### **1. Standard Edition (Basic Tier)**

**Think of it as the starter pack.**

* **For:** Small to mid-size businesses.
* **Includes:** All core Snowflake features (data loading, SQL querying, secure storage).
* **Limits:** No advanced security or data sharing governance.
* **Use case:** Good for general use where compliance and complex security aren’t critical.

### **2. Enterprise Edition**

**Adds more power, especially for bigger teams or regulated industries.**

* **Includes everything in Standard**, plus:  
  + **Time Travel:** Up to 90 days (vs. 1 day in Standard).
  + **Fail-safe:** Longer data recovery window.
  + **Multi-cluster warehouses:** Handles high concurrency (many users at once).
* **Use case:** Growing companies needing better performance and data recovery.

**3. Business Critical Edition (Formerly Enterprise for Sensitive Data / ESD)**

**For companies with strict security and compliance needs.**

* **Includes everything in Enterprise**, plus:  
  + **End-to-End Encryption:** Stronger, with support for customer-managed keys.
  + **HIPAA, PCI DSS compliance**
  + **Private connectivity (e.g., AWS PrivateLink)**
* **Use case:** Healthcare, finance, and any industry with strict data security rules.

### **4. Virtual Private Snowflake (VPS)**

**A completely isolated Snowflake—like having your own private version.**

* **Includes everything in Business Critical**, plus:  
  + **Dedicated, isolated infrastructure**
  + **Higher-level security controls**
* **Use case:** Government agencies, Fortune 500s, or anyone needing maximum isolation.

### **Quick Comparison Table:**