlimited compute resources at virtually any level of concurrency and scale. Snowflake can process queries and tasks in a fraction of the time conventional on-premises and cloud data platforms require. Paired with near instant elasticity to scale up and down, you get the performance you need, when you need it, and it's self-managed so it automatically handles infrastructure, optimization, availability, data protection, and more. Snowflake also provides per-second, usage-based pricing for compute and storage so you only pay for the amount of data you store and the amount of compute processing you use.

AND THE TRANSFORMATIVE DATA CLOUD: The Snowflake Data Cloud provides you with a global network where thousands of organizations can mobilize their data. With the Data Cloud, you can unify practically any volume of structured, semi-structured, and unstructured data, and securely share it across your organization and with your ecosystem of partners, suppliers, and customers. In the Data Cloud, organizations can also develop new products faster, build generative AI-powered apps and ML models to make informed business decisions, drive innovation with fresh data-driven insights, and monetize data and apps in Snowflake Marketplace.

FOR MANY WORKLOADS: Snowflake's multi-cluster, shared data architecture is designed to handle virtually any workload you can throw at it. These workloads include, but are not limited to:



AI/ML: Securely build and deploy industry-leading large language models and ML models with Snowflake Cortex



Data Engineering: Build powerful and streaming and batch data pipelines in SQL or Python



Applications: Develop, distribute, and scale data-intensive applications without operational burden



Data Lake: Deploy flexible architectural patterns with governed, optimized storage at scale



Collaboration: Discover, access, and monetize data, data services, and applications across clouds



Data Warehouse: Accelerate data analytics with leading price for performance and near-zero maintenance



Cybersecurity: Protect your enterprise with unified data, near-unlimited visibility, and powerful analytics



Unistore: Leverage a modern approach to working with transactional and analytical data together in a single platform to drive insights

ACROSS MULTIPLE INDUSTRIES: Snowflake enables you to power your organization's data strategies and deliver innovative solutions across multiple industries and lines of business. These industries include, but are not limited to:

Advertising, Media & Entertainment: Unlock data for identity, insights, activation, and measurement to power the future of privacy-enhanced advertising and superior customer services

Financial Services: Transform customer experiences, strengthen risk management, power business workflows, and build the fintech platforms of the future

Healthcare & Life Sciences: Deliver improved patient outcomes and care experiences, accelerate time to market, and enhance clinical and operational decision-making

Marketing: Simplify complex martech architectures, delivers superior customer experiences, and maximize marketing and advertising ROI

Manufacturing: Improves supply chain performance, power smart manufacturing, and generate value from connected products

Public Sector: Empower agencies to deliver on mission outcomes, serve citizens, maximize resource utilization with agility, and ensure data security and regulatory compliance

Retail & CPG: Drives agility, deliver personalized shopping experiences, optimize pricing strategies, and improve supply chain operations

Technology: Build AI strategies and deliver differentiated products while spending less time managing infrastructure, and more time building applications

Telecom: Improves customer experiences, maximize operational efficiency, and increase profitability by reducing costs and monetizing new data products

1. Please see our Q4 and full-year FY24 earnings press release for the definition of Forbes Global 2000 customers.

2. As of January 31, 2024.

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