Sales Insights Report - Snowflake

Snowflake ? One?Page Summary

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1. Company Strategy
- **Data?as?a?Service (DaaS) Vision** ? Position Snowflake as the cloud?native platform that lets enterpri
- **Multi?Cloud, Multi?Region Architecture** ? Enable seamless data sharing across AWS, Azure, and Goo
- **Zero?ETL/ELT Focus** ? Reduce data movement by allowing direct querying of raw data in data lakes,
- **Marketplace & Data Exchange** ? Monetize data sharing and third?party datasets through Snowflake D
- **Enterprise?grade Security & Governance** ? Offer fine?grained access control, automatic data masking
- **Partner Ecosystem Expansion** ? Deepen integrations with BI, ETL, and AI/ML tools (Tableau, Looker,

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2. Competitors & Potential Partnerships
Category	Key Players	Partnership Opportunities
Cloud Data Warehouses	Amazon Redshift, Google BigQuery, Azure Synapse Analytics	Joint data?
Data Integration & ELT	Fivetran, Stitch, Talend, Matillion	Pre?built connectors, joint go?to?market w
Analytics & BI	Tableau, Looker, Power BI, Qlik	Native connector releases, joint customer success s
AI/ML Platforms	Databricks, Snowpark, AWS SageMaker, Azure ML	Snowpark integration for ML p
Data Marketplace	AWS Data Exchange, Google Cloud Marketplace	Cross?listing of datasets, joint

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3. Leadership & Decision?Makers
- **Frank Slootman** ? CEO (strategic focus on growth, cloud expansion, and marketplace).
- **Graham Bell** ? President & COO (operations, partner ecosystem, and go?to?market strategy).
- **Pooja Patel** ? Chief Product Officer (product roadmap, Snowpark, and AI/ML integration).
- **Robert ?Bob? H.** ? Chief Technology Officer (cloud architecture, multi?cloud strategy).
- **Julie S.** ? Chief Revenue Officer (sales strategy, enterprise partnerships).
- **Kiran K.** ? VP, Partner Engineering (partner integrations, ecosystem growth).

Key Decision?Makers in Targeted Areas
- **Enterprise Data & Analytics Leaders** ? Chief Data Officers, VP of Analytics.
- **Cloud & Infrastructure Executives** ? VP of Cloud Operations, Director of Data Platform.
- **Security & Compliance Heads** ? CISO, Head of Data Governance.

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*This concise overview captures Snowflake?s strategic thrust, competitive landscape, and the executive te