

What did Snowflake announce Today at BUILD?

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

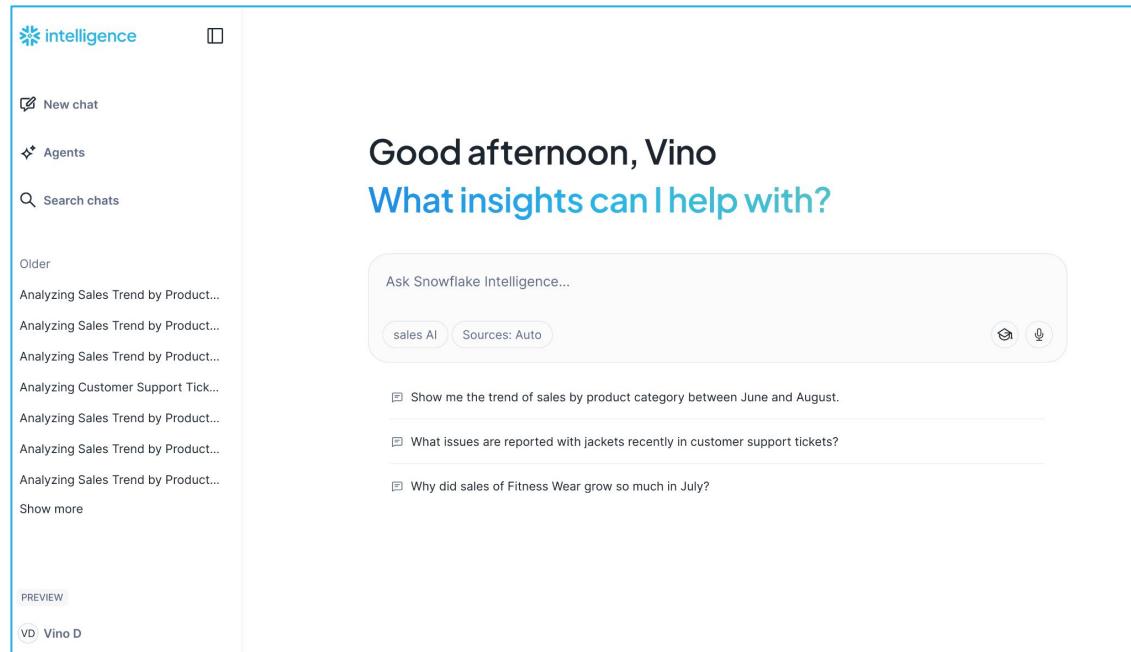
- **Openflow Snowflake Deployment - SPCS (GA)**
- Snowpipe Streaming V2 (GA)
- **SAP Connector (PuPr soon)**
- **Oracle Connector (PuPr soon)**
- **Workday Connector (partnership announced)**
- Hybrid Tables on Azure (GA)
- Horizon catalog: writes to Any Iceberg (GA)
- Catalog linked databases (GA)
- 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)

