



# SNOWFLAKE HOL

# Snowflake Intelligence

October 2025

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# Agenda

- > Introductions
- > Snowflake + Hakkoda
- > Demo
- > Hands-on Lab
- > How to Engage



# Your Experts For Today

**JOHN  
DACOSTA**



Senior Solution Engineer,  
Snowflake



**JACOB  
SCOTT**



Senior Consultant, AI  
Engineering



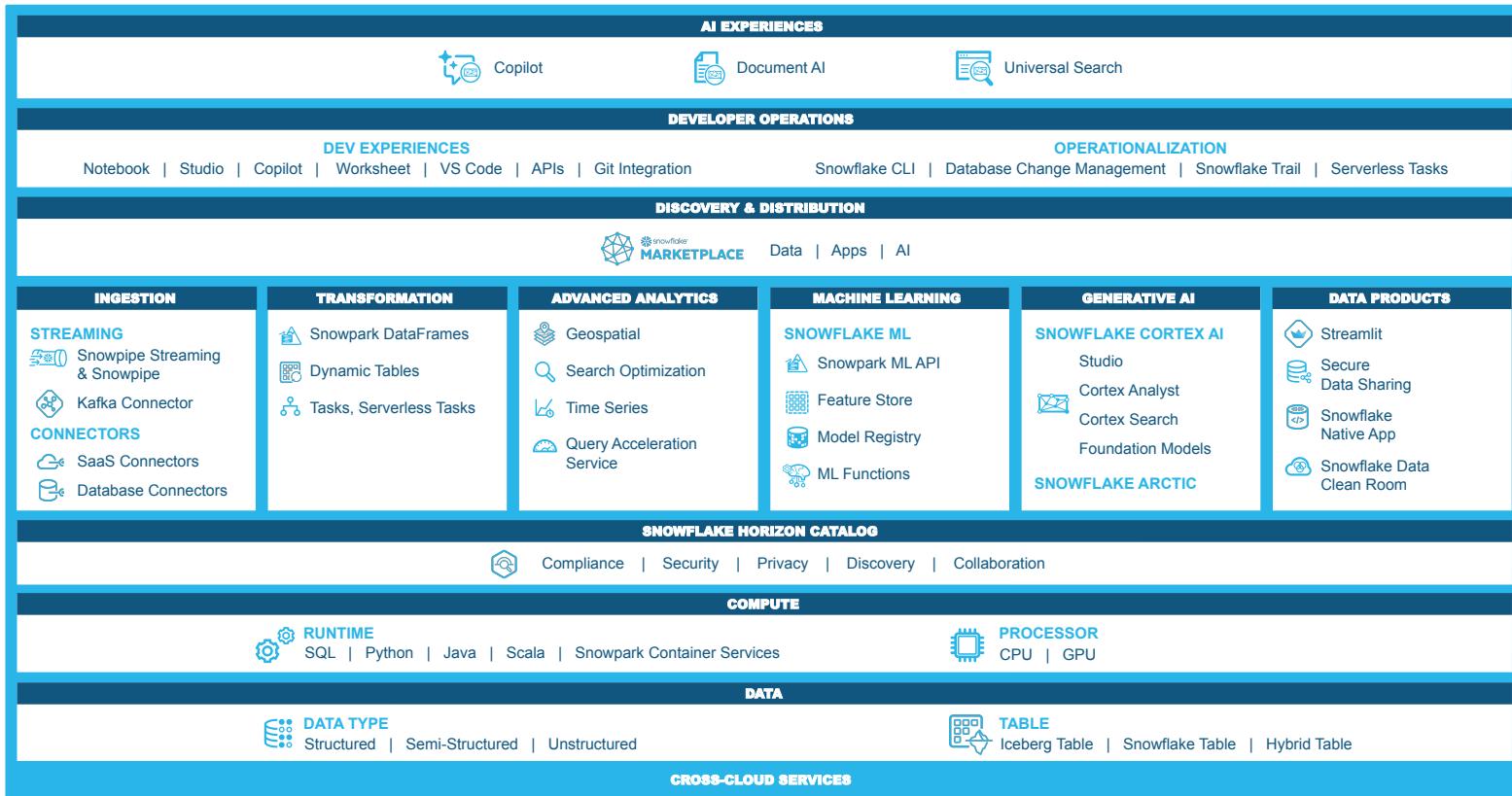
**ATALIA  
HORENSHTIEN**



Consulting Client Executive  
(Former Data Scientist)



