



SNOWFLAKE AI DATA CLOUD FOR DISA

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Agenda

- Introductions
- Questions from Last Overview
- Cost Model
- Value Engineering
- Demo - UI Walkthrough & Cortex AI



By The Numbers

Snowflake Data Cloud



- *Founded 2012 / Product GA 2015*
- *Largest Software IPO Sep. 2020*
- *Annual Revenue \$3.6B*
- *30%+ YoY Growth*
- *10,500+ Customers Globally*
- *DoD IL2 Authorized*
- *DoD IL4 P-ATO Issued June '23*
(Snowflakecomputing.mil on NIPR)
- *DoD IL5 P-ATO Issued April '25*
- *DoD IL6 Board Approved*



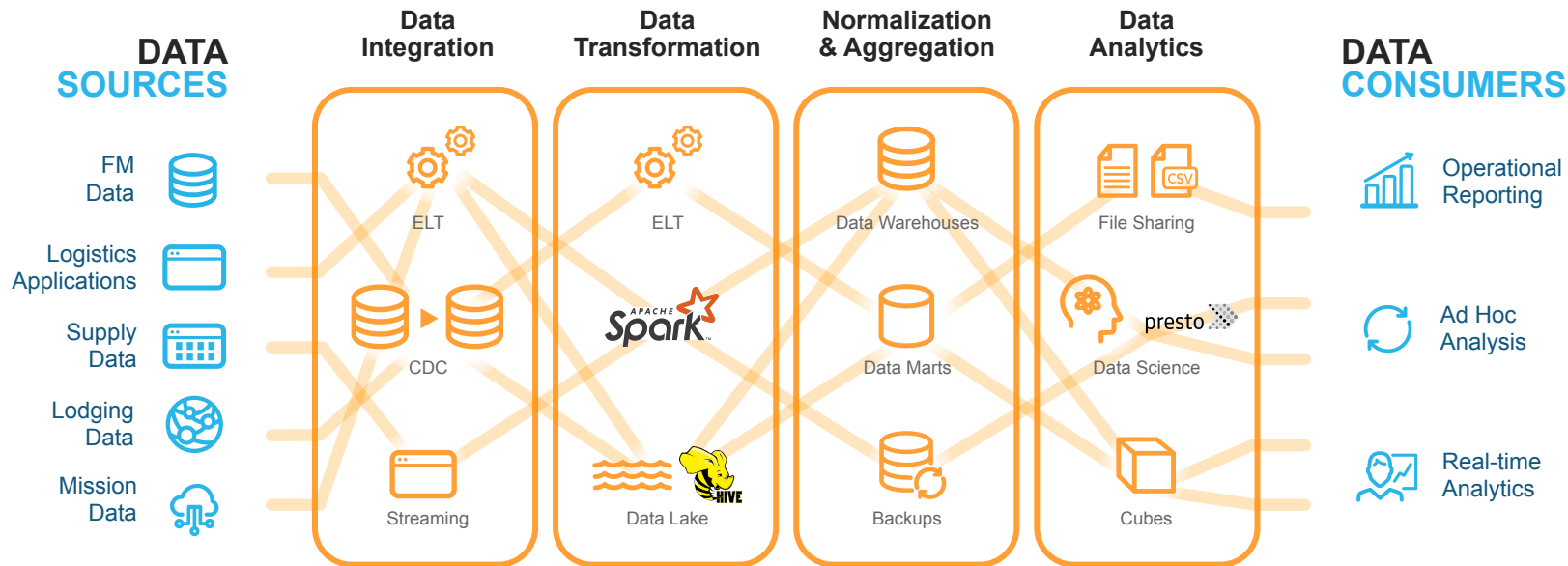
Every Organization Struggles with Silos

Silos equate to complexity, higher costs, and security risks

**SNOWFLAKE ELIMINATES SILOS TO
DELIVER A SINGLE DATA FOUNDATION**



Traditional Solutions



The Snowflake Data Cloud



SNOWFLAKE MANAGED SERVICE



SQL Data Engineer



SQL Data Analyst



alteryx



Cloud Services

Catalog



Optimized Query Execution



Security & Governance



Infrastructure Management



Elastic Multi-Cluster Compute



CPU



CPU



CPU



CPU



Secure Data Lake Storage



SNOWFLAKE MANAGED SERVICE



Python Data Engineer



SQL Data Engineer



SQL Data Analyst



alteryx



Power BI



tableau

Cloud Services

Python
Libraries



Non-SQL
Execution



Catalog



Optimized Query
Execution



Security &
Governance



Infrastructure
Management



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ML APIs



SnowflakeML

ML Features



Elastic Multi-Cluster Compute



CPU



CPU



CPU



CPU



CPU



CPU



Hi-Mem



Hi-Mem



Hi-Mem



Secure Data Lake Storage

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GenAI Engineer



Cloud Services

Python Libraries



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Infrastructure Management



ML APIs



ML Features



Hosted LLMs



Containers



Elastic Multi-Cluster Compute



CPU



CPU



CPU



CPU



CPU



CPU



Hi-Mem



Hi-Mem



Hi-Mem



GPU



GPU



GPU



Secure Data Lake Storage



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Power BI

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GenAI Engineer



SQL for ML & AI



Cloud Services

Python Libraries



Non-SQL API & Execution



Catalog



Optimized Query Execution



Security & Governance



Infrastructure Management



ML APIs



SnowflakeML

ML Features



Hosted LLMs



Containers



ML & AI Functions



GenAI Apps



AI Studio



Elastic Multi-Cluster Compute



CPU



CPU



CPU



CPU



CPU



CPU



Hi-Mem



Hi-Mem



Hi-Mem



Hi-Mem



Hi-Mem



Hi-Mem



GPU



GPU



GPU



GPU



GPU



Secure Data Lake Storage



One Platform. Any Architectural Pattern.

