What did Snowflake announce Today at BUILD?

Nov 2025 Edition

AI & ML

- **Snowflake Intelligence (GA)**
- Managed MCP Server (GA)
- Gemini Models in Cortex (PuPr)
- **Cortex Agents API (GA)**
- Online Feature Store (PuPr)
- **Experiment Tracking (GA)**
- One-Click Hugging Face Model Deployment (PuPr)
- **AISQL (GA);** AI Redact, AI token count (PuPr)
- Feature-level RBAC; Model-level RBAC (PuPr)
- Cost guardrail features (GA soon)
- **Cortex Code (PrPr)**

Apps, Analytics & More

- **Interactive Tables & Warehouses (GA Soon)**
- Data Type Updates (GA)
- **Cortex Knowledge Extensions (GA)**
- **Sharing of Semantic Views (GA)**
- Open table format sharing (GA)
- Declarative sharing (GA)
- **Snowflake Optima (GA)**

Data Engineering

- **Openflow Snowflake Deployment - SPCS (GA)**
- Snowpipe Streaming V2 (GA)
- **SAP Connector (PuPr soon)**
- **Oracle Connector (PuPr soon)**
- **Workday Connector (partnership announced)**
- Hybrid Tables on Azure (GA)
- Horizon catalog: writes to Any Iceberg (GA)
- Catalog linked databases (GA)
- BCDR for Snowflake Managed Iceberg Tables (GA)
- **Snowflake Postgres (PuPr Soon); pg_lake (GA)**
- Data Quality Updates (PuPr)
- Trust Center Updates (GA Soon); Backups (GA Soon)
- External Lineage (PuPr)
- **dbt Projects on Snowflake (GA)**
- **Snowpark Connect for Apache Spark™ (GA)**
- Dynamic Tables (GA)
- SnowConvert: AI-powered Code Verification & Repair (PuPr)
- SnowConvert: Automated & Incremental Code Validation (GA)
- Full Ecosystem Migration (ETL & BI) (PuPr)
- **Workspaces (GA); Git Integration (GA)**
- SnowCLI (GA); VS Code integrations (GA)

Vino Duraisamy,
Developer Advocate @Snowflake

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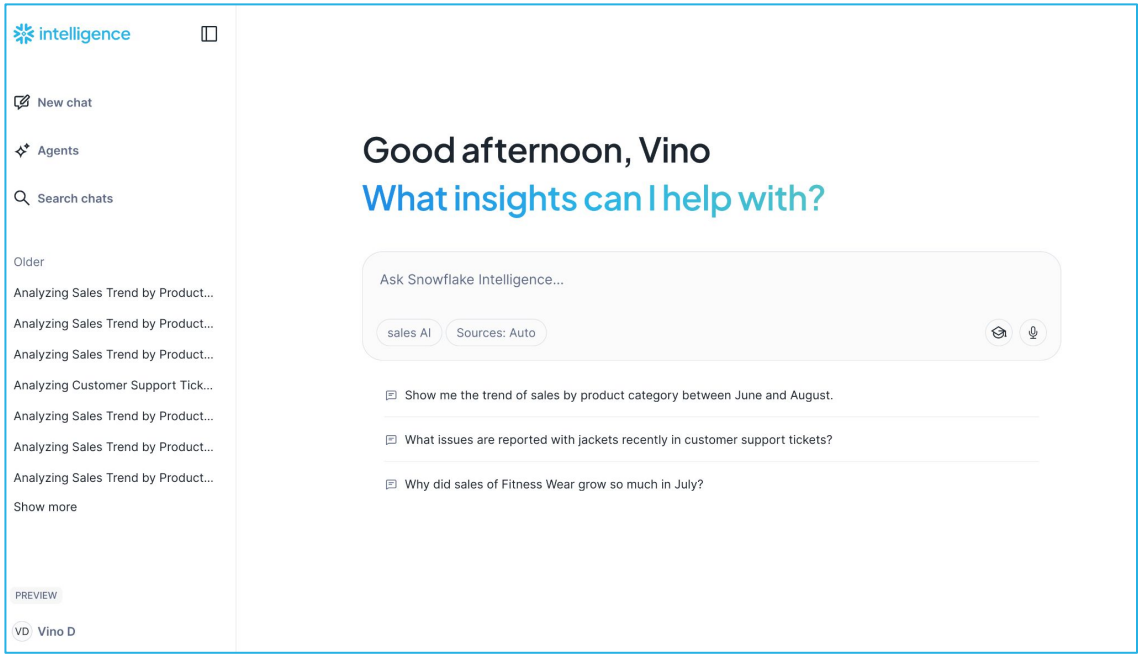
GA

Snowflake Intelligence

The future of work

- Ready-to-run application for rich conversational AI experiences
- on top of your Snowflake and business application data.
- Integrated with Snowflake governance and access controls.
- A standalone application so you can invite anyone in the business to surface insights and take action from your data.
- Access @ ai.snowflake.com