# Snowflake Architecture



# Snowflake Cortex AI is Easy, Connected, Trusted



## Snowflake Cortex AI

### AGENTS & INSIGHTS

Agent Apps  
**Snowflake Intelligence** PU  
Soon

Agent APIs  
**Cortex Agents** GA Soon

Multimodal AI-powered SQL  
**Cortex AISQL** PU

### PROCESSING & RETRIEVAL

Unstructured Data Retrieval  
**Cortex Search**

Structured Data Retrieval  
**Cortex Analyst**

Document Processing  
**Document AI, Parse, Embed**

### DATA

Data Connectors  
**Openflow**



AI Ready Data & Apps  
**Snowflake Marketplace**



Multimodal Data  
**Snowflake, External**



### MODELS

OpenAI  
ANTHROPIC

Meta

MISTRAL AI

deepseek

snowflake<sup>®</sup>

Inference &  
Fine-Tuning APIs

Embedding Models

### GOVERNANCE

RBAC

Guardrails

Evaluations

Monitoring

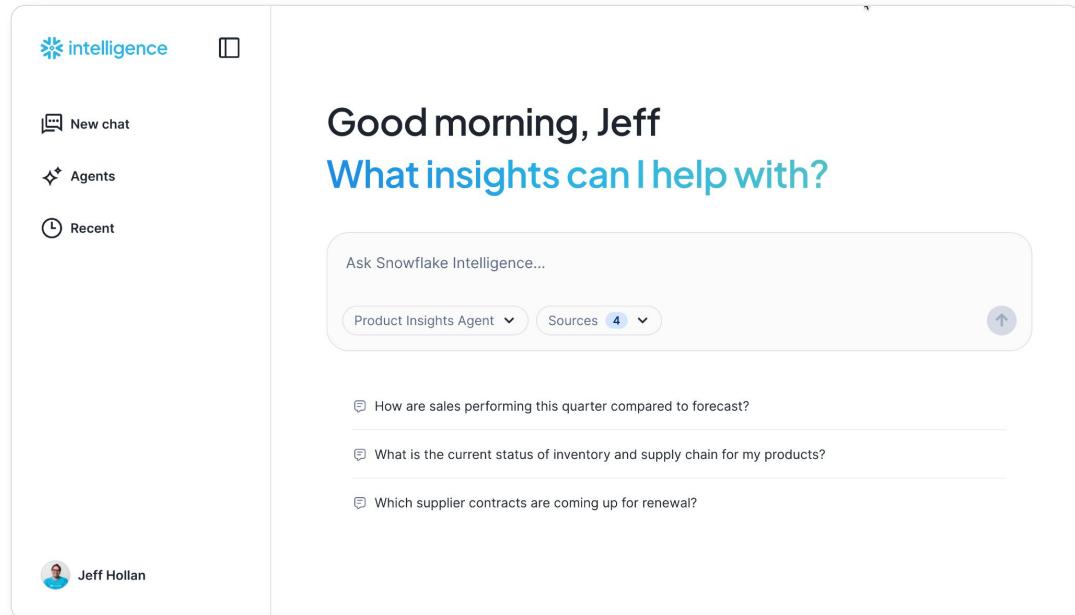
AI Gateway