Swipe for more

Snowflake Intelligence

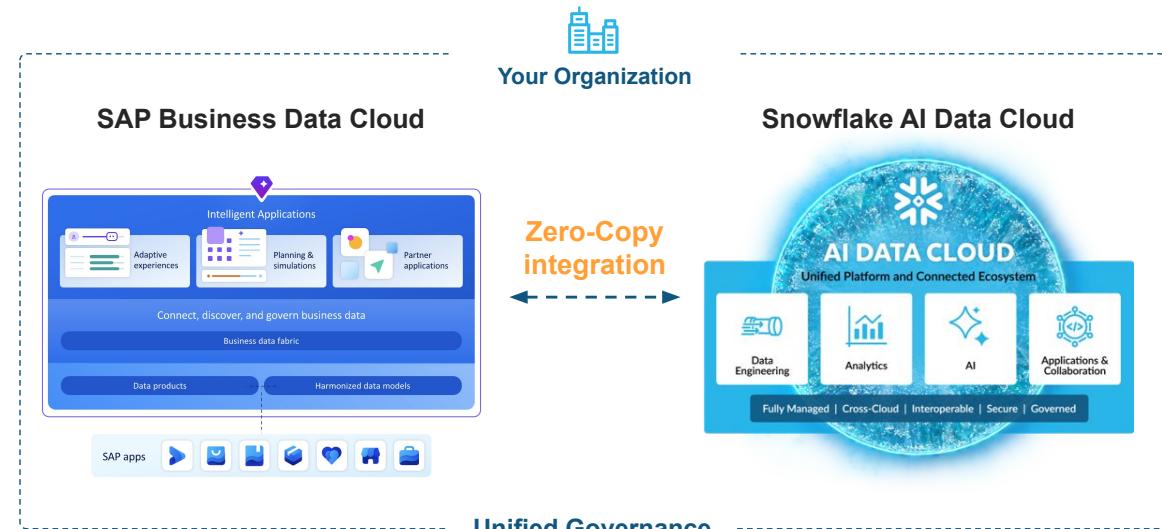
The future of work

- 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



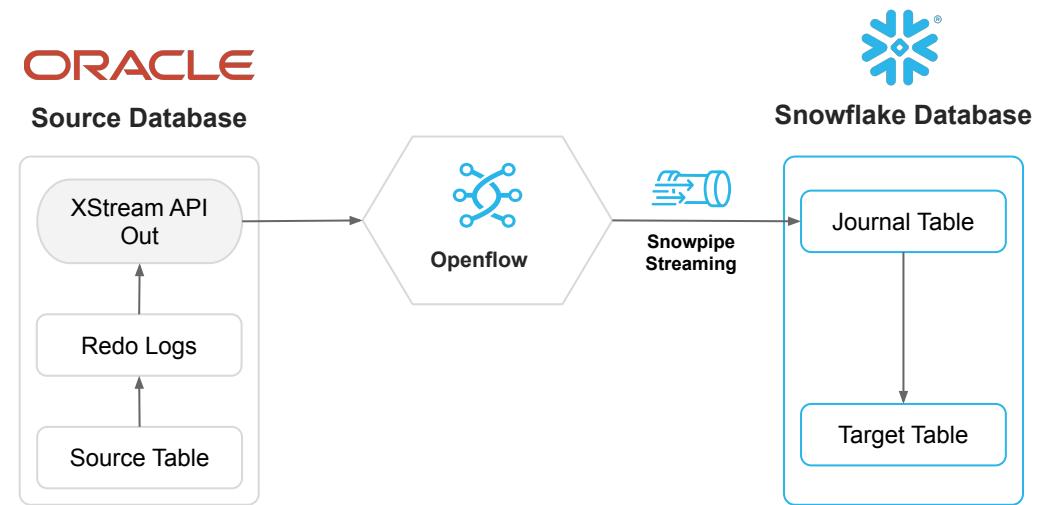
Snowflake + SAP: Power AI with Bi-Directional Zero-Copy Integration

- **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



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.