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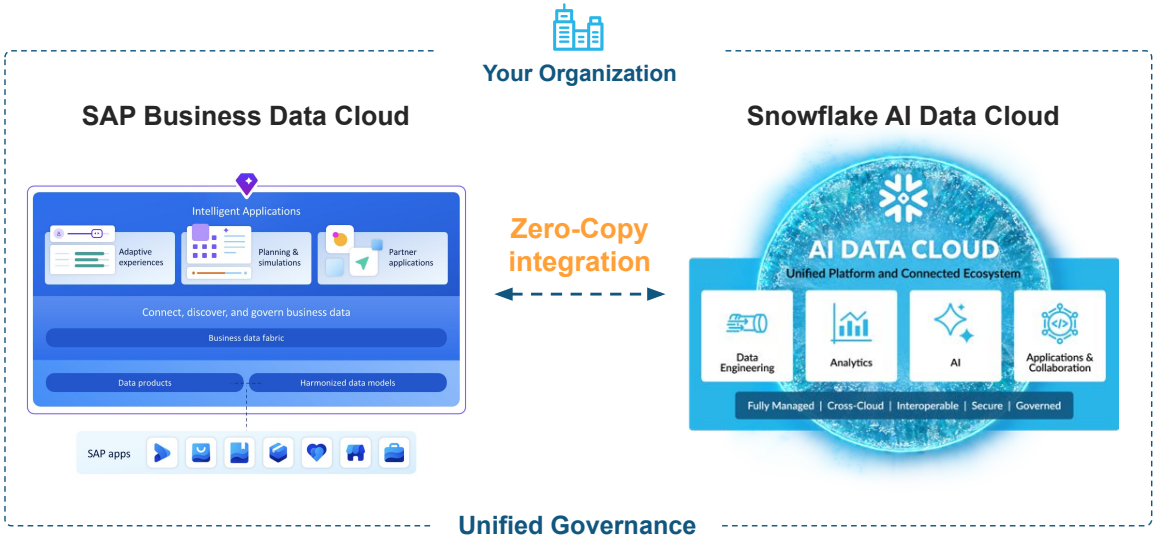
PuPr soon

Snowflake + SAP: Power AI with Bi-Directional Zero-Copy Integration

- **Lower cost and complexity** with simplified, zero-copy access to curated, business-ready SAP data products
- **Accelerate AI and analytics** with trusted, high-quality SAP data - semantically enriched and preserved with business context
- **Empower data-driven agility** with faster insights on real-time data - enabling smarter, more accurate business decisions



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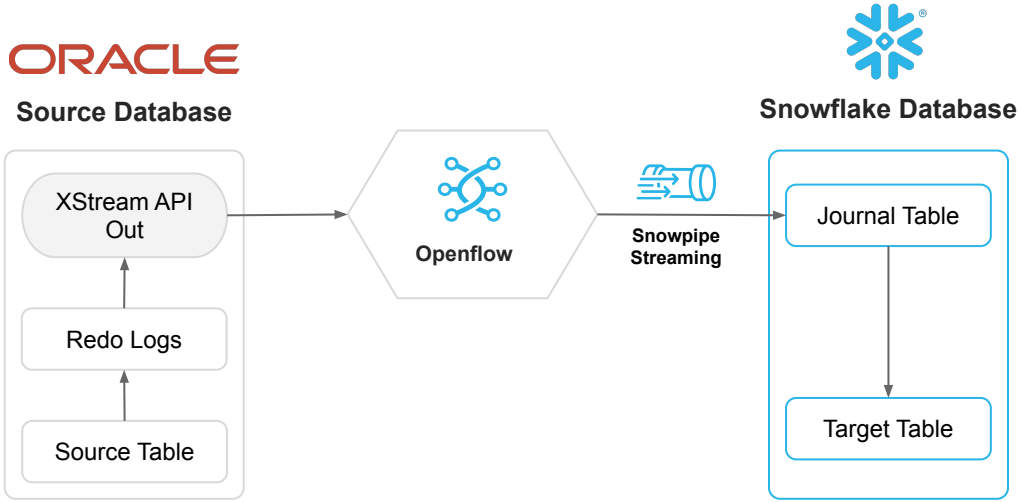
PuPr soon

Snowflake + Oracle: Unlock Mission-Critical Oracle Data for Near Real-Time AI & Analytics

- Benefit from a **robust and seamless managed data integration** service between Oracle and Snowflake Openflow.
- Achieve **high-efficient, low-latency** data replication and optimized query execution for large-scale analytics.
- Get **flexible licensing**. Choose between an embedded, Snowflake-managed license or a bring-your-own-license (BYOL) option for those who have an existing Oracle GoldenGate license.



