

NEWS DETAILS

[Overview](#)[News](#)[Events & Presentations](#)[Stock Information](#)[Financials](#)[Governance](#)[Resources](#)[View All News →](#)

Snowflake Openflow Unlocks Full Data Interoperability, Accelerating Data Movement for AI Innovation

June 3, 2025

- *Powered by Apache NiFi™, Snowflake Openflow redefines what open, extensible, and managed data movement looks like, dramatically simplifying the process of getting data from where it is created to where it can be used*
- *Customers like **Irwin**, a **FactSet** company, **Securonix**, and **WorkWave** are set to use hundreds of ready-to-use connectors and processors to effortlessly move and scale data across their global businesses with confidence*
- *Organizations can now quickly adopt new or merge existing data engineering practices into their Snowflake workflows for greater scale and collaboration with additional new features like dbt Projects, upgraded support for Apache Iceberg™ tables, and Snowpipe Streaming*

SAN FRANCISCO--(BUSINESS WIRE)-- [Snowflake](#) (NYSE: SNOW), the AI Data Cloud company, today announced at its annual user conference, [Snowflake Summit 2025](#), that it is revolutionizing data movement with [Snowflake Openflow](#), a multi-modal data ingestion service that allows users to easily connect to virtually any data source and drive value from any data architecture. Snowflake Openflow underscores Snowflake's commitment to data unification and interoperability, enabling thousands of global customers to integrate their entire enterprise data ecosystem with AI models, apps, and data agents directly in Snowflake through pre-built and extensible connectors. Eliminating fragmented data stacks and the hours of manual labor data teams spend on ingestion, Snowflake Openflow makes data movement effortless, unifying various types of data and formats, so customers can rapidly deploy AI-powered innovations. Snowflake Openflow's Bring Your Own Cloud deployment model is now generally available on AWS.

"Snowflake Openflow dramatically simplifies data accessibility and AI readiness. We're seeing more customers adopt an AI-first data strategy, which is dependent on having access to all of your data in a single platform," said Chris Child, VP of Product, Data Engineering, Snowflake. "With Snowflake Openflow, we're redefining what open, extensible, and managed data integration looks like, so our customers can quickly build AI-powered apps and agents without leaving their data behind."

[Skip to main content](#)

Snowflake Unveils Limitless Interoperability, Built for the AI Era

[REQUEST A MEETING WITH MANAGEMENT](#)



Snowflake Openflow Unlocks Full Data Interoperability, Accelerating Data Movement for AI Innovation

Today's enterprises require seamless access to clean, high-volume data to power their AI innovations, regardless of where that data lives. However, data engineers often struggle with rigid data pipelines, fragmented data stacks, and constrained resources — making it harder to get their data and platforms ready for the AI world. Current approaches to data integration struggle to handle the necessary scale, responsiveness, and support needed for the multi-modal data that generative AI demands.

Tapping into a [\\$15B market](#), Snowflake Openflow eliminates these roadblocks by supporting customers from the moment

data is connected to virtually any source, on-premise or in the cloud. It offers an open, extensible, managed, multi-modal data integration service, integrating structured and unstructured, batch and streaming data. Snowflake Openflow makes the process of getting data from where it is created to where it can be used effortless — a key element for ensuring seamless data extraction, transformation, and load (ETL) for AI. Enterprises like **Irwin**, a **FactSet company**, **Securionix**, and **WorkWave** can now scale their data integrations with confidence, laying the groundwork for AI innovation, without sacrificing control, simplicity, or governance.

Snowflake Openflow also embraces open standards, so organizations can bring data integrations into a single, unified platform without vendor lock-in and with full support for architecture interoperability. Powered by [Apache NiFi™¹](#), an Apache Software Foundation project built to automate the flow of data between systems, Snowflake Openflow enables data engineers to build custom connectors in minutes and run them seamlessly on Snowflake's managed platform. With Snowflake Openflow, users can harness their data across the entire end-to-end data lifecycle, while adapting to evolving data standards and business demands. Hundreds of ready-to-use connectors and processors simplify and rapidly accelerate data integration from a broad range of data sources including **Box**, **Google Ads**, **Microsoft Dataverse**, **Microsoft SharePoint**, **Oracle**, **Proofpoint**, **Salesforce Data Cloud**, **ServiceNow**, **Workday**, **Zendesk**, [and more](#), to a wide array of destinations including cloud object stores and messaging platforms, not just Snowflake.