Data Warehouse

Centralized analytics for structured business data



Data Lake

Unlimited storage for versatile data types and workloads



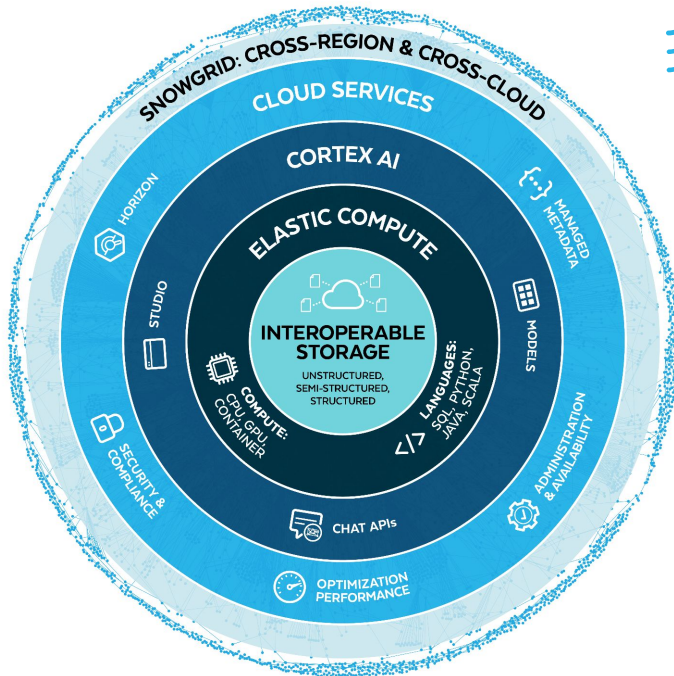
Data Lakehouse

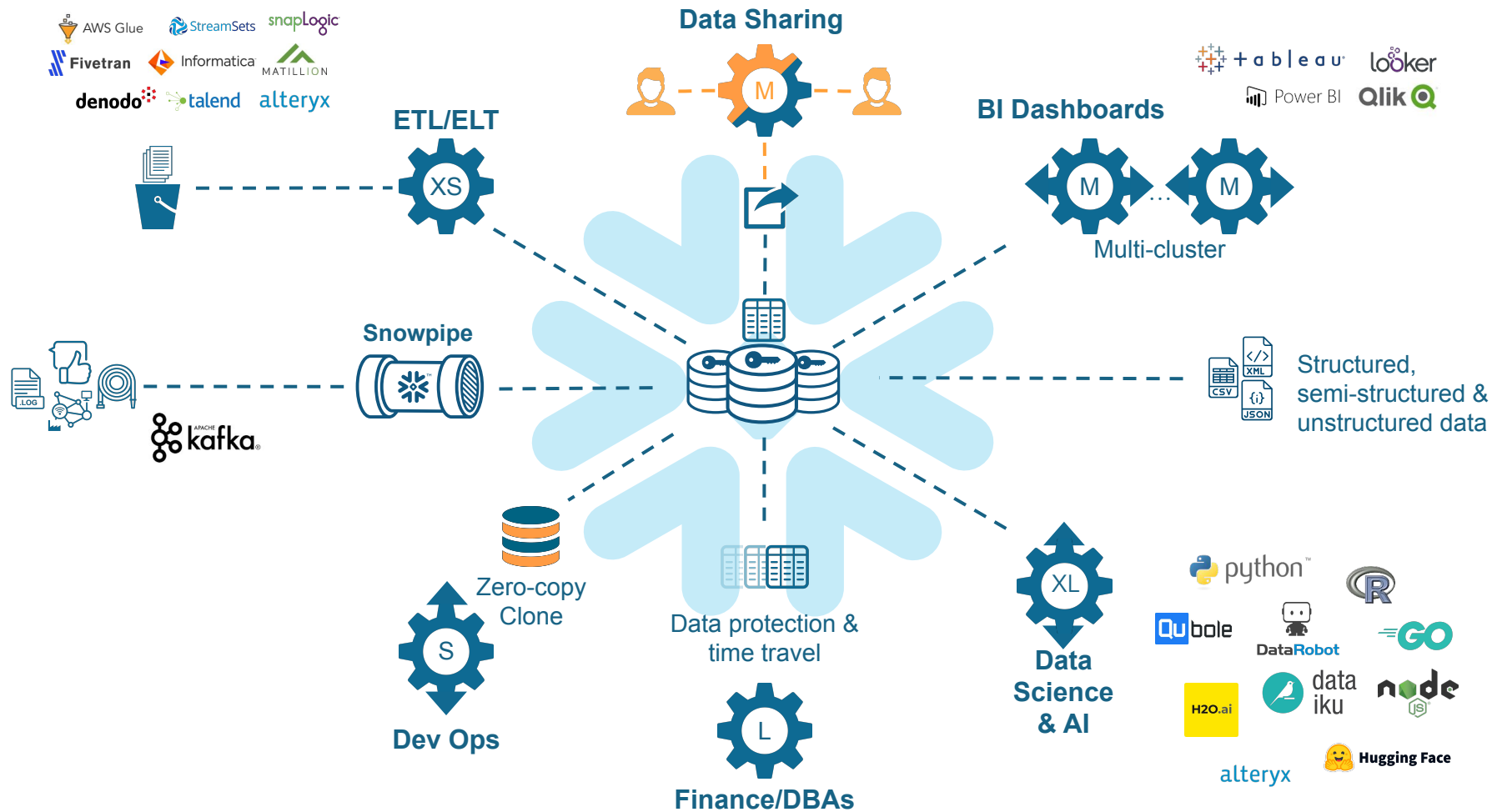
Transactional data lake for unified analytics, AI/ML, collaborative workloads