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In Dev | **Private** | Public | GA

Cortex Code

WHAT IS IT

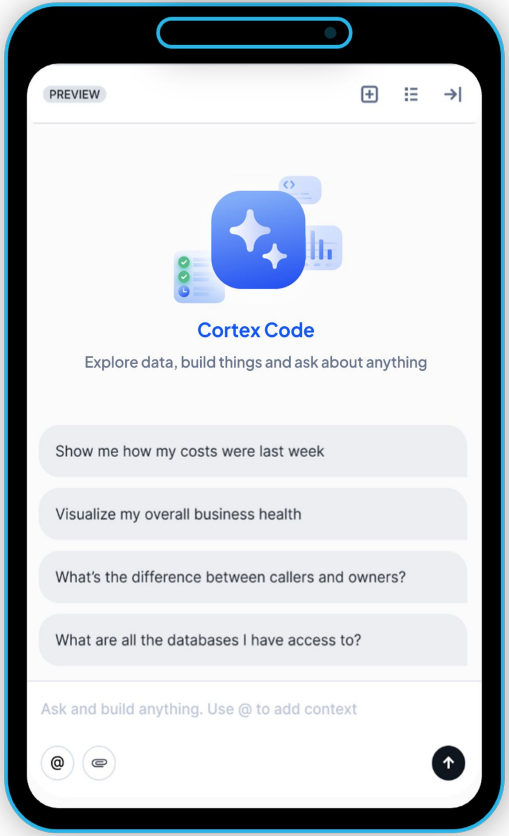
AI assistant for coding and investigating your Snowflake infrastructure, directly integrated and available through Snowsight. It allows users to interact with data using natural language, to easily understand their Snowflake usage, optimize complex queries, fine-tune results and more.

WHY USE IT

Provides customers an AI agent that allows them to administer and govern their Snowflake instance, and even to generate code. Helps with administrative tasks (data interpretation, info on docs), Security and Governance (manage spend, find data owners, roll access) and provides an AI coding assistant.

HOW TO USE IT

Open a Snowsight window and it will appear as the right pane for you to enter your question into.



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PuPr soon

Snowflake Postgres

WHAT IS IT

A fully-managed PostgreSQL database service on the AI Data Cloud. Designed to handle the fast, high-volume transactional workloads (OLTP) required by modern AI agents and applications.

WHY USE IT

- **Simplify your data footprint** on one, unified platform
- **Power your mission-critical applications and AI**, with proven performance, reliability, and security.
- **Connect live transactional data to Snowflake effortlessly**, eliminating costly data pipelines.

HOW TO USE IT

Configure features and manage the database using Snowsight, or if you prefer working with code, you can set it up and manage it directly using SQL commands.

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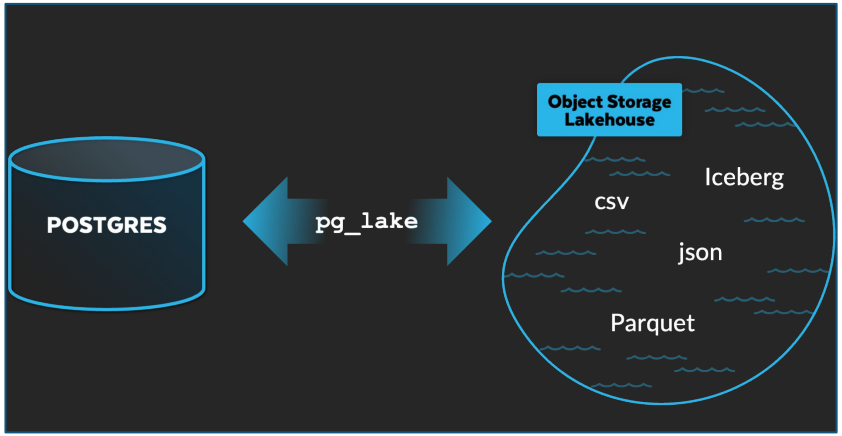
pg_lake

WHAT IS IT

`pg_lake` is a set of powerful, open source PostgreSQL extensions that allow you to work directly with your data lakehouse from Postgres. Natively query, manage, and write to Apache Iceberg tables using standard SQL.



WHY USE IT

- **Remove data silos** between your transactional data in Postgres and your analytical data in your lakehouse.
- **Eliminate the need for complex, brittle, and error-prone ETL pipelines** to move data out of Postgres.

HOW TO USE IT

Because `pg_lake` is open source, you can freely add it to any standard Postgres instance. Use it by writing familiar SQL commands to create and query tables directly.

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Developer Advocate @Snowflake

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GA Soon

Interactive Analytics

Sub-second analytics with Interactive Tables and Warehouses

WHAT IS IT

Interactive Table is a new table type that is optimized for real-time streaming ingestion and querying of data.

Interactive Warehouse is a new warehouse that's always up and ready to serve low-latency queries with pre-warmed caches.

