

KEY PARTNERS

- **AWS, Azure, GCP** — multi-cloud runtime; prices vary by cloud and region.
- **Cloud marketplaces** — common enterprise procurement path.
- **SI / consulting partners** — migrations, modeling, and governed sharing.
- **ISVs** — BI, ETL, and apps connected via drivers, APIs, and Streamlit.
- **Marketplace data providers** — monetized listings inside customer accounts.
- **AI / LLM model suppliers** behind Cortex AI Functions and Copilot.

KEY ACTIVITIES

- Operate multi-cloud control plane, warehouses, and storage services.
- Ship Snowpark, Streamlit in Snowflake, Iceberg, and collaboration features.
- Build Cortex AI (Functions, Analyst, Search, Fine-tuning, Copilot).
- Maintain Service Consumption Table and cost-visibility tooling.
- Sell On Demand → Capacity commits and edition upgrades.
- Enable Marketplace providers and partner-led implementations.

KEY RESOURCES

- **AI Data Cloud architecture** — storage, compute, cloud services separation.
- Credit metering + editions ladder (Standard → VPS).
- Snowpark runtimes and Streamlit in Snowflake app surface.
- Cortex AI stack and Model Registry / Feature Store surfaces.
- Marketplace + sharing / clean-room collaboration network.
- **Public brand** — NYSE SNOW; 751 Forbes Global 2000 customers (Q2 FY2026).

VALUE PROPOSITIONS

- **Elastic warehouses** — pay for compute only while running; suspend ≈ \$0 credits.
- **Separated storage** — TB/month after compression, independent of warehouse size.
- **Editions ladder** — Standard → Enterprise → Business Critical → VPS.
- **Snowpark + Streamlit** — Python/Java/Scala and apps next to data.
- **Marketplace & sharing** — live data products without brittle copies.
- **Cortex AI** — LLMs, Analyst, Search, Fine-tuning inside Snowflake's perimeter.

CUSTOMER RELATIONSHIPS

- **Free trial / signup** — low-friction first account.
- **On Demand self-serve** — credit card / monthly invoice expansion.
- **Capacity contracts** — negotiated commits with account teams.
- **Edition upgrades** — Enterprise, Business Critical, VPS with sales assist.
- **Premier support** — 24/7 coverage paths per editions docs.
- Partner-led implementations and Marketplace provider relationships.

CHANNELS

- **Primary doors** — snowflake.com product, pricing, and docs.
- Trial / signup as the low-friction on-ramp.
- AWS / Azure / GCP marketplaces and console integrations.
- Direct enterprise sales + solutions architecture.
- SI / ISV partner co-sell and implementations.
- In-product Marketplace and Snowflake Summit / content GTM.

CUSTOMER SEGMENTS

- Data engineering & analytics teams (warehouses, Snowpipe, Iceberg).
- Snowpark / Streamlit builders shipping apps on governed data.
- **AI / ML teams** — Cortex Functions, Search, Fine-tuning, Feature Store.
- Marketplace consumers and data-product providers.
- **Enterprises / Global 2000** — 751 Forbes Global 2000 (Q2 FY2026).
- **Hyper-growers** — 654 customers with >\$1M TTM product revenue.

COST STRUCTURE

- Multi-cloud platform infrastructure and reliability engineering.
- Storage and serverless feature capacity (Snowpipe, optimization, etc.).
- AI inference / model capacity behind Cortex AI Credits.
- R&D talent (platform, Snowpark, governance, Cortex).
- Sales, solutions architecture, and customer success for enterprises.
- Partner programs, Marketplace ops, security & compliance.

REVENUE STREAMS

- **On Demand Platform Credits** — warehouses + serverless; \$/credit by edition/region.
- **Storage** — average compressed TB/month (On Demand or Capacity rates).
- **Warehouse sizing** — Gen1 1 → 512 credits/hour; per-second after 60s minimum.
- **Cloud services** — billed only above 10% of daily warehouse credits.
- **Capacity** — prepaid usage; discount off On Demand Platform Credit price.
- **Editions** — Standard / Enterprise / Business Critical / VPS raise unit price + features.
- **Cortex AI Credits** — separate meter; Capacity Platform discount does not apply.

Sources: snowflake.com/en/pricing-options · docs.snowflake.com/en/user-guide · snowflake.com/en/product · sec.gov/Archives/edgar · docs.snowflake.com/en/user-guide · snowflake.com/legal-files/CreditConsumptionTable.pdf · docs.snowflake.com/en/user-guide
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