Snowflake Extends Choice and Flexibility with Expanded Capabilities for Data Engineering

In addition to Snowflake Openflow, Snowflake continues to streamline its data engineering capabilities with additional innovations that help engineers code and automate pipelines with greater confidence, enhancing their existing skills and workflows:

- **Build, Deploy, and Optimize Data Pipelines Faster:** Combining Snowflake's automation and managed services with dbt, a leading open source data transformation workflow, customers can now build, run, and govern [dbt Projects](#) natively in Snowflake (public preview soon). This allows users to focus on delivering insights rather than maintaining infrastructure. dbt Projects is available within a new native file-based development environment, **Snowflake Workspaces**, with features including in-line AI Copilot code assistance, native git integration, and side-by-side visual differencing. dbt Projects will soon be [powered by the dbt Fusion engine](#), through Snowflake. Fusion in Snowflake's managed dbt Projects will be available in the coming months.
- **Centralize Your Data with a Connected and Open Lakehouse:** Grounded in interoperability across clouds and open source technologies, customers can build a single connected view of their open lakehouse and activate nearly any [Apache Iceberg™ table²](#) with Snowflake's performant engine. With expanded support for semi-structured data with **VARIANT** and newly available optimizations for file size and partitions, organizations can unlock deeper insights from more of their Iceberg data — all while ensuring their data is secure, governed, and in their control.
- **Enable More Powerful Streaming:** Powered by the new architecture with [Snowpipe Streaming](#) (now in public preview), Snowflake Openflow is also enabled to unlock more powerful streaming ingest with high throughput of up to 10 gigabytes per second, and significantly reduced latency so that data is available for querying in as little as 5-10 seconds after ingest.

Partners Accelerating Data Integration with Snowflake Openflow:

- **Adobe:** [Skip to main content](#) "Our partnership with Snowflake is dedicated to empowering businesses to [create exceptional customer experiences](#) through the strategic use of their data," said Justin Merickel, Vice President for Analytics at Adobe. [REQUEST A MEETING WITH MANAGEMENT](#) "With Snowflake Openflow, our joint customers will be able to seamlessly integrate a wider array of rich customer insights

and audience data from Adobe Experience Platform with their broader enterprise data in Snowflake. This will accelerate their ability to unlock more holistic insights and activate them with enhanced agility, powering highly personalized engagements with remarkable efficiency.”

- **Box:** “Enterprises today face increasing pressure to unify fragmented data and make it AI-ready, and that starts with seamless, scalable integration,” said Ben Kus, Chief Technology Officer, **Box**. “The strategic partnership between Box and Snowflake combines the leading platforms for both their unstructured and structured data to use the power of AI to unlock the value of their data like never before. Together, we’re removing the complexity of data integrations so customers can maximize value and accelerate outcomes across the entire content lifecycle.”
- **Microsoft:** “Microsoft is collaborating with Snowflake to make data from Microsoft Dataverse, Dynamics 365 apps, and Power Platform apps easily connected across enterprise data ecosystems through Snowflake Openflow,” said Nirav Shah, Corporate Vice President, Dataverse, **Microsoft**. “The ready-to-use connectors make data movement fast, effortless, and secure so customers can reach their full data potential to advance meaningful AI development.”
- **Oracle:** “Enterprises today are looking to unlock the full potential of their data, wherever it resides, to drive transformative AI initiatives. Our expanded partnership with Snowflake and the introduction of this new, high-speed connector directly addresses this need,” said Jeff Pollock, Vice President of Product Management, **Oracle**. “By enhancing the interoperability and performance of data connectivity with the Snowflake AI Data Cloud, we are empowering our joint customers to accelerate their data pipelines to gain faster, more actionable insights that can truly move their businesses forward in the AI era.”
- **Proofpoint:** “AI has drastically increased the volume and velocity of data, making it even more imperative for enterprises to maintain full control and governance over their most valuable asset. Snowflake Openflow ensures that fully interoperable data movement is not only possible, but can be secure at the same time,” said Amer Deeba, Group Vice President, **Proofpoint** DSPM group. “Proofpoint DSPM enables customers to classify sensitive data inline within Openflow and apply Snowflake tags to it, unlocking a more complete, centralized data landscape so they can innovate confidently and securely.”
- **Salesforce:** [Salesforce Data Cloud for Snowflake](#), enabled through Salesforce’s industry-defining Zero Copy Network, enables customers to connect and harmonize data across systems. Later this year, customers will be able to use Snowflake to leverage Snowflake Openflow via the Zero Copy technology. “The new integration with Snowflake Openflow represents an important enhancement in our existing Zero Copy data integration, actively dismantling these barriers. It empowers joint customers with more functionality to seamlessly and securely access and activate all their data in real time, transforming enterprise data to fuel AI-powered applications and intelligent agents across their operations,” said Nick Johnston, SVP of Strategic Partnerships and Business Development, **Salesforce**.
- **ServiceNow:** “As AI adoption increases, there’s an increasing need to eliminate data siloes through bi-directional integrations with enterprise data lakes like Snowflake,” said Amit Saxena, Vice President and General Manager, Workflow Data Fabric, **ServiceNow**. “Through our partnership with Snowflake Openflow and ServiceNow’s Workflow Data Network, we’re eliminating data siloes so that our customers can reap the benefits of intelligent automation to better power their organizations.”
- **Zendesk:** “Zendesk powers more than 10,000 AI customers worldwide, delivering real-time, personalized support at scale,” said Tim Marsden, VP of Technology Alliances, **Zendesk**. “Our partnership with Snowflake and the launch of Snowflake Openflow creates an unprecedented, fully-integrated data ecosystem that drives smarter insights and accelerates AI innovation across customer journeys. Together, we’re defining the future of AI-powered service and helping businesses transform their customer experience through data-driven intelligence.”