WHY USE IT

For sub-second analytics which requires low-latency and high concurrency at great price-for-performance.

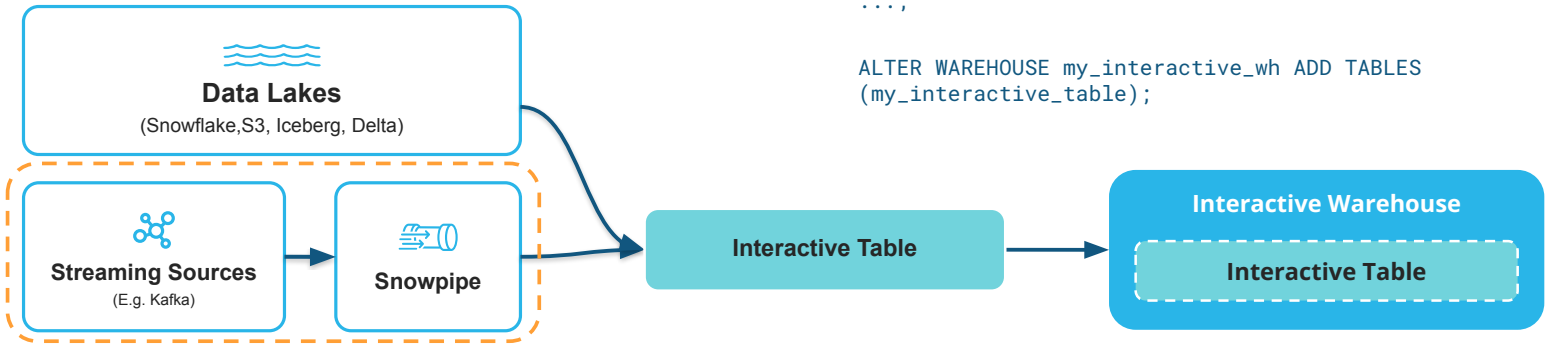
HOW TO USE IT

Create an **Interactive Warehouse** via the following SQL statement:

```
CREATE or REPLACE INTERACTIVE WAREHOUSE my_interactive_wh
  WAREHOUSE_SIZE = 'XSMALL'
  MIN_CLUSTER_COUNT = 1
  MAX_CLUSTER_COUNT = 1;

CREATE or REPLACE INTERACTIVE TABLE my_interactive_table
...;

ALTER WAREHOUSE my_interactive_wh ADD TABLES
(my_interactive_table);
```



In Private Preview

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GA

Snowflake Openflow (Snowflake Deployment)

WHAT IS IT

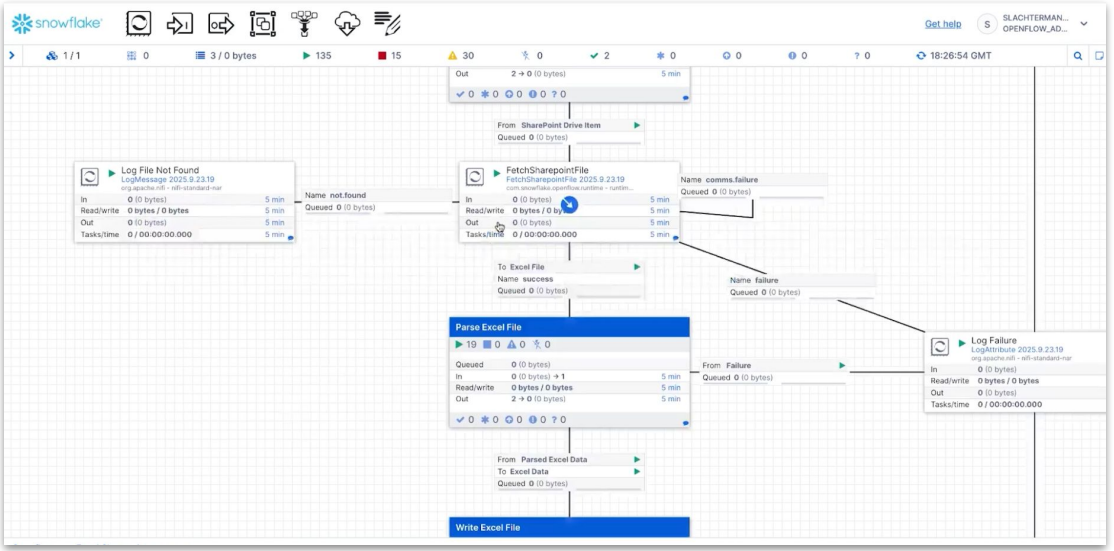
An open, extensible, managed, multi-modal data integration service that makes data movement effortless between data sources and destinations, supporting all data types including structured and unstructured, batch and streaming.

WHY USE IT

Move data effortlessly and scale with confidence for all your integration needs, in one platform.