# Introducing Snowflake Intelligence

AI-powered data agents for everyone

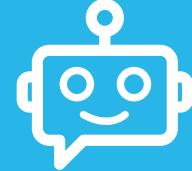
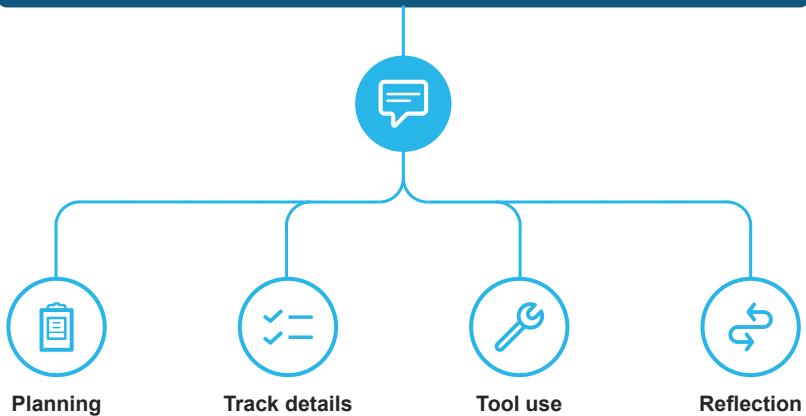
- Ready-to-run application for rich conversational AI experiences on top of your Snowflake and business application data.
- Integrated with Snowflake governance and access controls.
- A standalone application so you can invite anyone in the business to surface insights and take action from your data.
- [ai.snowflake.com](https://ai.snowflake.com)



# What Is An Agent?



AI Agents refers to artificial intelligence systems that can be configured to reason through a task by breaking it into smaller subtasks for accomplishing a specific goal.



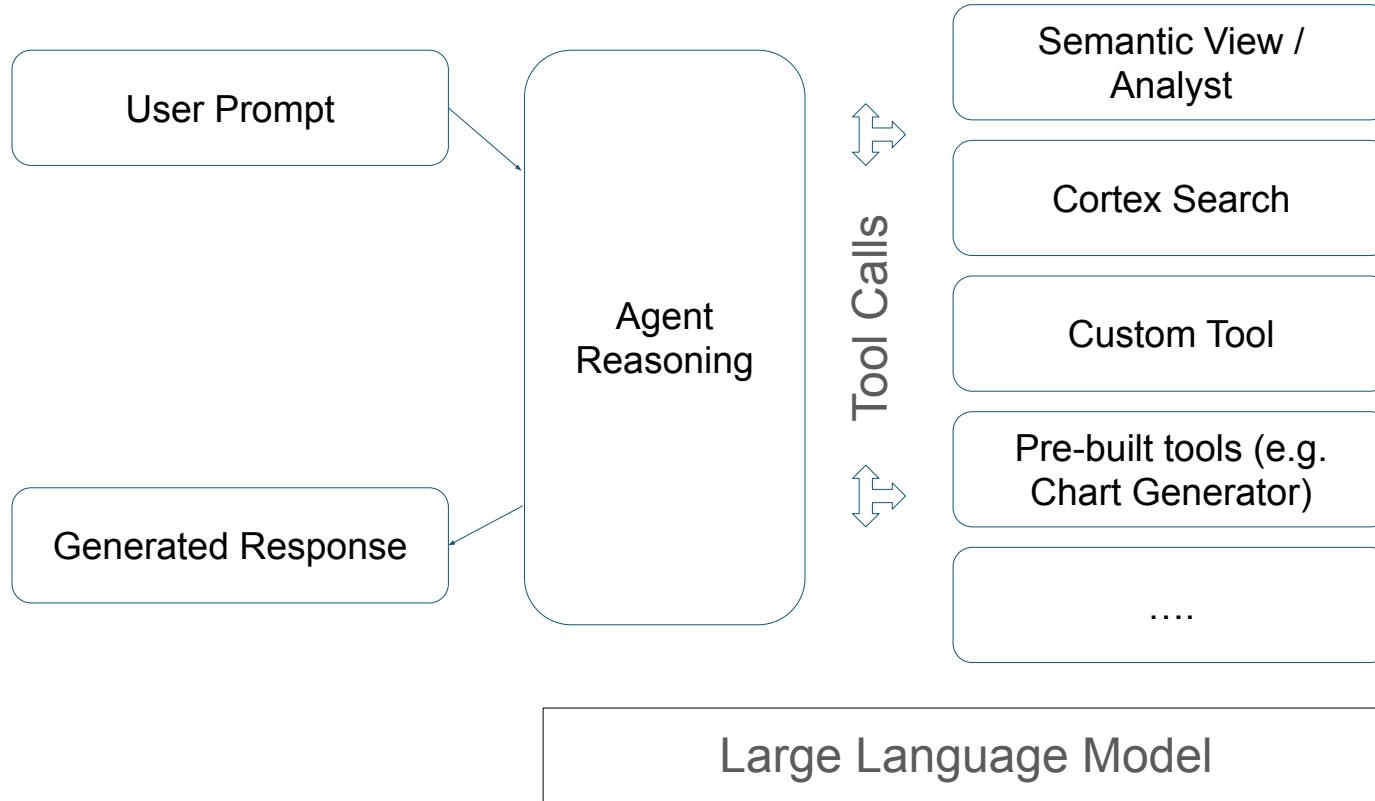
AI agents dynamically handle multi-step actions and complex reasoning, a significant improvement over the mostly reactive software tools available today.