Cortex Code

WHAT IS IT

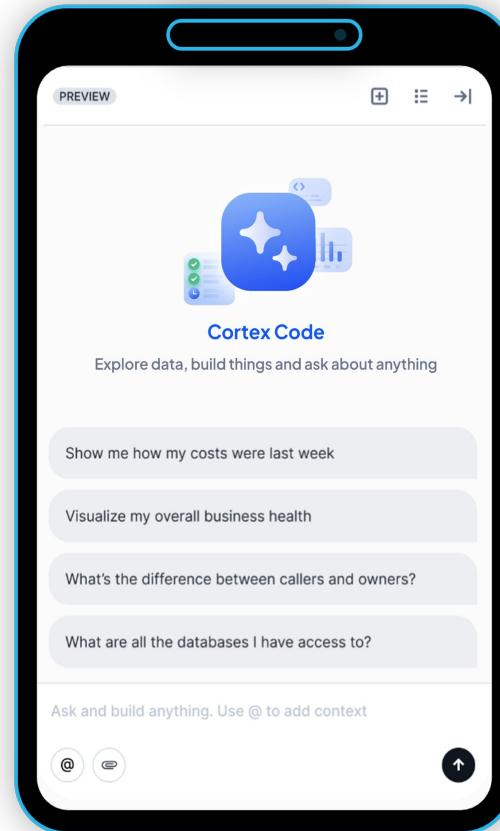
AI assistant for coding and investigating your Snowflake infrastructure, directly integrated and available through Snowsight. It allows users to interact with data using natural language, to easily understand their Snowflake usage, optimize complex queries, fine-tune results and more.

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.



Swipe for more

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.



pg_lake

WHAT IS IT

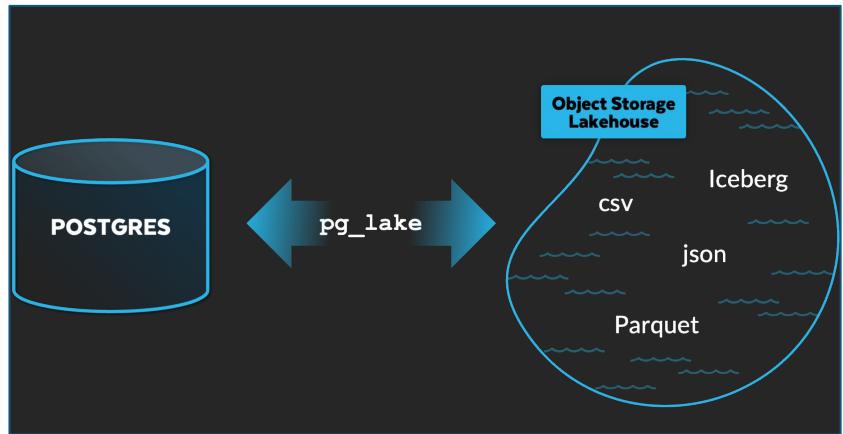
`pg_lake` is a set of powerful, open source PostgreSQL extensions that allow you to work directly with your data lakehouse from Postgres. Natively query, manage, and write to Apache Iceberg tables using standard SQL.

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.