Data Mesh / Fabric

Distributed and governed, domain-oriented collaboration





Top Department of Defense Use Cases

Data Engineering to Collaboration (Build & Enrich)

- Core Data Platform
- Mission Owner to Advana Data-Sharing



Analytics to AI & Machine Learning (Use & Train)

Reporting to Models:

- Supply Analytics
- Predictive Maintenance
- FM LLM Chatbot



Data Applications & Cybersecurity / Management (Extend & Protect)

- Data Applications
- Secure Data Lake
- Data Catalog



The Snowflake Differences



It Just Works

Fully-Managed, unified, secure platform that delivers ease of use and powerful automations



Optimized Performance at Scale

Scale up and down elastically, and scale out to support massive concurrent users, data volumes, and different workloads



Multi-Cloud Connected

Access data and apps across clouds and regions securely with one consistent experience



Requirements for Your Data Foundation

Endless Silos

Silos result in operational complexity and moving data to get value.



Unified Data

Switch to a single platform to access all data, including data that's unstructured, in open formats, and from third-parties.

Hidden Costs

Hidden costs come from multiple services and the manual expertise required to optimize.



Superior TCO

Switch to a fully managed service to efficiently support users and workloads at scale, while reducing time, effort, and expertise required.

Piecemeal Policies

Inconsistent governance policies across systems and users introduce security risk.



Universal Governance

Switch to a single governance model with comprehensive compliance, security, and privacy controls that are universally enforced.



Innovations to Drive Customer Success



STRENGTHEN YOUR DATA FOUNDATION

Unify all data on your terms and
unlock more workloads, with
superior TCO advantages



ACCELERATE ENTERPRISE AI

Enable every user to get value
from AI and ML securely against
their enterprise data



BUILD & DISTRIBUTE APPLICATIONS

Simplify the development,
deployment, and distribution of
applications

There is no AI Strategy without a Data Strategy



Why Snowflake?

Easy to Use - No Additional Fees



For business and technical users with industry-specific workflows and templates such as audience overlap, reach and frequency & more - at no additional license fees

Open & Interoperable Ecosystem



Offering a neutral platform with turn-key third-party integrations & optionality across cloud, enrichment, identity, and activation providers; connect with all partners even if they aren't yet on Snowflake

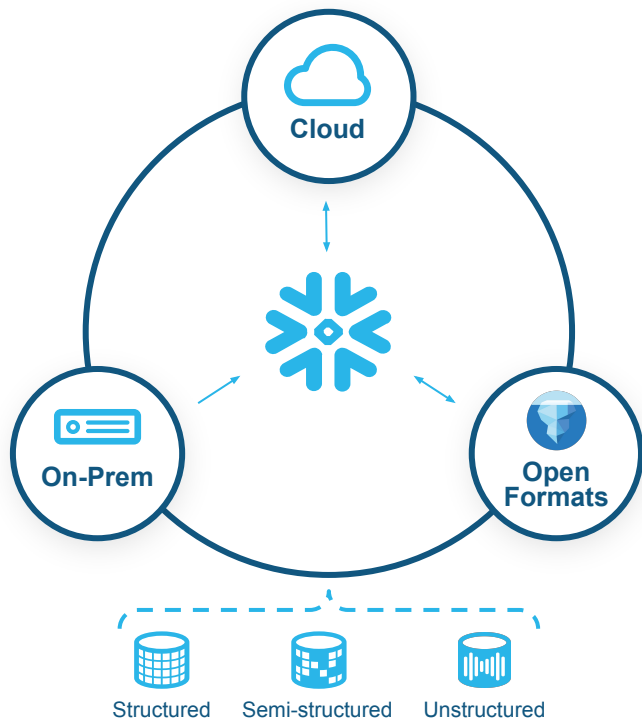
Built-in Privacy & Governance



Switch to a single governance model with comprehensive compliance, security, and privacy controls that are universally enforced.



Interoperable Storage



Un-siloed Access to Your Data

Unstructured, semi-structured, and structured data together with near-infinite scale.

Easily Manage Data at Scale

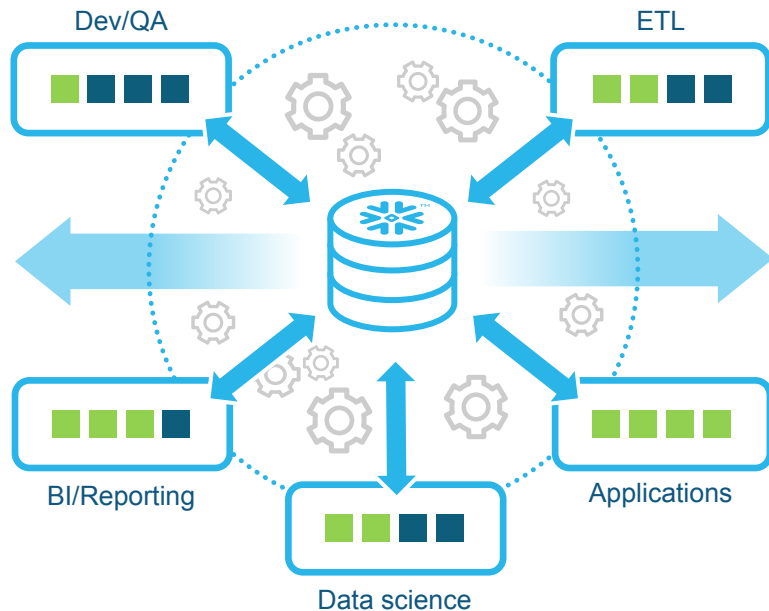
Fast and efficient access, optimized compression, and secure data - all automated.