HOW TO USE IT

Access Openflow via Snowsight, then launch Openflow runtime. Customers can choose where to deploy their runtimes via BYOC deployment (GA on AWS) or Snowflake deployment (GA on AWS & Azure), and build, manage, and observe data integration through the unified UI.



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PuPr

Online Feature Serving from Feature Store

WHAT IS IT

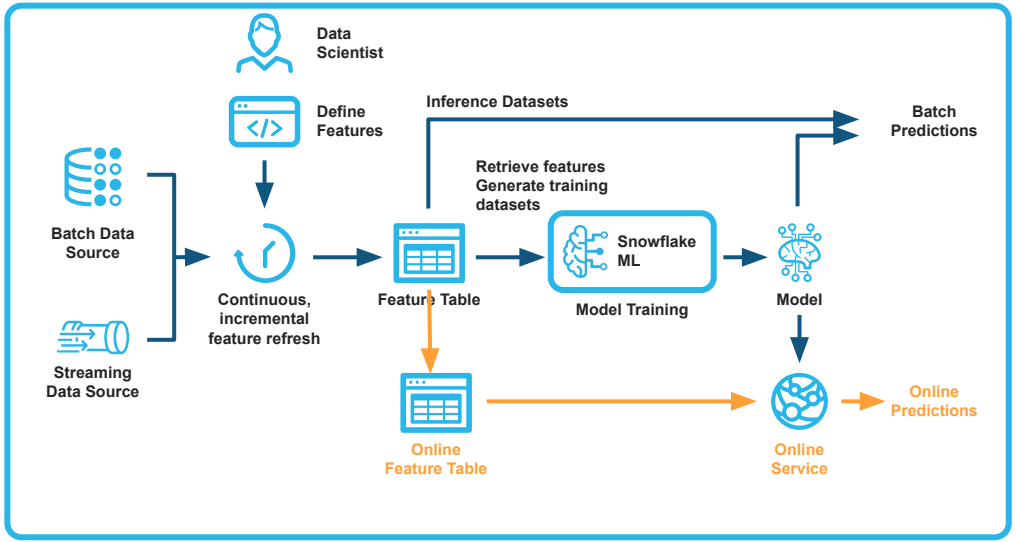
Low-latency (**<50 ms P90**) serving of ML features for online Inference use cases

WHY USE IT

- **Automated consistency:** Automatic synchronization with offline feature pipeline
- **High availability & concurrency:** 100s of QPS and high availability with no infrastructure to build or maintain
- Designed for use cases like **fraud detection** and **real-time recommendations** that require the freshest features.

HOW TO USE IT

Set up your Feature Views to synchronize to online feature tables, and retrieve online features using Python, SQL, or REST API.



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GA Soon

Cost Governance Controls for AISQL

WHAT IS IT

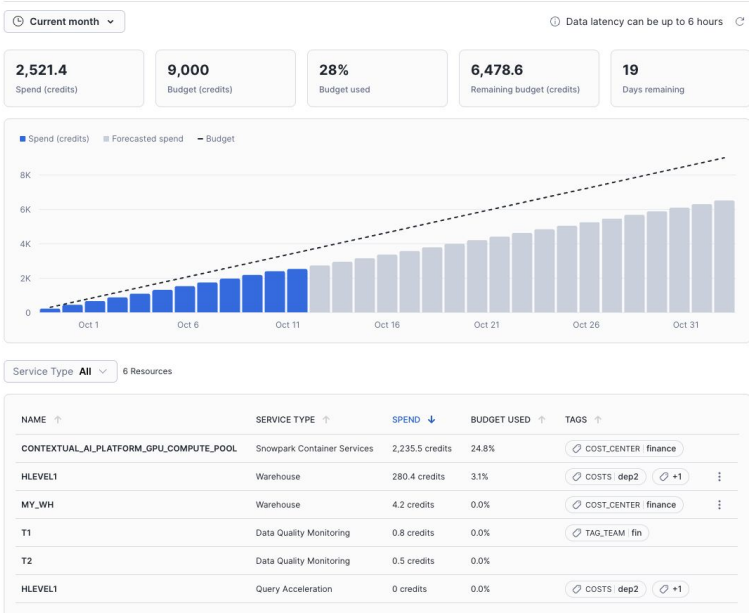
Offers a custom tagging framework that allows admins to track, manage, and automatically enforce AI spending budgets

WHY USE IT

- Monitor and control spend on AISQL functions by teams or business units
- Keep spending in check with by Setting up notifications or custom actions that are triggered when spending exceeds specific budget thresholds

HOW TO USE IT

- Admins can define groups of users using tags, specify resources in scope for the budget, and configure notifications and custom actions that are triggered at different thresholds