Interactive Analytics

Sub-second analytics with Interactive Tables and Warehouses

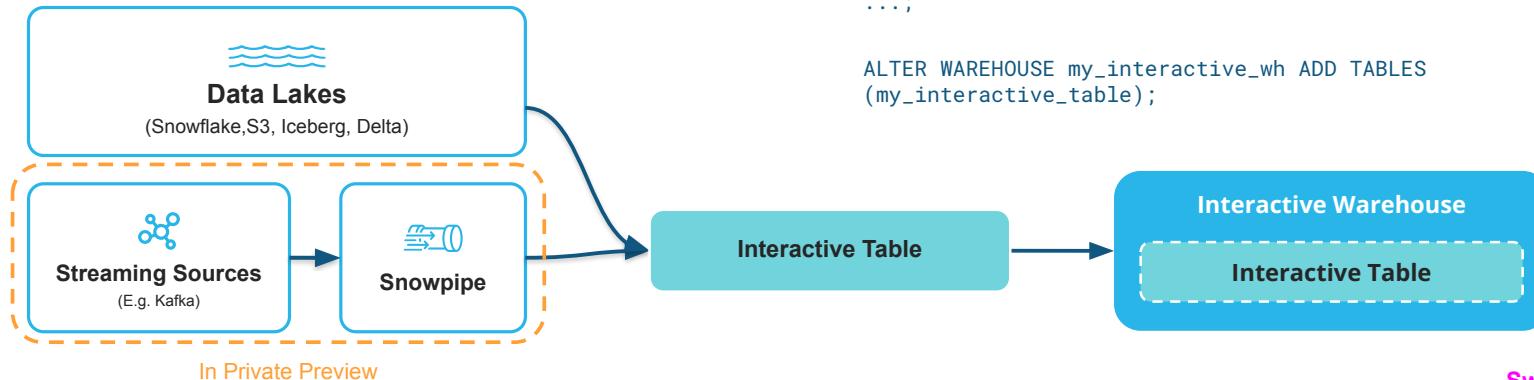
WHAT IS IT

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);
```

Snowflake Openflow (Snowflake Deployment)

WHAT IS IT

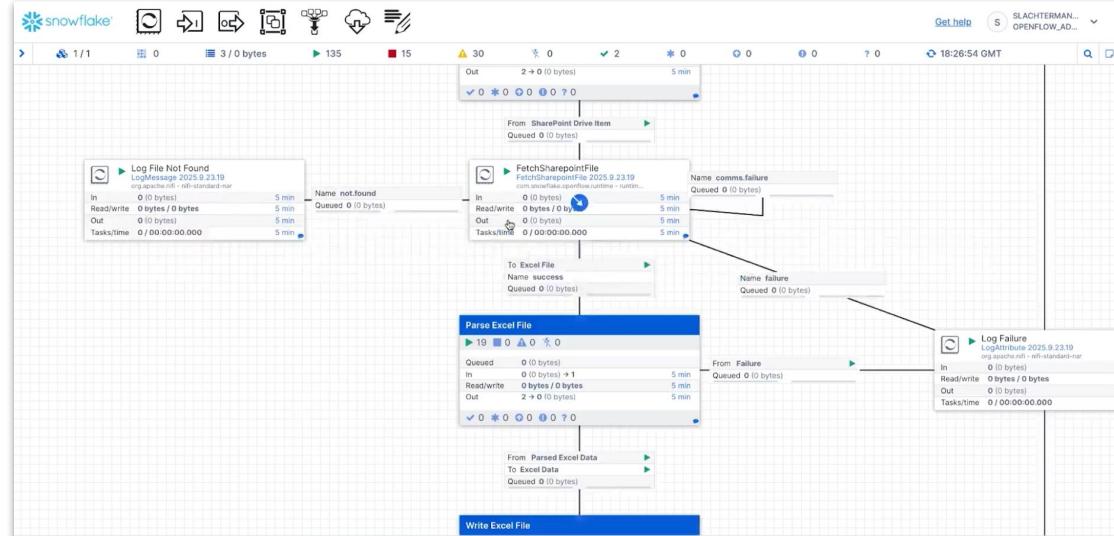
An open, extensible, managed, multi-modal data integration service that makes data movement effortless between data sources and destinations, supporting all data types including structured and unstructured, batch and streaming.

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.



Swipe for more

Online Feature Serving from Feature Store

WHAT IS IT

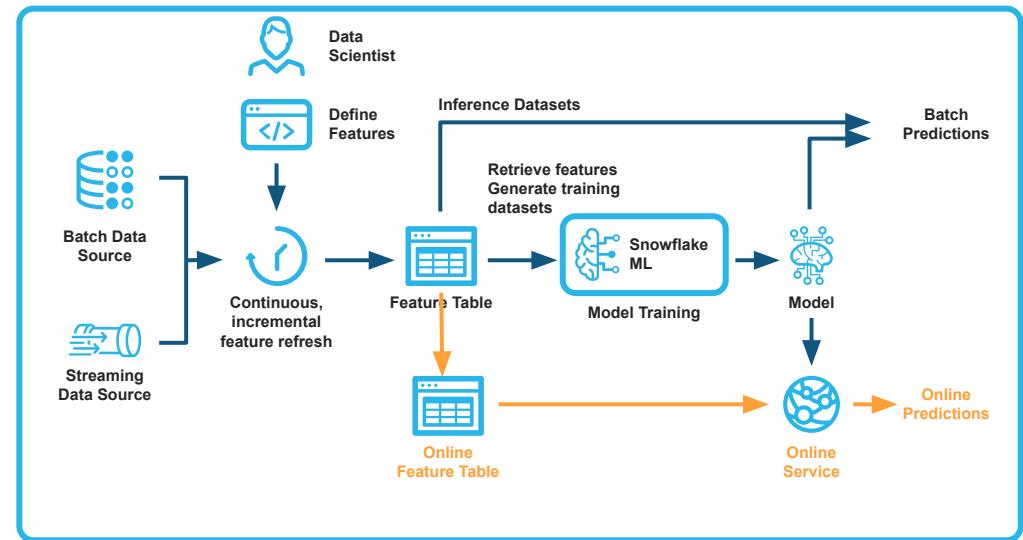
Low-latency (**<50 ms P90**) serving of ML features for online Inference use cases

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.



Swipe for more

Cost Governance Controls for AISQL

WHAT IS IT

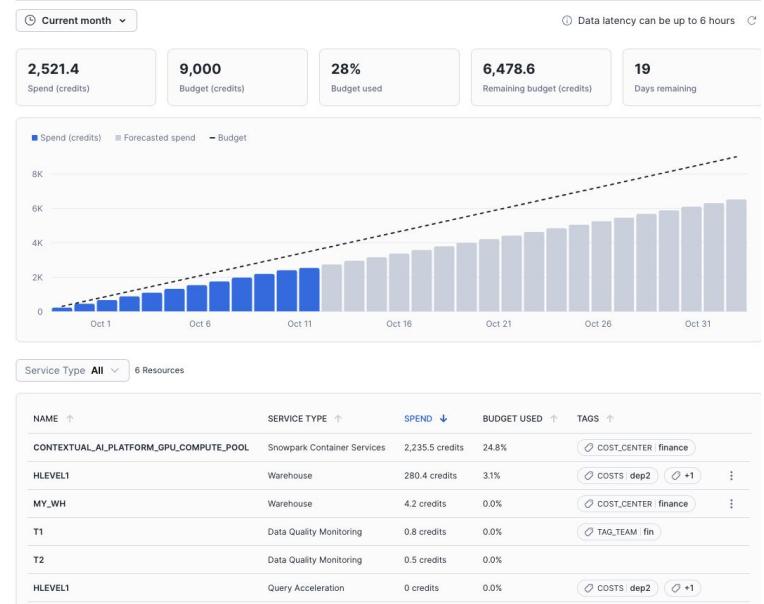
Offers a custom tagging framework that allows admins to track, manage, and automatically enforce AI spending budgets

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



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.

The screenshot displays the Snowsight interface within the Snowflake UI. It shows a 'Training Workspace' with several tabs:

- SQL1.sql**: Contains a query to order products by first order date.
- SQL2.sql**: Contains a query for a purchase summary.