Think of it this way:

- You **talk to a chatbot**, but
- You **delegate to an agent**.



# How Snowflake Intelligence Works



# CONNECTING TO YOUR DATA



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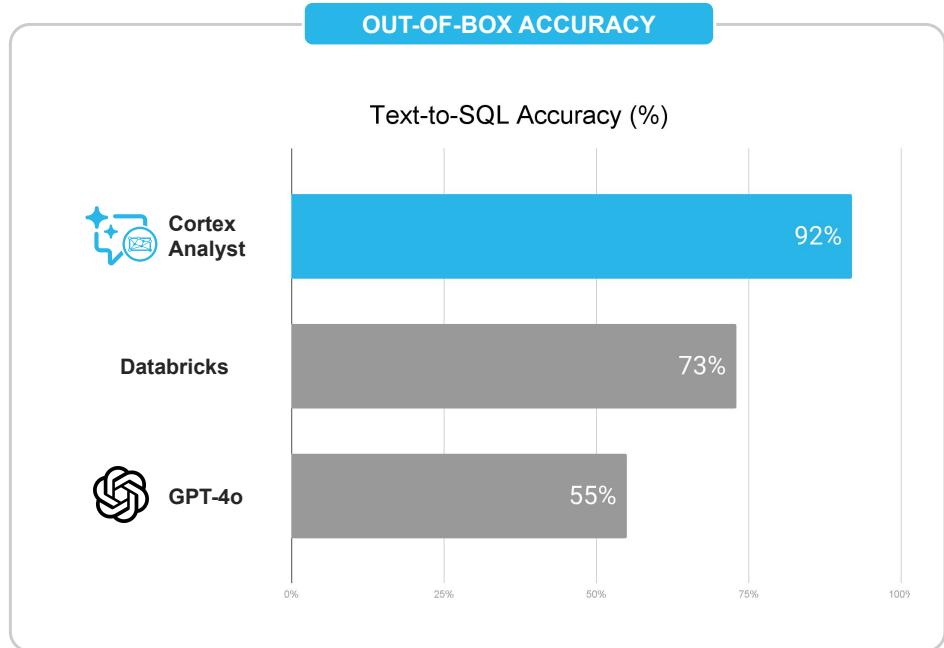
# Surface Structured Insights Through Cortex Analyst

## Why?

Cortex Analyst is an agentic AI service powered LLMs on customer defined table semantics; all running inside Snowflake.

## Customizable to your data

- Enrich semantic model with business synonyms and metric definitions
- Add common queries to Verified Query Repository (VQR)
- Add business specific rules with custom instructions



\*SQL generation accuracy on joins, based on internal benchmarks.  
Source: Snowflake Cortex Analyst: Introducing Joins for Star and Snowflake Schemas.



# Snowflake Semantic Views

## WHAT IS IT

Semantic View is a new schema level object that stores all semantic model information natively in the database, replacing the current Cortex Analyst YAML file stored in stage.

## WHY USE IT

AI LLM accuracy is improved through the rule-based correctness of the Semantic Model. Allows BI business users to interact with data through consistent business metrics.

## HOW TO USE IT

Users can access via any SQL interface or through the Cortex Analyst Semantic Model Generator.