Flexibility & Interoperability

Work with data on-premises or in open table formats to remove lock-in and adapt to any architectural pattern.



Elastic Compute



One Engine for Every Workload

Power streaming pipelines, analytics, AI, interactive apps, and more through a single engine with flexible compute options including GPUs.

Leading Performance & Concurrency

Fast, reliable performance for virtually all users and jobs with no tuning or contention, delivered through isolated compute.

Familiar Languages

Work in SQL, Python, or Java. Run your preferred libraries with Snowpark. All without moving data.

Flexible Development

Use native development interfaces, bring your own IDE, or leverage popular third-party tools.





Snowflake Copilot

Document AI GA Soon

Cortex AI 

Studio PR

Chat

Structured Data
Cortex Analyst PU

Documents
Cortex Search PU

Models



AI21labs



Task-Specific &
Embed Models

Foundation
Models

Fine-Tuned
Models PU

EFFICIENT

Streamline development-to-deployment lifecycle with cutting-edge AI models, frameworks and apps running next to the data

EASY

Fully managed and tightly integrated data and AI infrastructure accessible via no-code Studio, SQL, Python, and REST APIs interfaces

TRUSTED

Protect the value of your IP at scale with industry-leading security and unified governance for data and models trusted by thousands of organizations





Cloud Services



Snowflake Managed

**Governance
Controls**

**Security &
Compliance**

**Maintenance
& Tuning**

**Performance
Enhancements**

**Metadata
Management**

**Administration &
Availability**

Fully Managed Service

Automate costly and complex operations to reduce overhead and improve efficiency. Benefit from near zero maintenance, with no upgrades or downtime.

Unified, Built-In Governance

Snowflake Horizon Catalog delivers unified compliance, security, privacy, interoperability, and access capabilities, without additional configurations or protocols.

Optimized Performance by Default

Benefit from optimized performance by default and transparent performance enhancements automatically applied via releases.



Snowgrid Unlocks Data Collaboration

Traditional Methods

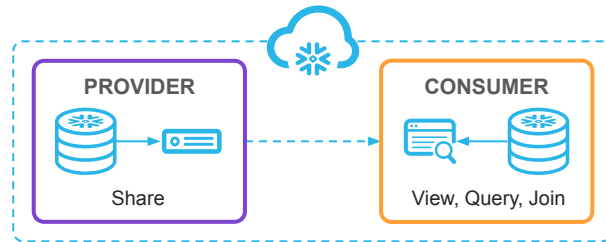
FTP | APIs | ETL | Federated Protocols



- ❌ Unsecure, once data is moved
- ❌ Costly to maintain infrastructure / egress
- ❌ Delayed access to data
- ❌ Heavy implementation to expand beyond a single cloud or region

Snowflake

Privacy-Preserving Collaboration



- ✅ Collaborate across clouds and regions with no ETL or copies
- ✅ Discover and access more than just data
- ✅ Preserve privacy with robust data governance