- GIT**: Shows a repository named 'TESTING'.
- TESTING**: Shows a commit history.

Below the tabs, there's an 'Object Explorer' showing tables like CUSTOMER and ORDER_ITEMS, and a 'Worksheets' section with a 'Search for files' bar.

To the right, there are two main sections:

- Results**: Displays the output of the SQL queries. The first query (SQL1.sql) shows a list of customers with their first and last names, total orders, and first order dates. The second query (SQL2.sql) shows a purchase summary with columns for product name, quantity sold, and inventory remaining.
- Charts**: Shows three charts: 'TRIPDURATION' (histogram of trip durations), 'STARTTIME' (histogram of start times), and 'STOPTIME' (histogram of stop times).

Swipe for more

Snowpark Connect for Apache Spark™

WHAT IS IT

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

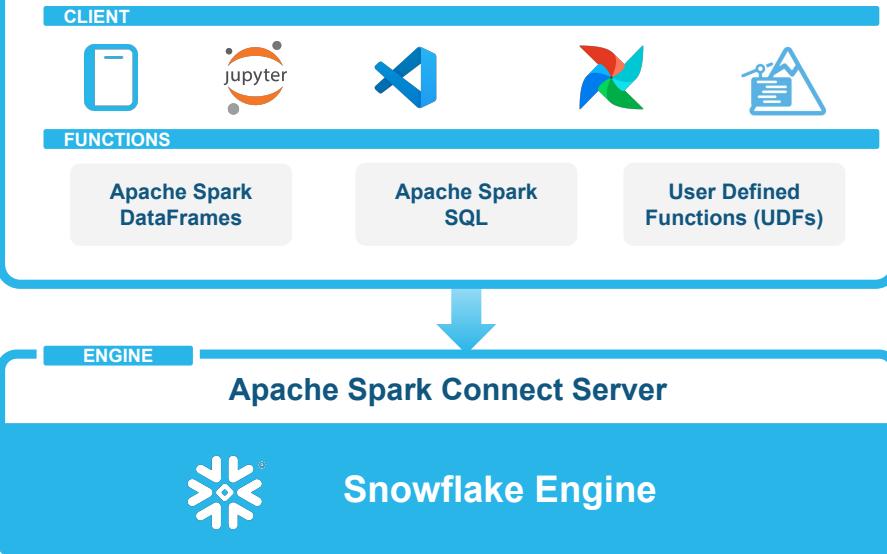
WHY USE IT

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.

Snowpark Connect for Apache Spark™



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.

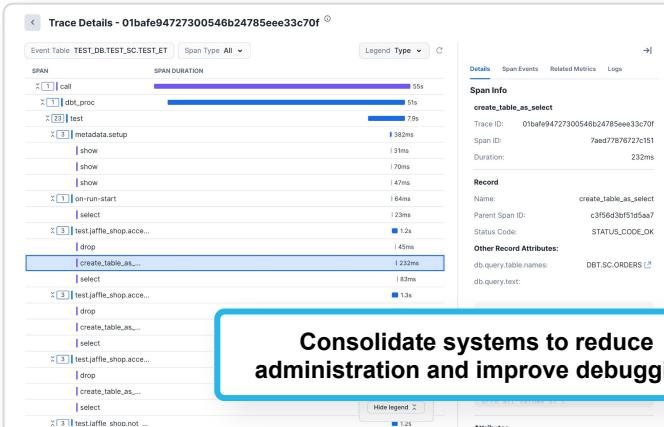
WHY USE IT

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.

Enable new teams to build and deploy pipelines



Swipe for more

Cortex Agents: Unified AI Data Access for the Enterprise

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

WHAT IS IT