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GA

Snowflake Workspaces

Your one-stop shop for code editing and collaboration

WHAT IS IT

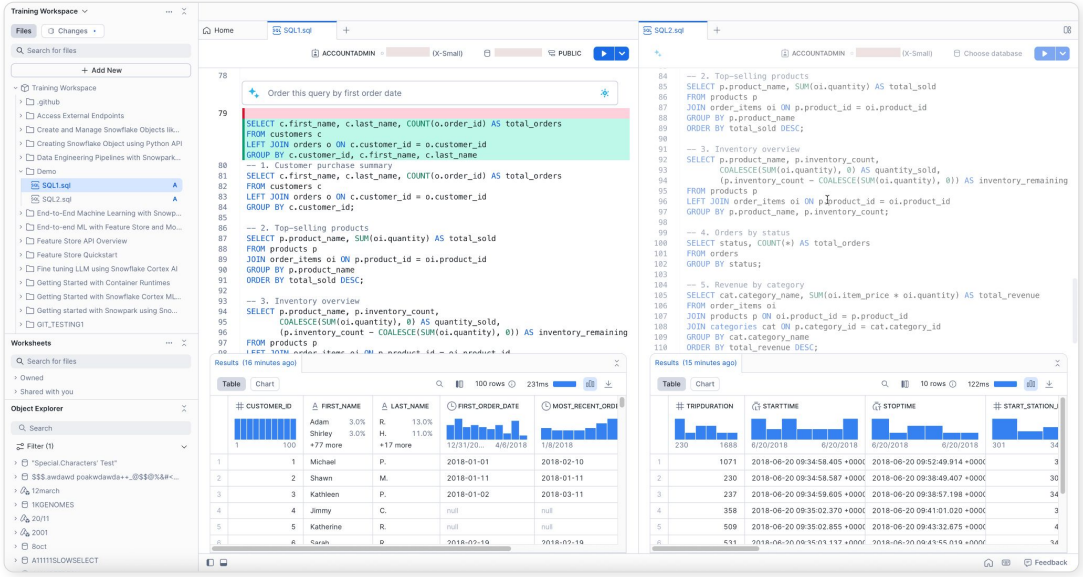
The centralized, file-based environment inside Snowsight for unified code editing and version control.

WHY USE IT

Streamline development by centralizing all your tools and workflows. Workspaces are private by default, leveraging personal databases for secure individual development. This enhances productivity while also allowing you to collaborate safely with others in shared workspaces, ensuring your team works from a single, organized source of truth.

HOW TO USE IT

Available within the Snowflake UI, Snowsight.



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Snowpark Connect for Apache Spark™

GA

WHAT IS IT

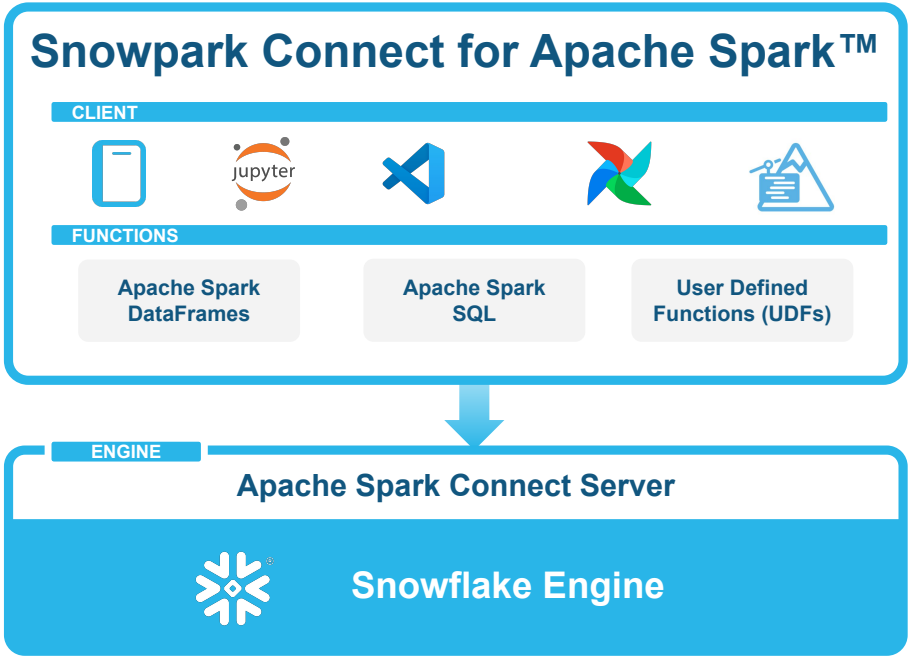
Run your existing Apache Spark™ (DataFrame, SQL) code directly on Snowflake across your data lake with minimal migration.

WHY USE IT

Eliminates Spark cluster management and egress fees. Customers using Snowpark Engine on average see 5.6x faster performance and 41% TCO savings, freeing engineers to innovate.