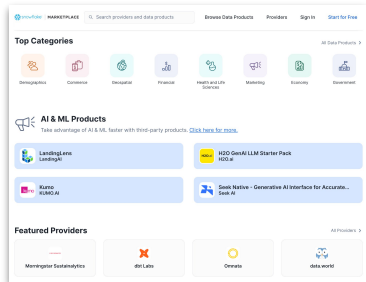
SHARE AND COLLABORATE IN THE DATA CLOUD

DISCOVER AND LEVERAGE THE DATA CLOUD

Access data and services
from 150+ providers

SNOWFLAKE DATA MARKETPLACE

Gain immediate access to
hundreds of data sets and
applications



SHARE ACROSS YOUR BUSINESS ECOSYSTEM



DIRECT SHARE

Share with other
Snowflake customers



READER ACCOUNTS

Share with companies not
yet on Snowflake

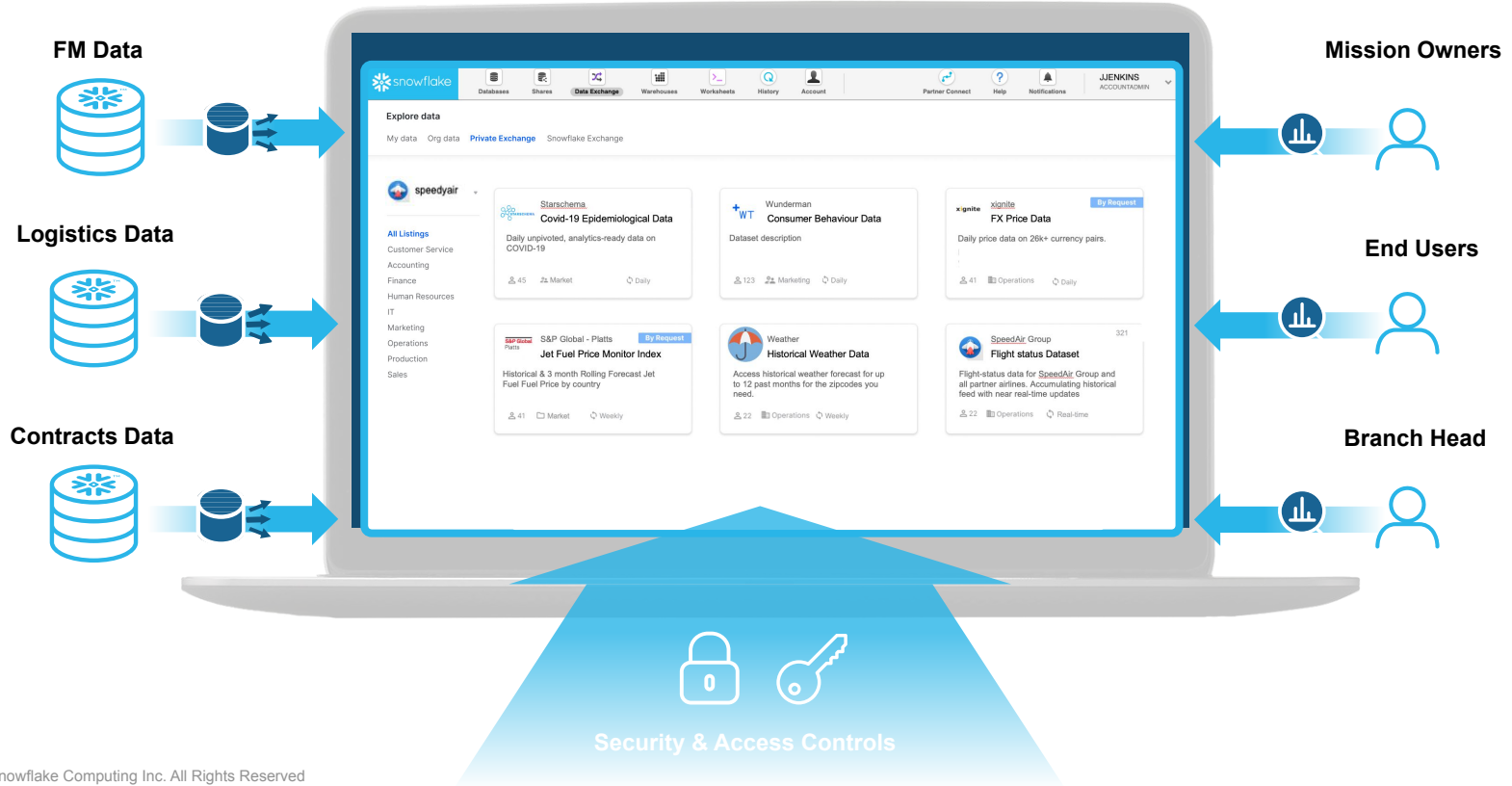


DATA EXCHANGE

Administer group sharing
and data discovery across
business units



DISA DATA EXCHANGE



Data Sharing (Intra-Organization)

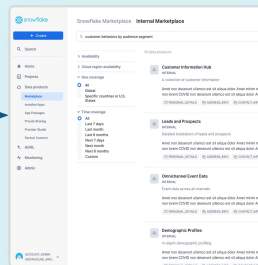
MCCS

Financial Management LOB

Snowflake - AWS GovCloud West



Internal Data Exchange



(Private Listing is Discoverable)

Retail/MCX LOB

Snowflake AWS GovCloud West



Inventory LOB

Snowflake - AWS GovCloud West

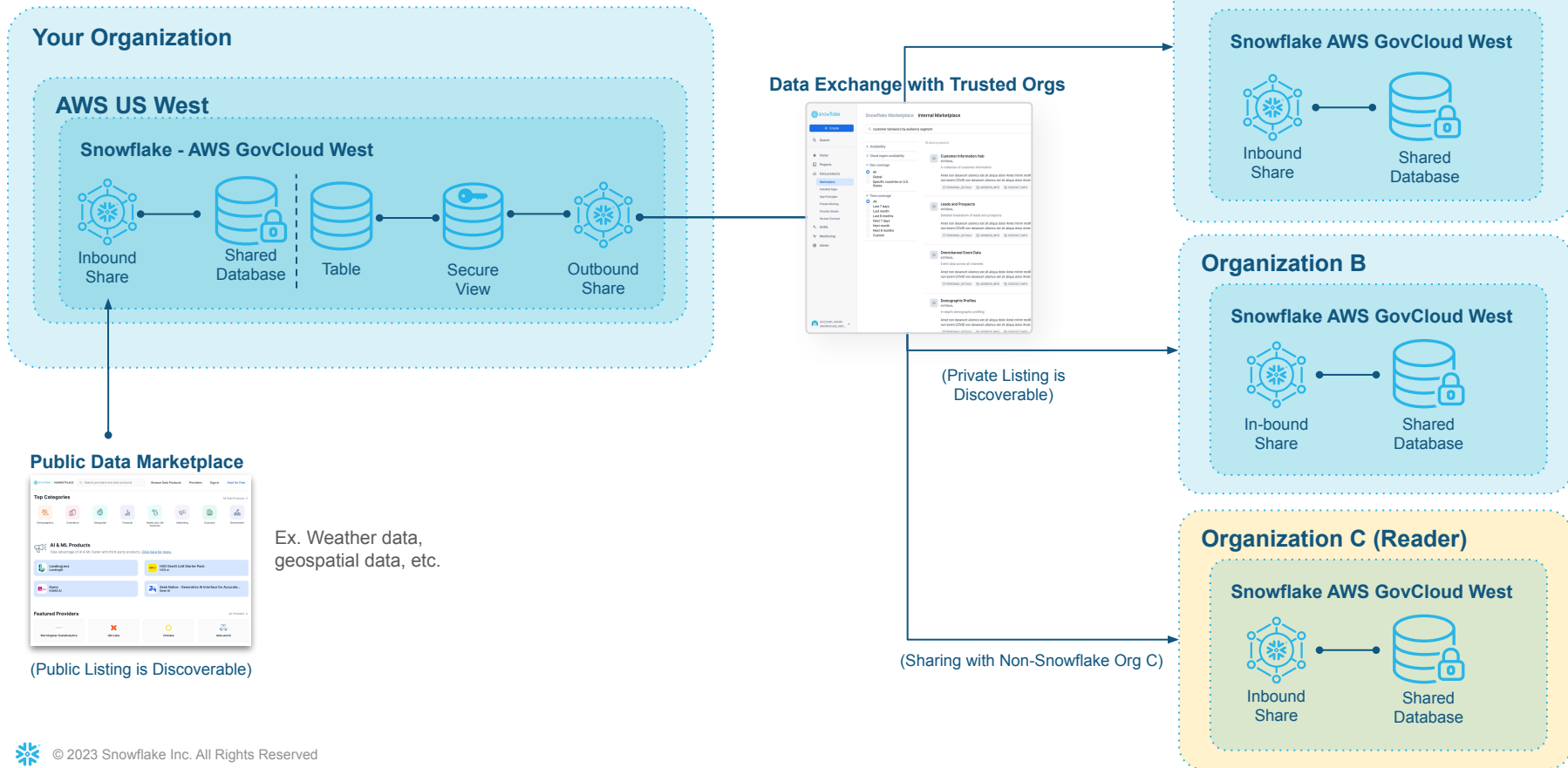


Lodging LOB (Sharing between HR and Finance to enrich analytics)