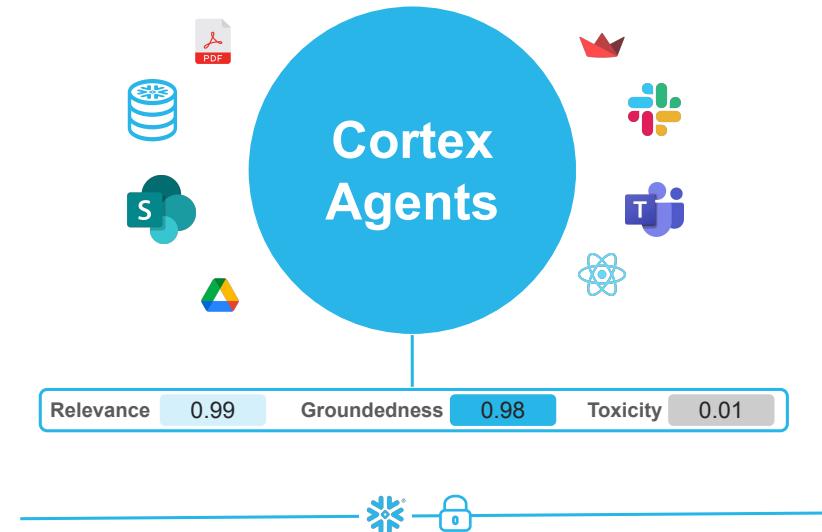
Snowflake's managed AI agents that retrieve and analyze both structured and unstructured data using robust reasoning models, delivering accurate insights through a convenient REST API.

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.



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.

Snowflake Marketplace

Discover Data products Providers My requests

Search providers and data products

Cortex AI Ready Publications & Content Learn more >

Seamlessly integrate the latest news, industry expertise and research in your AI assistants and agentic systems with Cortex Knowledge Extensions.

AP AP Business News
by The Associated Press
Your trusted and unbiased source of news on companies, industry trends and movements in the...
By request

USA TODAY Network
by Gannett Co., Inc.
Retail Performance Expectations for Upcoming Holiday Season

Expert Research Library – Emerging Technology and Innovation Trends
by CB Insights
In-depth research on 1,500 tech markets – trends, innovators, investors
By request

Thinking completed
Still haven't bought holi...
Retail trade group: holi...
US retail trade group e...
+1 source

According to the National Retail Federation's forecast, retail sales for the upcoming holiday season (November–December 2024) are expected to grow at a slower pace of 2.5%–3.5%, reaching between \$979.5 billion to \$989 billion. This is a moderation from the previous year's growth of 3.9%. US retail trade group expects holiday season sales to grow more slowly
