

# SNOWFLAKE DATA MARKETPLACE FOR DATA CONSUMERS

## Securely source live third-party and personalized data to improve business analytics



### ACCESS QUALITY, READY-TO-QUERY DATA

Gain access to a variety of new data sets that you can immediately query, join with your own data, use in AI and machine learning (ML) models, or add to dashboards or visualizations with your BI tool of choice.



### BENEFIT FROM LIVE ALWAYS UP-TO-DATE DATA

Updates made by the data provider are immediately reflected in your account, so you have up-to-date data without manual intervention or the need to set up and maintain scheduled tasks.



### REDUCE DATA ANALYTICS COSTS

Eliminate data loading and transformation costs and the need to manage and integrate with APIs from multiple vendors. In addition, you don't pay storage costs because there is no data movement.



### GET PERSONALIZED DATA

Access personalized, secure data feeds, which data providers can dynamically create based on your needs.



### IMPROVE DATA QUALITY WITH ENRICHMENT SERVICES

Easily and securely share slices of your data with providers, who can enrich and share that data back with you, directly to your Snowflake account.



### ACCESS DATA FROM ANY CLOUD

The Data Marketplace is being rolled out to all major cloud providers. Check with your account manager for availability in your region.

### THE DATA MARKETPLACE WITH LIVE, DIRECT DATA ACCESS

Companies looking to source external data either directly from data providers or by using traditional data marketplaces suffer from high costs, stale data, and poor analytics. Legacy data sourcing methods typically employ FTP, which is complex and error-prone; copying files to and from cloud buckets can make data insecure; and working with APIs is engineering-intensive. On top of that, the process of extracting, transforming, and loading data (ETL) is costly and time-consuming, and leaves organizations with stale data.

The Snowflake Data Marketplace gives data scientists, business intelligence and analytics professionals, and everyone that relies on quality data for decision-making access to live and ready-to-query data. This eliminates the need for any data transformation and provides shorter time to insight.

### READY-TO-QUERY DATA AND NO STORAGE COSTS

You can immediately query the data you access and use it with your own data or analytics and reports. In addition, you do not have to pay for data storage and worry about data duplication. Also, any time the data provider updates the data set, you will automatically see the new data in your account, without having to take any action.

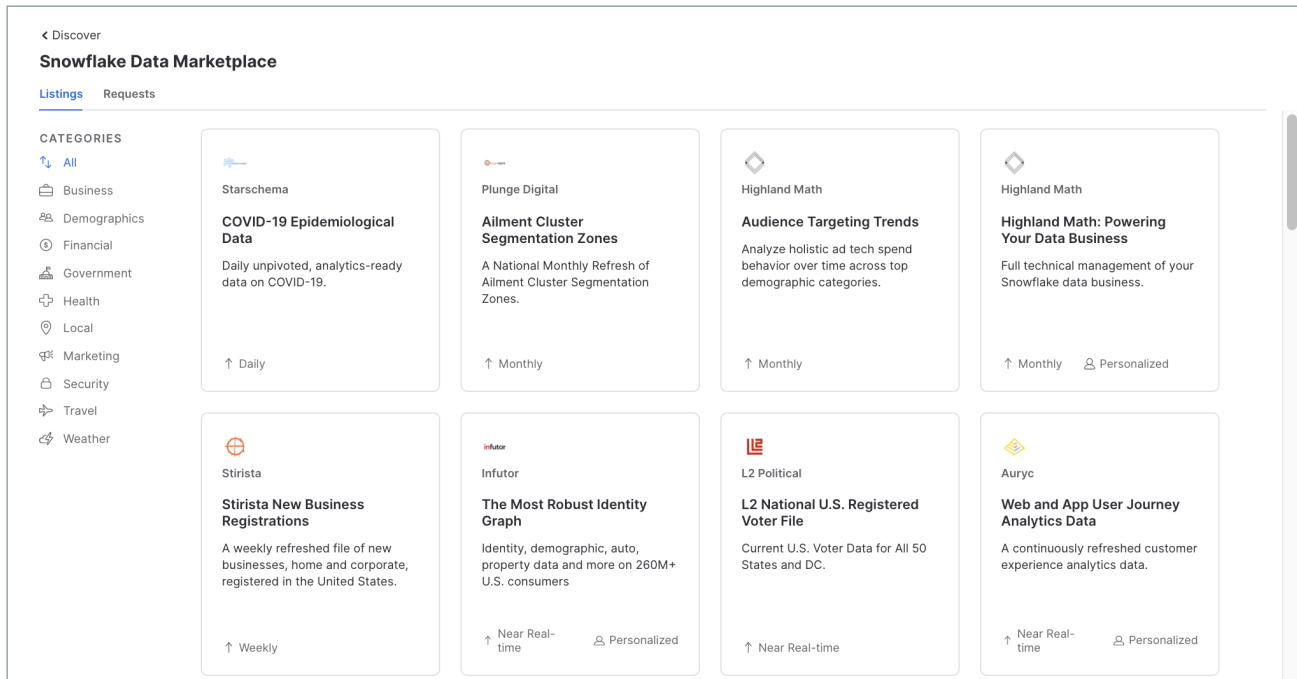
### DATA SERVICES IN A SECURE, GOVERNED ENVIRONMENT

Personalized listings in the Data Marketplace enable you to request access to customized slices of data based on your specific needs. Some providers also offer data enrichment services through which you can easily and securely share data that the provider then enriches and securely shares back with you.

### MONETIZATION OF YOUR DATA

Take advantage of the data assets you already have and provide customers with easy, live access to your data. Besides building awareness, generating new business opportunities, and easily publishing data, the Snowflake Data Marketplace offers many different monetization models.

## The Snowflake Data Marketplace



The Snowflake Data Marketplace is accessible directly via your Snowflake account

### USE CASES

- **Data Augmentation:** Source quality, third-party data to augment your own data sets and make better business decisions.
- **Data Analysis:** Get personalized data feeds from vendors you already work with or request customized data sets based on your business requirements from the many providers in the Data Marketplace.
- **Data Science:** Discover new data sets your team can use to train AI/ML models and to improve data science applications.
- **Data Enrichment:** Take advantage of bidirectional data exchange and enrich your own data by leveraging data enrichment services from different vendors.

### EXPLORE THE DATA MARKETPLACE TODAY

Check out some of the data providers available today by visiting [snowflake.com/data-marketplace](https://snowflake.com/data-marketplace). Contact your account manager for more information and to learn when the Snowflake Data Marketplace will be available in your region.

### ABOUT SNOWFLAKE

Thousands of customers deploy Snowflake Cloud Data Platform to derive all the insights from all their data by all their business users. Snowflake equips organizations with a single, integrated platform that offers the only data warehouse built for any cloud; instant, secure, and governed access to their entire network of data; and a core architecture to enable many other types of data workloads, such as developing modern data applications. Find out more at [Snowflake.com](https://Snowflake.com).