Snowflake - AWS GovCloud West



Data Sharing (Cross-Organization)



What's New: Innovations to Drive Customer Success



STRENGTHEN YOUR DATA FOUNDATION

Unify all data on your terms and
unlock more workloads, with
superior TCO advantages



ACCELERATE ENTERPRISE AI

Enable every user to get value
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BUILD & DISTRIBUTE APPLICATIONS

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deployment, and distribution of
applications

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Snowflake for AI / ML: Platform Overview

Use AI in everyday analytics within seconds

No AI expertise or integrations needed. Access via Snowsight using pre-built UIs or SQL / Python functions.

Build and deploy AI apps in as little as minutes

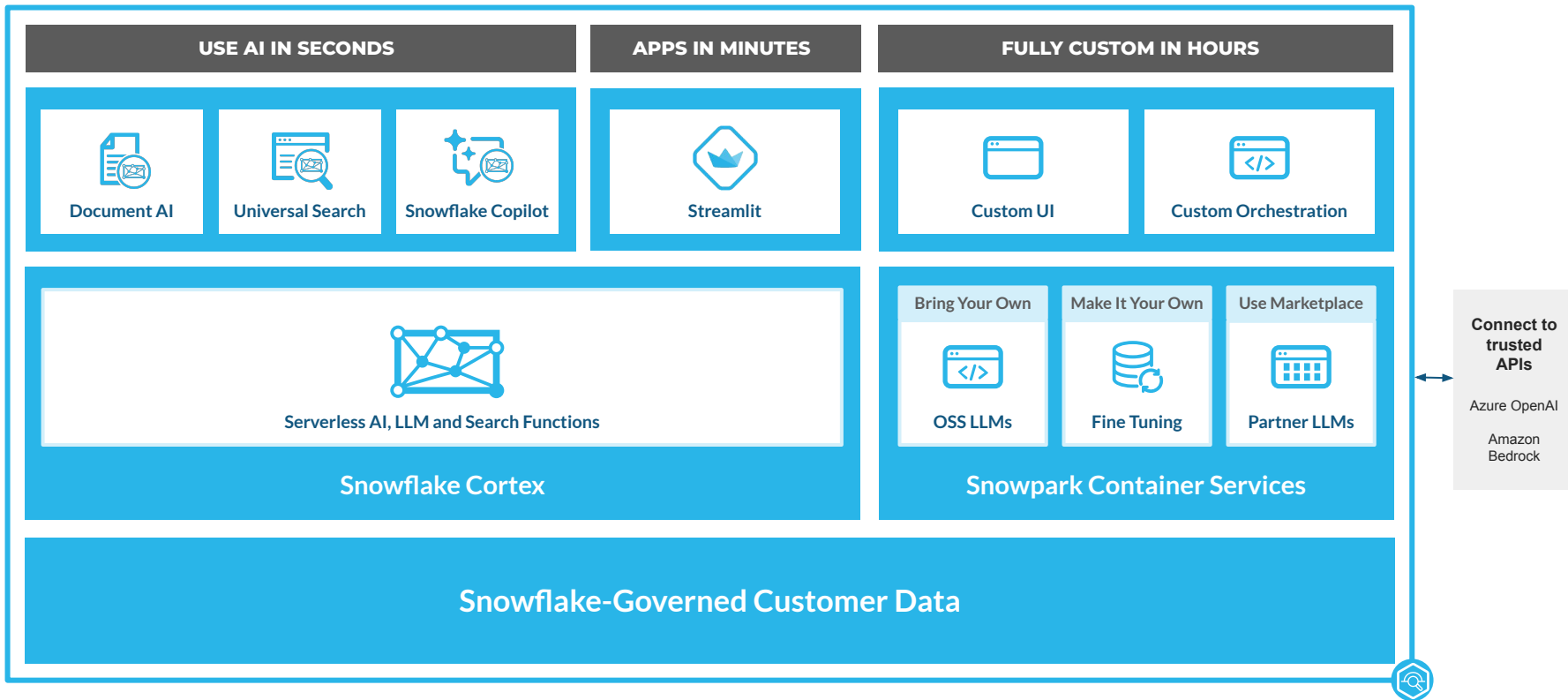
Accelerate delivery of innovation with scalable infrastructure and app stack primitives. Build apps in minutes or go fully custom in hours.