The screenshot shows the Snowflake Semantic View editor interface. On the left is a sidebar with a tree view of the schema structure:

- Root: MY\_SAMPLE\_DATA / TPCDS\_SF10TCL / TOTAL\_SALES\_ANALYSIS\_SV
  - Semantic view
  - ACCOUNTADMIN
  - 2 hours ago
- Semantic View Details tab (selected)
- Semantic Concepts tab
- Logical Table Concepts section (disabled)
- Metrics section:
 

NAME	EXPRESSION	SYNONYMS
# total_net_revenue	SUM(store_sales_net_revenue) + SUM(web...)	"Store area", "Store location"
# profit_margin	(SUM(total_net_revenue) - SUM(total_cost)) /	"Store zone", "Store division"
- Dimensions section:
 

NAME	EXPRESSION	SYNONYMS
store_region	store_region	"Store area", "Store location"
store_district	store_district	"Store zone", "Store division"
- Facts section:
 

NAME	EXPRESSION	SYNONYMS
store_net_revenue	SUM(ss.net_paid)	"Store area", "Store location"
store_total_units_sold	SUM(ss.quantity)	"Store zone", "Store division"
- Model-wide Concepts section:
 

NAME	LEFT TABLE	RIGHT TABLE	RELATIONSHIP COLUMNS
customer_to_store_sales	customer	store_sales	customer.c_customer_sk = store
customer_to_web_sales	customer	web_sales	customer.c_customer_sk = store

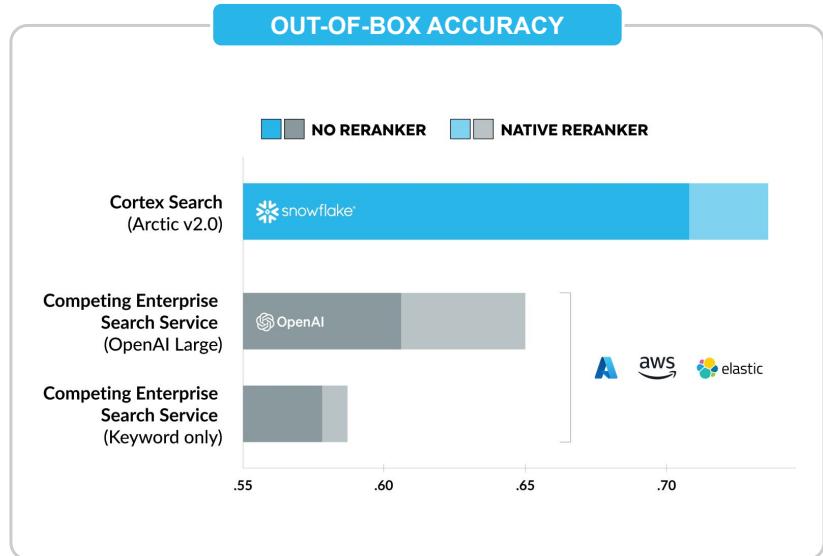
# Surface Unstructured Insights Through Cortex Search

## Why?

Combines vector and keyword search methods, along with ensemble of reranking models and customizable scoring.

## Customizable to your data

- Automatically improve search quality via parameter tuning and evaluations
- Personalize the search ranking based on business data and user signals
- Semantic term boosting for adaptive business search requirements



Retrieval system average performance across tasks  
Avg NCDG@10



# Enrich agents with external knowledge, effortlessly

## Through AI-ready third-party data products

The screenshot shows the Snowflake Marketplace interface. On the left, the 'Cortex AI Ready Publications & Content' provider is selected. On the right, a specific AI-generated response is displayed for the query 'How are tariffs expected to affect aluminum prices?'. The response is categorized under 'Thinking completed' and includes a summary of Trump's steel and aluminum tariffs and their impact on global growth.



