Dash's BUILD London 2026 Keynote Demos

Overview

Use Case: A retail company modernizing their data stack on Snowflake—from development to production AI.

Build analytics pipelines faster with AI-powered developer tools. Train product recommendation models with GPU-accelerated notebooks. Unify transactional and analytical workloads via hybrid Postgres + Snowflake architecture—all accessible through natural language with Snowflake Intelligence.

Features

DEMO 1: Developer Tools

- Cortex Code CLI → Generate SQL queries and dbt models from natural language (AI-assisted code generation)
- VS Code Extension → Browse objects, edit SQL, run queries inline (familiar IDE experience)
- Snow CLI → List tables, run ad-hoc queries, deploy stored procedures (CLI automation)

DEMO 2: Notebooks + ML

- Workspaces (Git) → Navigate repo, show dbt project and notebooks (version-controlled collaboration)
- Notebook vNext (GPU) → Train XGBoost on GPU compute pool
- Model Registry → Register model with metrics and versioning (governed ML lifecycle)
- Service Endpoint → Deploy model as scalable inference API for Snowflake Intelligence (production serving)

DEMO 3: Data + Intelligence

- Snowflake Postgres → Product reviews and Support tickets (managed OLTP for transactional writes)
    - POSTGRES_SYNC_TASK → Scheduled task syncing Postgres to RAW tables every 5 min (real-time OLTP/OLA...
- Iceberg Export → Export to open format on S3 (no vendor lock-in)
    - PG_LAKE_REFRESH_TASK → Scheduled task syncing RAW to Iceberg every 5 min (automated export)
- pg_lake → Query Snowflake data from external Postgres via Iceberg (open lakehouse interoperability)
- Snowflake Intelligence → Business users ask questions in plain English (Analyst + Search + ML)
- REST API → Embed AI insights into apps, dashboards, and workflows

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Architecture

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│                    DEMO 1: DEVELOPER TOOLS                         │
│                                                                    │
│  Cortex Code CLI ──→ VS Code Extension ──→ Snow CLI                │
│  (AI generates)      (edit & browse)       (deploy & automate)     │
│       │                                                            │
│       ▼                                                            │
│  dbt models, SQL, Python code                                      │
│                                                                    │
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│                    DEMO 2: NOTEBOOKS + ML                          │
│                                                                    │
│  Workspaces (Git) ──→ Notebook vNext (GPU) ──→ Model Registry ──→ Service │
│                              │                       │            Endpoint │
│                              ▼                       ▼                     │
│                       XGBoost Training        Versioned Models            │
│                       (gpu_hist)                     │                     │
│                                                      ▼                     │
│                              create_service() on GPU pool                 │
│                                                                    │
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│                  DEMO 3: DATA + INTELLIGENCE                       │
│                                                                    │
│  ┌──────────────┐         ┌──────────────┐         ┌──────────────┐│
│  │ SNOWFLAKE    │  Sync   │ SNOWFLAKE    │  Sync   │ ICEBERG ON S3││
│  │ POSTGRES     │  task   │ (RAW tables) │  task   │ (open format)││
│  │ (managed OLTP)│ ──→    │              │ ──→     │              ││
│  │              │         │ product_reviews│        │ product_reviews│
│  │ product_reviews│(5 min)│ support_tickets│(5 min) │ support_tickets│
│  │ support_tickets│       │              │         │              ││
│  └──────────────┘         └──────────────┘         └──────────────┘│
│                                  │                         │        │
│                                  ▼                         ▼        │
│                     Snowflake Intelligence          pg_lake         │
│                                              (external Postgres)    │
│                     ┌──────────────────┐            │               │
│                     │ Cortex Analyst   │            ▼               │
│                     │ Cortex Search    │     Any Iceberg-capable    │
│                     │ Custom ML Tools  │     engine (Spark, Trino,  │
│                     └──────────────────┘     DuckDB, etc.)          │
```