HOW TO USE IT

In your notebook / orchestrator, update the Spark connection to Snowflake. Continue using the familiar PySpark API.



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dbt Projects on Snowflake

Run and govern dbt natively within Snowflake

WHAT IS IT

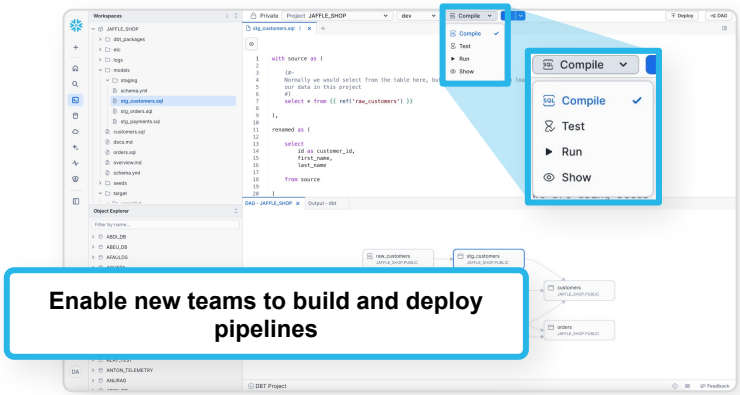
Build, test, deploy, and monitor data transformation dbt projects directly in Snowflake.

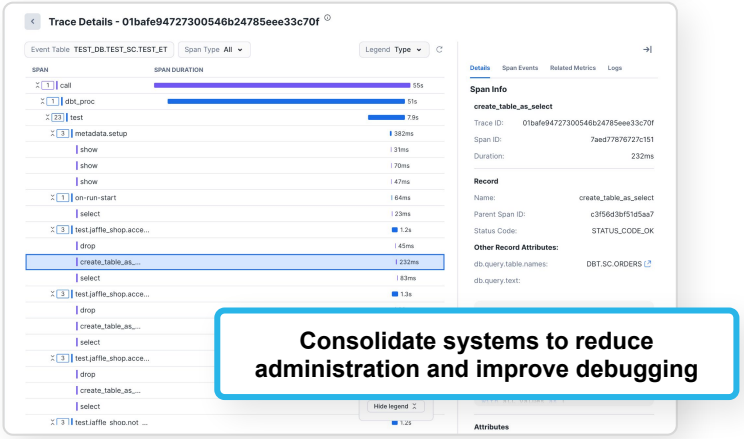
WHY USE IT

No need to manage dbt Core infrastructure and maintain dbt themselves. Import existing projects or create new.

HOW TO USE IT

Customers can create, upload, and edit dbt projects in new Snowsight Workspaces and run them using their existing Snowflake virtual warehouses.





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Cortex Agents: Unified AI Data Access for the Enterprise

Seamlessly retrieve and analyze both structured and unstructured data with AI agents

WHAT IS IT

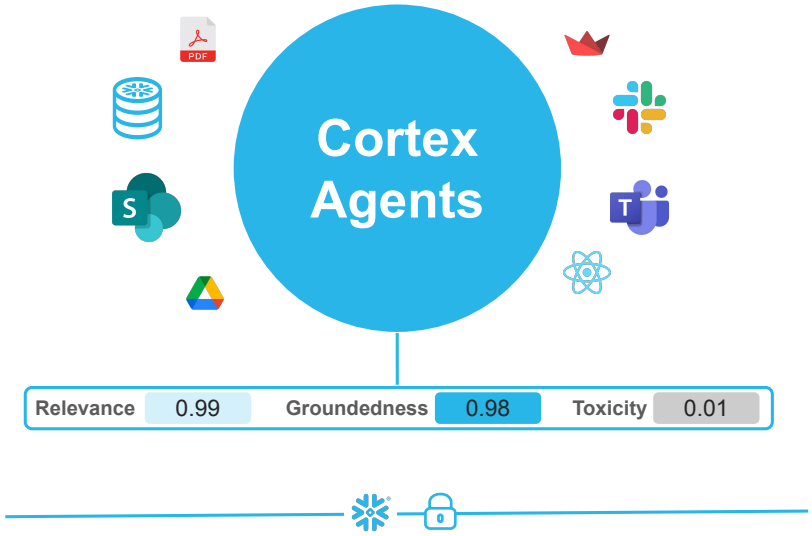
Snowflake's managed AI agents that retrieve and analyze both structured and unstructured data using robust reasoning models, delivering accurate insights through a convenient REST API.

WHY USE IT

Build reliable, scalable AI-driven applications that can access and combine all types of enterprise data with unified security and governance.

HOW TO USE IT

Interact with the Cortex Agents API from your app. Agents handle planning, tool selection, and data retrieval automatically, with comprehensive monitoring for continuous improvement.