### Avoid complex, unreliable scraping practices

Quickly access high-quality, AI-ready data sources from premium publishers



### Easily enhance your AI context, without training

Connect up-to-date, clearly-cited data to your agents and enterprise AI with RAG



### Built for enterprise security & compliance

Your prompts are confidential and data sources are properly licensed for AI



News & Expert opinions | Research papers | Technical books, documentation & forums | SaaS applications | Financial market data | Alternative data





# Snowflake & Hakkoda's Partnership

## and the Impact on Our Customers

 100%  
SnowPro certified

 2023  
Americas Innovation  
Partner of the Year

 2022  
Emerging Partner of the Year

 2024  
Healthcare and Life Sciences Service  
Partner of the Year

### Technical Depth



Our team knows the Snowflake platform inside and out, and they use that knowledge to enable clients

### Unique Capabilities



As an Elite partner, our engineers get exclusive access to the most innovative Snowflake features

### Future-Proof Data Strategy

Our business is built on understanding where the marketplace is headed and helping our clients stay ahead of the curve.



We've Been in Your Chair.  
Now, We're in Your Corner.

Modern data solutions aren't built  
on technical expertise alone.

Our industry teams understand **your  
business** and come to the table with  
decades of experience driving  
practical results in complex and  
**highly regulated industries**.



## Industry Experts

- Healthcare & Life Sciences
- Financial Services & Insurance
- Public Sector (Fed & SLED)
- Supply Chain & Logistics
- Retail & CPG
- Automotive

## Global Teams





# Hakkōda's Services

## Data Strategy

Every successful journey begins with a plan, and a good plan is informed with experience and insight. Hakkoda wrapped our expertise and research into a framework called **The Data Innovation Journey™** with the objective of guiding your organization along the path from Chaos to Innovation.

### Migrate

We help your organization move to cloud optimized technologies that deliver price and performance.

#### Migrate from:

- SAP BW / Hana
- Teradata
- Netezza
- Exadata
- MSSQL Server

Hakkoda's Migration Accelerators

### Modernize

We help you adopt new design patterns that enable the critical capabilities to compete in a AI driven world.

#### Modernize your:

- Data Architecture
- Governance & Security
- Analytics
- Data Operations
- AI
- Applications

### Monetize

We help you connect your data investments to real strategic outcomes.

- Replatform or launch applications
- Create new revenue streams
- Reduce operating expenses
- Make faster, data driven decisions

## Managed Services

Our data and AI experts can not only get you there, we can keep you there. A cost effective, global team harnessing Hakkoda's data ops copilots not only keep your systems running, we are constantly evolving them to keep you ahead of the competition.



# The Hakkōda AI Co-Innovation Center Storefront

## AI Innovation Consulting

Innovation Workshops (DIJ)

CINO as a Service

Value Engineering

Innovation Roadmaps

Change Strategy

Monetization Planning

Adoption and Enablement

## Packaged Solutions

Prototyping Sprintshops

AI Enabled Accelerators

Strategic GTM Accelerators

Monetization Solutions

AI Solutions

R&D as a Service

## AI & ML Services

AI Development

AI Consulting

AI & ML Architecture / Design

MLOps Implementation

AI Application Development

AI Security & Governance

## Gen AI Services

Gen AI Development

Gen AI Integration

Agentic Architectures

Prompt Engineers

AI Agent Development

Gen AI Basics Consulting

## General Services

Data Innovation Journey | Advisory and Strategy | Delivery Management | Proactive Concierge

# What We've Built

Explore the AI-powered solutions and prototypes developed by Hakkoda Innovation. Filter by category to see examples of specific capabilities.



All    AI Accelerator    AWS Bedrock    **Agentic Solutions**    Automation    BI Migration    Client Work    Financial Services    Full Stack    POC    Snowflake Cortex    Snowflake Native App  
Streamlit



## DIJ Agent

The DIJ Agent is an agentic solution that automatically transcribes meetings, summarizes the content, writes the content to MIRO boards, and provides a chat interface to the user to interact with the content.

Full Stack    Agentic Solutions

Watch Demo Assets Repository



## Snowflake Cortex Agents Demo

Showcasing our ability to develop a Snowflake Cortex agent solution within a React application.

