THE INSIGHT KITCHEN

Garima Singh
Jonathan Asvestis

Snowflake Intelligence for Quick Service Restaurant

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- Data scattered across apps, reports, and PDFs → decisions based on yesterday's burnt crusts.
- Snowflake Intelligence turns all that data into a Pizza Time Machine Kitchen — past, present, and next Friday's rush.

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Stuck in Pizza Past (Legacy Pantry)

- 20+ years of POS, ERP, and BI locked in legacy silos.
- PDFs, audits, and feedback = dark data, almost never used.
- Teams react to last week's problems instead of predicting next Friday.

Where partners can help:
- Kitchen Modernization = your first big services project.
- Move from "legacy pantry" to an AI-ready Snowflake AI Data Cloud.

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Snowflake Intelligence – The Engine of Your Pizza Time Machine

- AI-powered business intelligence and enterprise agents on your Snowflake data.

- Cortex Analyst for text-to-SQL over semantic models.

- Cortex Search for unstructured documents and knowledge.

- All within Snowflake's governed perimeter (Horizon, RBAC, RLS, masking).

Snowflake Intelligence:
The Three-Layer Kitchen Analogy

TOP LAYER:
Snowflake Intelligence UI & Agents
(The Kitchen Supervisor)

Natural language conversational interface for business users. Plans, thinks, and cooks.

MIDDLE LAYER:
Cortex Layer
(The Oven)

Cortex Agents: Reasoning & Tool-Calling

Cortex Analyst: Text-to-SQL over semantic models

Cortex Search: Unstructured data (vector & keyword)

BOTTOM LAYER:
Enterprise Data in Snowflake
(The Pantry)

Strictly on top of enterprise data. Governed by Snowflake Horizon and RBAC.

So you can think of Snowflake Intelligence as the Kitchen Supervisor and oven; it can plan, think, and cook. But it still needs somebody to define the recipes, the menu, and the rules of the kitchen. That's where you come in.

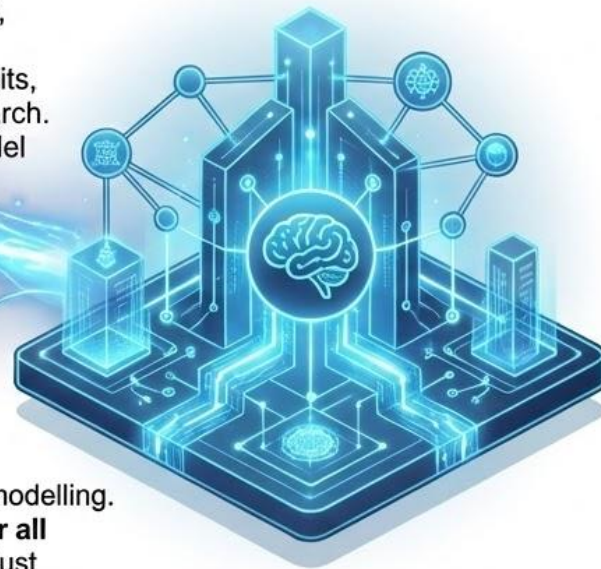# Partner Role #1 – Kitchen Modernization: From Legacy Pantry to AI-Ready

- Ingest and consolidate pizza data into Snowflake (POS, delivery, inventory, staffing, campaigns).
    - Bring in unstructured sources (invoices, audits, feedback) ready for Cortex AI & Search.
    - Design the initial AI-ready data model for QSR.

- **Why it matters:**
    - Phase 1 services: architecture, migration, modelling.
    - Build the Foundation for all future AI/analytics, not just Snowflake Intelligence.