Topic: Holiday Season Sales Forecast Date: 2024-10-15 Organization: National Retail Federation Location: United States Industry: Retail Forecasted Sales Growth: 2.5%-3.5% Previous Year's Sales Growth: 3.9% Projected Total Sales: \$979.5 billion +\$989 billion Factors Affecting Sales: Inflation, Interest Rates, Consumer Confidence, Employment, Gas Prices NEW YORK (API) — The largest retail trade group in the United States said Tuesday that it, the average holiday sales increase from 2010 to 2019 was 3.6%. Matt Shay notes that "consumers will continue to be more price-conscious in their spending decisions" due to higher interest rates and lingering inflation

concerns
Ask Snowflake Intelligence...
AP Business News

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Sharing of Semantic Views

WHAT IS IT

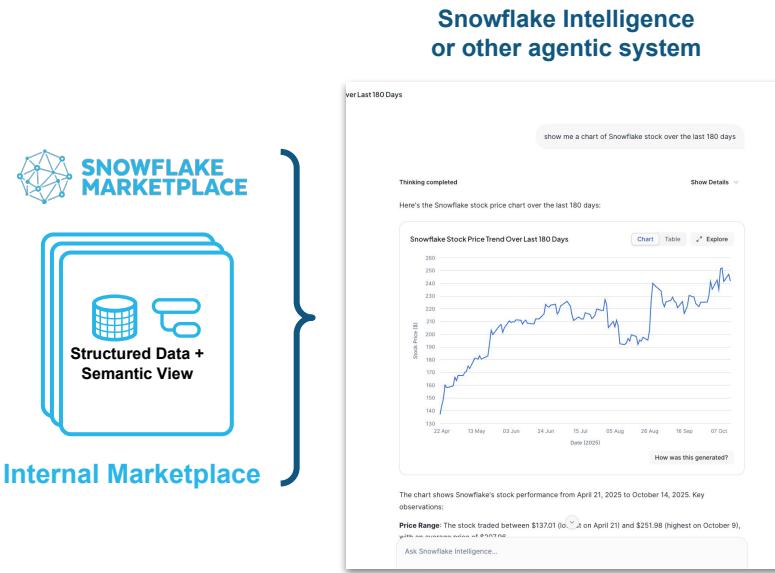
Allows data providers to enable natural language querying of structured data by sharing semantic views along with the data.

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.



Follow me for updates on all
things Snowflake!!



Vino Duraisamy ✅

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Data & AI engineering | Python,...
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 **Snowflake**