Full Stack    Snowflake Cortex    POC    Agentic Solutions

Watch Demo Assets Repository

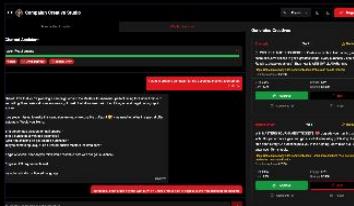


## Cortex Search Chatbot

This solution scraped every docs page on the Sigma Computing website and used the content to build a chatbot that can answer questions about the product.

Full Stack    Snowflake Cortex    POC    Agentic Solutions

Watch Demo Assets Repository



## Under Armour - Marketing Copy POC

This POC is a full-stack application that leverages Snowflake Cortex, Langchain, and Langgraph to generate marketing copy for Under Armour.

Full Stack    Snowflake Cortex    POC    Agentic Solutions

Client Work

Watch Demo



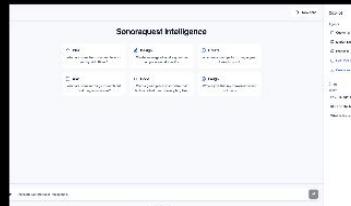
## USAA - Cortex Agentic Platform POC

This application is a full-stack application that leverages Snowflake Cortex, specifically Snowflake Cortex Search (document search) and Snowflake Cortex Analyst (text to SQL).

Full Stack    Snowflake Cortex    POC    Agentic Solutions

Financial Services    Client Work

Watch Demo



## Sonoraquest - Cortex Intelligence Platform

This application is a full-stack application that leverages Snowflake Cortex, specifically Snowflake Cortex Search (document search), Snowflake Cortex Analyst (text to SQL), and Snowflake Cortex AI Complete (Generalized ChatGPT like responses).

Full Stack    Snowflake Cortex    POC    Agentic Solutions

Client Work

Watch Demo

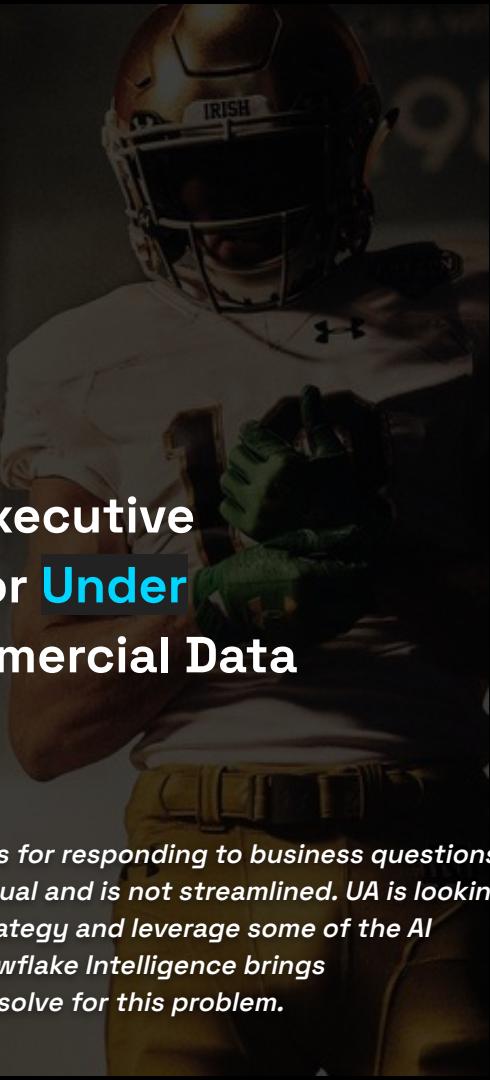


## Under Armour Snowflake Intelligence Configuration

# Automating Executive Intelligence for Under Armour's Commercial Data

## ⌚ Overview

*The current process for responding to business questions remains highly manual and is not streamlined. UA is looking to scale their AI strategy and leverage some of the AI functionalities Snowflake Intelligence brings out-of-the-box to solve for this problem.*



## Challenge

- The current process for responding to business questions remains highly manual and is not streamlined.
- Cross-functional questions (e.g., "What's our AUR trend?" or "Why are we discounting?") require analysts to reconcile definitions, stitch multiple tables, and validate against Tableau logic.
- Executives lack fast, consistent "why" explanations and must rely on analyst time and manual investigation.