Learn More:

- Dive deeper into how Snowflake Openflow is revolutionizing data movement for the AI era in this [blog post](#).
- Explore more of the ways Snowflake is expanding its data engineering capabilities, like dbt Projects and growing open lakehouse capabilities, in this [blog post](#).
- Check out all the innovations and announcements coming out of Snowflake Summit 2025 on [Snowflake’s Newsroom](#).
- Stay on top of the latest news and announcements from Snowflake on [LinkedIn](#) and [X](#), and follow along at [#SnowflakeSummit](#).

¹ “Apache NiFi” is a registered trademark or trademark of the Apache Software Foundation in the United States and/or other countries.

² “Apache Iceberg” is a registered trademark or trademark of the Apache Software Foundation in the United States and/or other countries.

[Skip to main content](#)

 REQUEST A MEETING WITH MANAGEMENT

Forward Looking Statements

This press release contains express and implied forward-looking statements, including statements regarding (i) Snowflake's business strategy, (ii) Snowflake's products, services, and technology offerings, including those that are under development or not generally available, (iii) market growth, trends, and competitive considerations, and (iv) the integration, interoperability, and availability of Snowflake's products with and on third-party platforms. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described under the heading "Risk Factors" and elsewhere in the Quarterly Reports on Form 10-Q and the Annual Reports on Form 10-K that Snowflake files with the Securities and Exchange Commission. In light of these risks, uncertainties, and assumptions, actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. As a result, you should not rely on any forward-looking statements as predictions of future events.

© 2025 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).

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, apps and AI. With Snowflake, data and AI are transformative for everyone. Learn more at snowflake.com (NYSE: SNOW).

Media Contacts:

Caroline McInerney
Product PR Specialist, Snowflake
press@snowflake.com

Source: Snowflake Inc.

Multimedia Files:



Snowflake Openflow Unlocks Full Data Interoperability, Accelerating Data Movement for AI Innovation

Download:

[Download original 1412 KB \(2000 x 856\)](#)

[Download thumbnail 34 KB \(200 x 86\)](#)

[Download lowres 160 KB \(480 x 205\)](#)

[Download square 99 KB \(250 x 250\)](#)



Download:

[Download original 130 KB \(1800 x 550\)](#)

[Download thumbnail 5 KB \(200 x 61\)](#)

[Download lowres 17 KB \(480 x 147\)](#)

[Skip to main content](#)



REQUEST A MEETING WITH MANAGEMENT



THE DATA CLOUD

- Platform
- Why Snowflake
- Pricing
- Marketplace
- Security & Trust

RESOURCES

- Resource Library
- Webinars
- Documentation
- Community
- Procurement
- Legal

ABOUT

- About Snowflake
- Investor Relations
- Leadership & Board
- Snowflake Ventures
- Careers
- Contact

SOLUTIONS

- Snowflake for Financial Services
- Snowflake for Advertising, Media, & Entertainment
- Snowflake for Retail & CPG
- Healthcare & Life Sciences Data Cloud
- Snowflake for Marketing Analytics

EXPLORE

- News
- Blog
- Trending
- Guides

INVESTOR EMAIL ALERTS

Enter your Email Address

SIGN UP

- News
- Quarterly Reports
- SEC Filings

- Events & Presentations
- Annual Reports
- End of Day Stock Quote

UNSUBSCRIBE