Keep data and models secure and governed

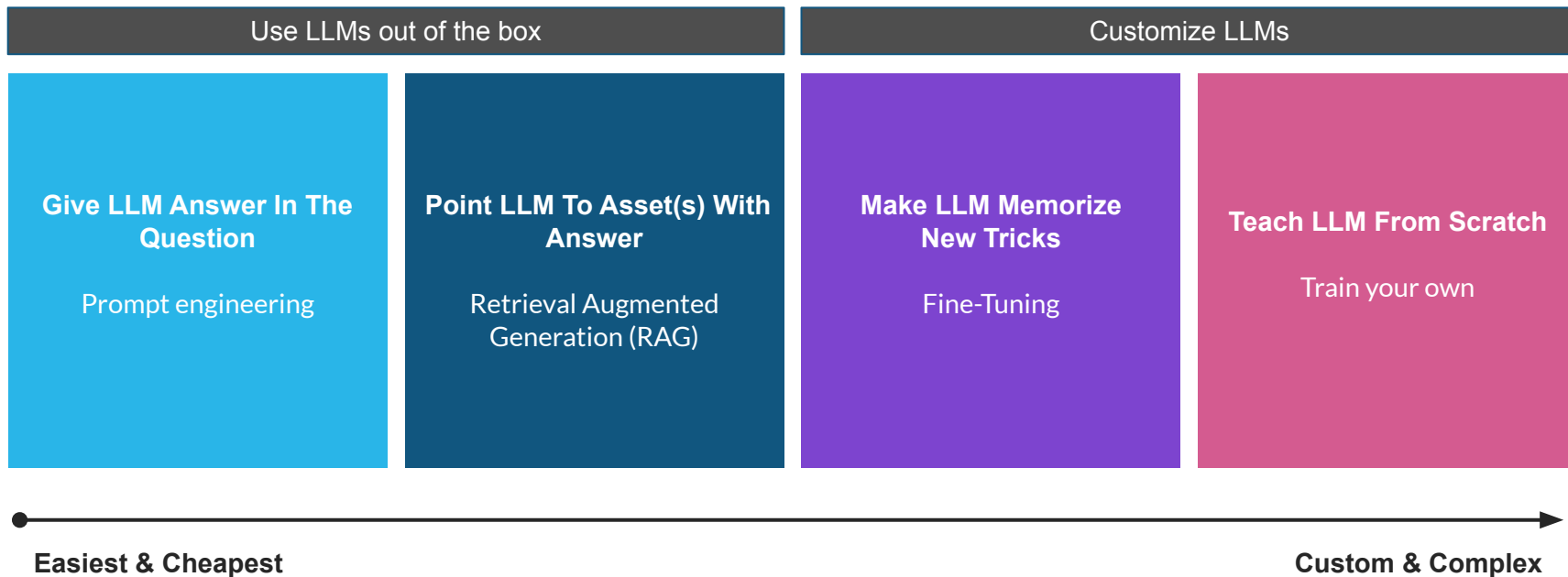
Robust foundation to safeguard your IP from unintended use with role-based access definitions on data, models and apps in Snowflake.