## Solution

- **Focus:** Define a focused POC using the Commercial/Omni model,
- **Metrics:** Project anchored to well set of certified metrics.
- **Proving Value:** Pilot first with analysts and prove accuracy and usefulness. Once trust is established, extend to executive leadership.



## Outcomes

**Instant Answers** – Solution allows leaders to get live and instant answers to their adhoc questions.

**Trusted Results** – Trusted solution provides answers that executives can trust on top of existing quality data.

# Medtronic

Cortex Agent  
Development for Data  
Analysis

## Building a Negotiation Assistant for Medtronic Global Supply Management

### Overview

*Medtronic's Global Supply Chain Managers needed rapid access to business insights in order to effectively negotiate with vendors. Cortex Agents (underlying framework for SI) were utilized to build assistants.*



### Challenge

- Heavy burden on analytics and data team
- Turn around on supply chain questions and negotiation information was much too slow to be effective.
- GSM's needed to know the why in addition to the what that currently existed in Tableau.



### Solution

- **Supply Chain Focus:** Define a focused POC using two main supply chain tables.
- **Defined Questions:** Defining a preset area of questions allowed for focused development.



### Outcomes

**Instant Answers** – Solution allows GSM's to get live and instant answers to their adhoc questions.

**Trusted Results** – Trusted solution provides answers that executives can trust on top of existing quality data.

# DEMO



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# HANDS ON LAB



# PRACTICAL GUIDANCE



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# Best Practices and Tips

1

Each agent should have a **business** owner and a **data** owner working collaboratively

2

**Start small** - find a single business function or application, build it, test it, improve it. Grow from there

3

The **semantic model** is often the best place to add more data and context to improve the quality of your agent

4

**Bigger is not always better** for your semantic view. Splitting views makes it easier for the agent to call across multiple datasets

5

Create **golden dataset** to ensure the experience does not regress as you add more functionality to your Agent

6

**Conduct a pilot** with a small set of users to identify interaction blind spots



# Expanding Beyond the Pilot

## Use Domain Specific Agents

Sales



Supply Chain



Marketing



## Evaluation and Observability

### USE SAMPLE QUESTIONS

Show me correlation between guest feedback and ops issues.

Analyze supply chain disruption for South Florida

## Tune Prompting and Context



Investigate inaccuracies to continuously improve semantic views and orchestration prompts



# Roadmap

- Ability to upload attachments and ask questions (.xlsx, .csv, .docx, .pdf...) [Oct]
- Snowflake Intelligence / Agents REST API [PuPr Now - Cortex Data Object Agent]
- MCP integration (call agent via MCP [Sept], or add MCP as tools [~Dec])
- Improvements to charts (look and feel, styles, customization) [Sep/Oct]
- Semantic View automations – auto-improve based on verified queries, enrich semantic view with other datasets (Tableau, Power BI, dbt, ...) [PrPr now, Oct PuPr]
- Theming and brand customization (logo) [Sept]
- Observability improvements – see conversations happening with an agent [Sept], and trace the agent reasoning / inputs for answering [Sept/Oct], eval sets [~Oct PrPr]
- Usage and Spend Views [Oct]
- Ability to do analytics over a large set of search documents [Oct]
- GA [Early November]
- Save charts or chat outputs [~Nov/Dec]
- Schedule a chart or artifact to get updates [~Nov/Dec]



# Stay Connected



John DaCosta

Senior Solutions Engineer @ Snowflake ( DW, AI, GenAI, ML )



Jacob Scott

Senior AI Engineer @ Hakkoda



Atalia Horenshtien

Consulting Executive for modern data and AI solutions



[john.dacosta@snowflake.com](mailto:john.dacosta@snowflake.com)

[jacob.scott@ibm.com](mailto:jacob.scott@ibm.com)

[atalia.horenshtien@ibm.com](mailto:atalia.horenshtien@ibm.com)



# Next Steps

Book a Meeting / Working Session



# THANK YOU