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Developer Advocate @Snowflake

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GA

Cortex Knowledge Extensions (CKE)

WHAT IS IT

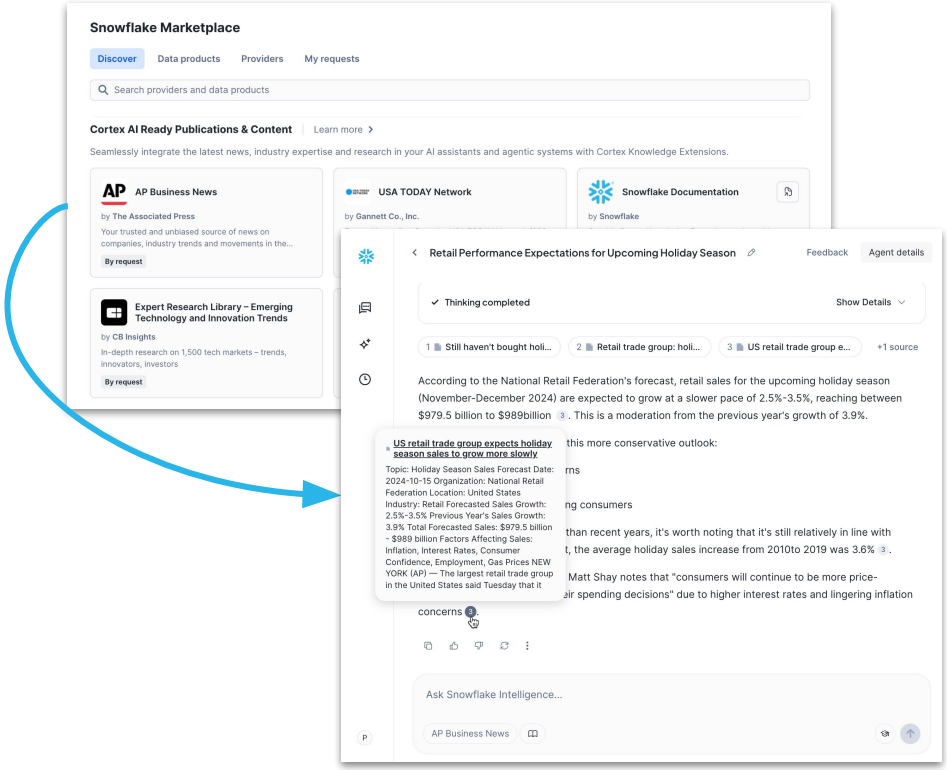
Integration of 3rd party unstructured data into agentic systems through secure sharing of documents indexed through Cortex Search Service

WHY USE IT

LLMs do not have the latest context since they were trained months ago. Access licensed content sources such as news and research in AI in near real-time. Prompts stay within your account.

HOW TO USE IT

Get or acquire CKEs from the Marketplace and integrate into Agents in Snowflake Intelligence.



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Developer Advocate @Snowflake

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GA

Sharing of Semantic Views

WHAT IS IT

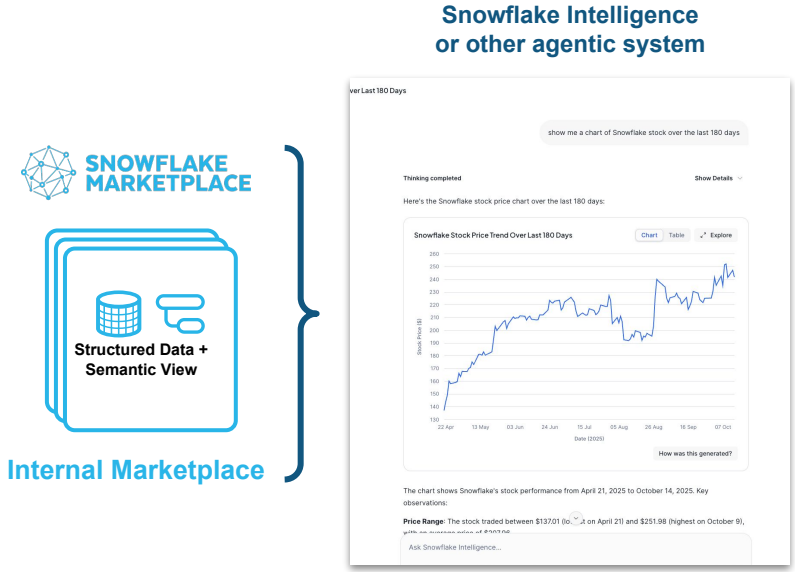
Allows data providers to enable natural language querying of structured data by sharing semantic views along with the data.

WHY USE IT

Developers can easily access and integrate shared structured data in AI apps and agentic systems like Snowflake Intelligence without additional AI preprocessing work.

HOW TO USE IT

Get AI-ready listings on the Internal Marketplace or Snowflake Marketplace and use Cortex Agent APIs or Snowflake Intelligence to prompt LLMs for the data.



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