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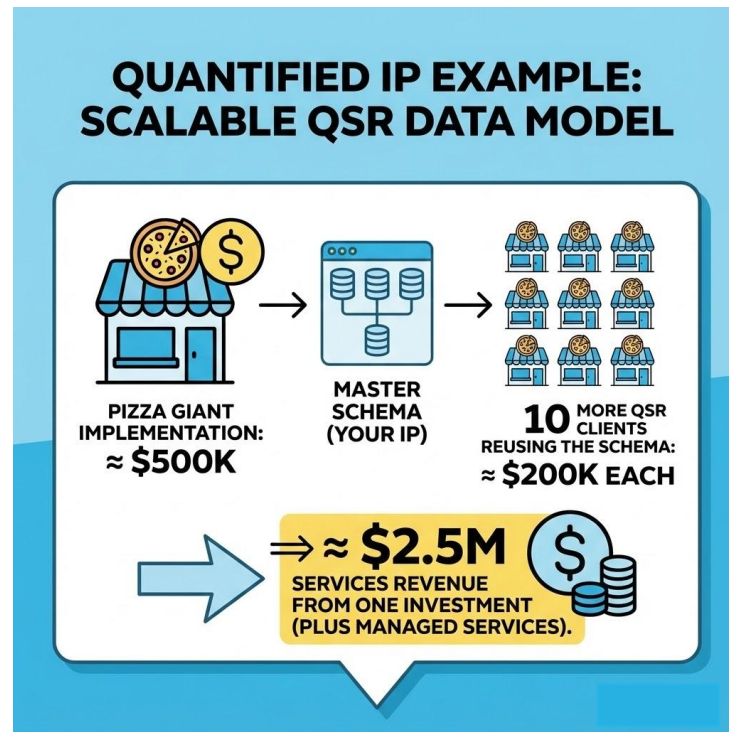- Design the initial AI-ready data model for QSR.

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Partner Role #2 – QSR Master Schema: Your Pizza Intelligence IP

- Snowflake Intelligence = reasoning & agent engine.

- **Partner own the QSR semantic model:**
    - Orders, stores, late deliveries, wastage, promo ROI, loyalty segments.

- Build once for the pizza giant → reuse for dozens of QSR brands.

QUANTIFIED IP EXAMPLE: SCALABLE QSR DATA MODEL

PIZZA GIANT IMPLEMENTATION: ≈ $500K

MASTER SCHEMA (YOUR IP)

10 MORE QSR CLIENTS REUSING THE SCHEMA: ≈ $200K EACH

⇒ ≈ $2.5M SERVICES REVENUE FROM ONE INVESTMENT (PLUS MANAGED SERVICES).

Partner Role #3 – Governance & Safety: Become Their Chief Trust Officer

- **Client fears:** hallucinations, data leakage, wrong people seeing wrong data.

- **Snowflake:**
  - Enforces RBAC, row-level security, masking, Horizon policies automatically in SI.

- **Partner:**
  - Design the role model (HQ vs franchise vs finance).
  - Define what each agent can access and answer.
  - Set up data clean rooms and safe sharing patterns.

- **Why it matters:**
  - Governance & safety = high-margin advisory and managed services.
  - Makes you indispensable, not interchangeable.

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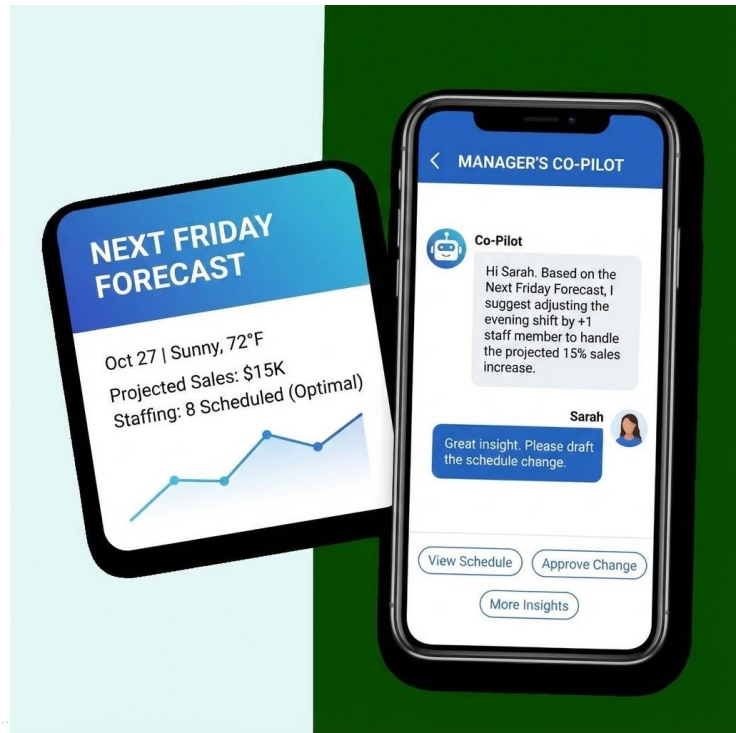 - Makes you indispensable, not interchangeable.

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Future Pizza Prophecy & Manager's Co-Pilot

- **COO:** "What should we expect next Friday night?"
  - Football game + weather + history → pepperoni spike forecast, staffing & rider recommendations.

- **Marketing:** "What's the best promo for the heatwave?"
  - Suggest "Sun & Slice" bundle with uplift & margin impact.

- **Manager's Co-Pilot (partner-owned last mile):**
  - SI gives conversational UI & APIs; you build:
    - Store manager and regional ops apps (e.g., Streamlit) with embedded Pizza Ops Agent.
    - Mobile experiences for district managers.

Building Your QSR Intelligence Empire

Snowflake provides	Partner provides	Partner revenue
Snowflake Intelligence + Cortex Agents	Design QSR semantic models and Pizza Intelligence Agents	IP & Consulting (Pizza/QSR blueprint
Cortex Analyst	Define metrics, dimensions, verified queries	Implementation projects
Cortex Search	Configure extraction over invoices, audits, feedback	Data/Document AI services
Horizon & RBAC	Architect roles, RLS, DCR	Governance advisory & managed services
SI UI & APIs	Build Manager's Co-Pilot apps and integrations	Custom app dev & ongoing enhancements

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Your Boarding Pass: 2-Week Pizza Intelligence Sprint

- Week 1 – Crust & Sauce (Snowflake + Partner)
  - Land key pizza data in Snowflake (or connect if already there).
  - Define first QSR semantic model (orders, stores, campaigns, wastage).
  - Ingest 1–2 unstructured sources (e.g., invoices, audits) and index with Cortex Search.

- Week 2 – Toppings & Delivery (Partner own the experience)
  - Configure Pizza Ops Agent in Snowflake Intelligence.
  - Pre-load 3–5 real questions for COO/CMO/ops.
  - Run a workshop where client teams use their Pizza Time Machine to explore past, present, and next Friday.

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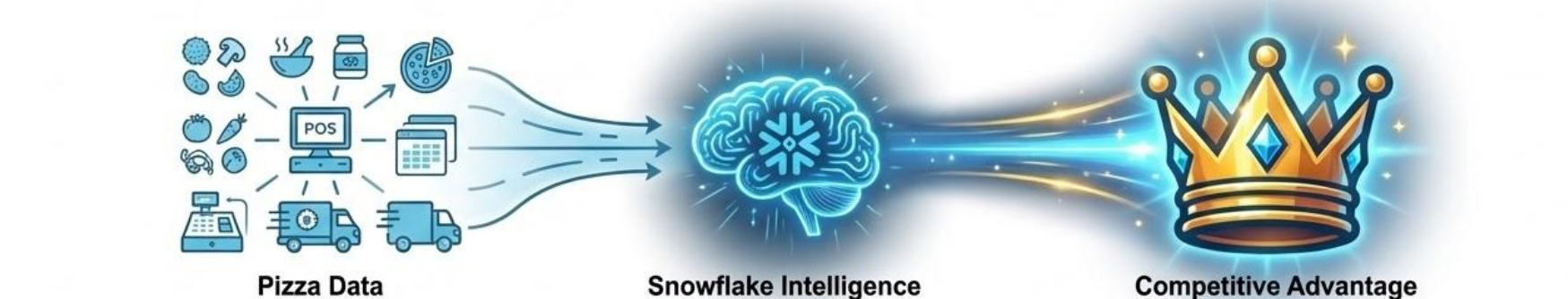
From Data to Intelligence to Competitive Advantage

- We help you build Pizza-Intelligence-as-a-Service on Snowflake Intelligence.

- You become the QSR Intelligence leader, not just another SI.

- Next step: Select the pizza client + lock in dates for the 2-week sprint.

"We don't want to just give your pizza client another AI tool. We want to give them your QSR expertise, supercharged by Snowflake Intelligence. If we win this pizza giant together, you're no longer just a vendor — you become the only partner who can turn their data into intelligence, and their intelligence into competitive advantage."

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Pizza Data

Snowflake Intelligence

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THANK YOU

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