Snowflake for Gen AI & LLMs: Platform Overview

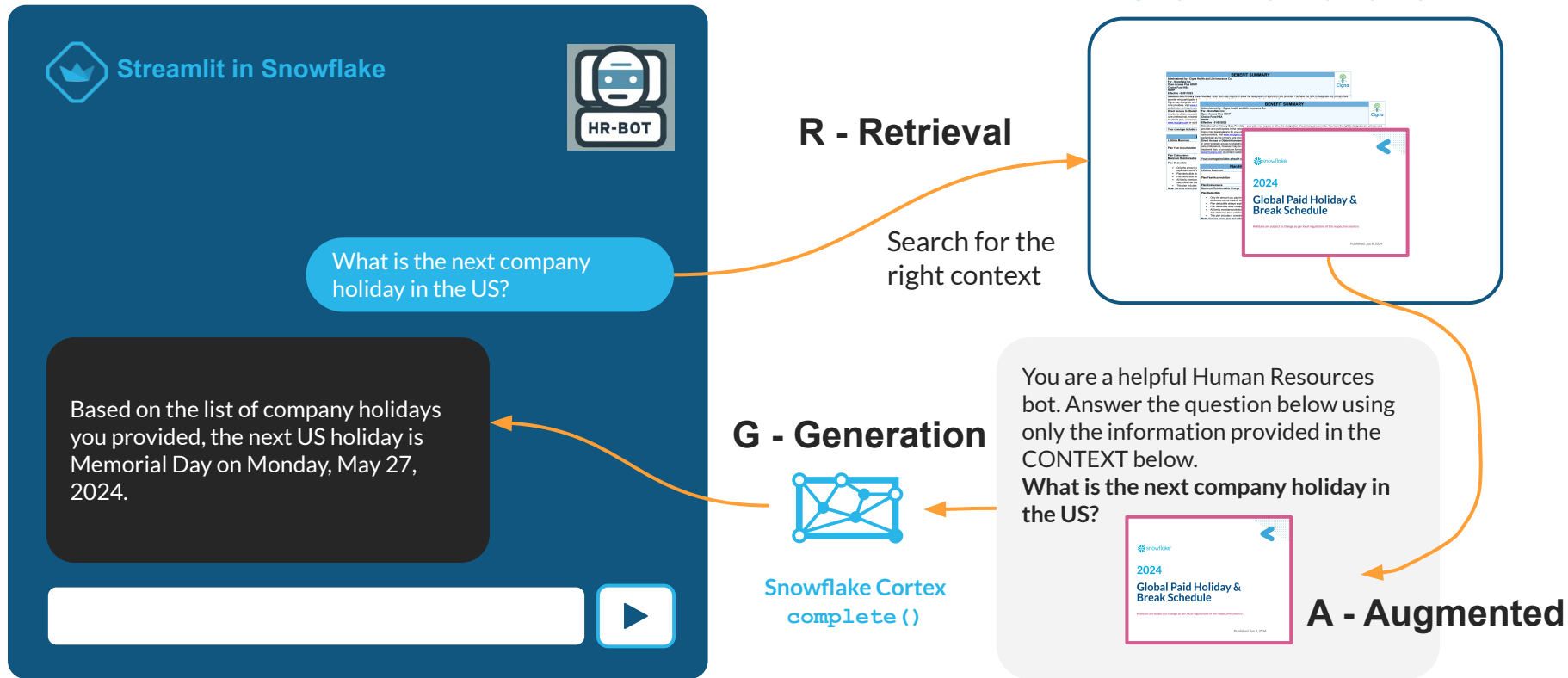


Ways To Bring In New Information

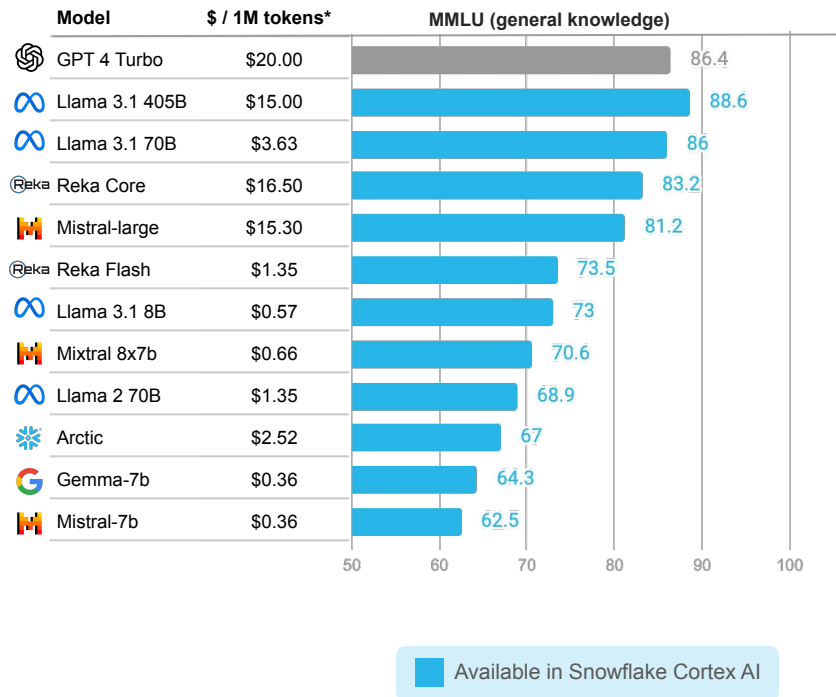


Retrieval Augmented Generation [RAG]

Vector Data Type +
Cortex Vector Functions



Foundation Models in Cortex AI



- Flexibility to choose the state-of-the-art model that best fits your task and cost goals
- Run batch operations using SQL or Python serverless functions inside Snowflake
- Use from any application via REST API
- No GPU infrastructure management
- Data stays in Snowflake and is never shared with third-party LLM provider
- RBAC policies limit data access to appropriate roles

Foundation Models in Cortex AI

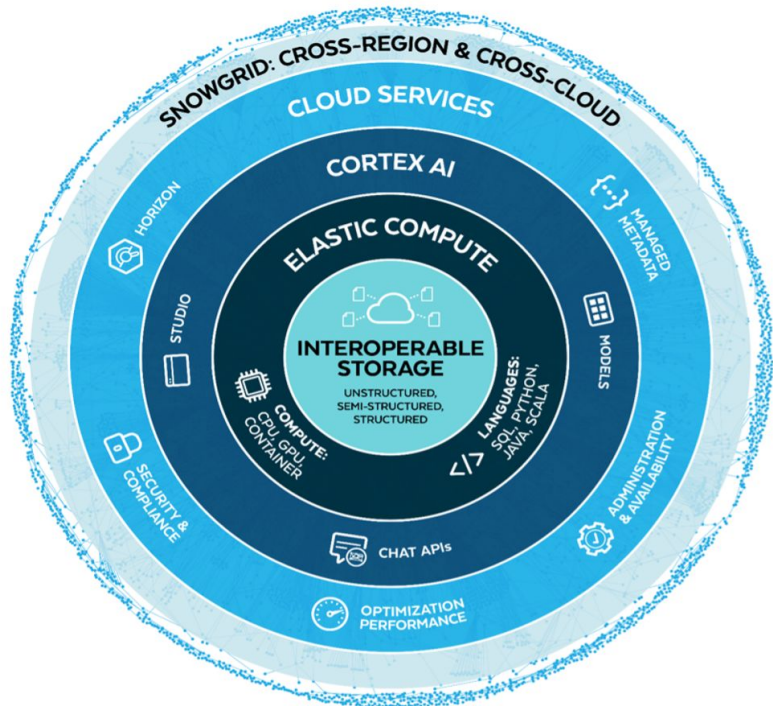
- Snowflake AI Pricing Table
- Full pricing available [here](#)

Table 6(a): Snowflake AI Features Credit Table	
Feature	Snowflake-managed compute ⁶
Cortex Complete – reka-core	5.50 Credits / 1M Tokens
Cortex Complete – mistral-large	5.10 Credits / 1M Tokens
Cortex Complete – llama3.1-405b	5 Credits / 1M Tokens
Cortex Complete – llama3-70b	1.21 Credits / 1M Tokens
Cortex Complete – llama3.1-70b	1.21 Credits / 1M Tokens
Cortex Complete – snowflake-arctic	0.84 Credits / 1M Tokens
Cortex Complete – llama2-chat-70b	0.45 Credits / 1M Tokens
Cortex Complete – reka-flash	0.45 Credits / 1M Tokens
Cortex Complete – mixtral-8x7b	0.22 Credits / 1M Tokens
Cortex Complete – llama3-8b	0.19 Credits / 1M Tokens
Cortex Complete – llama3.1-8b	0.19 Credits / 1M Tokens
Cortex Complete – mistral-7b	0.12 Credits / 1M Tokens
Cortex Complete – gemma-7b	0.12 Credits / 1M Tokens
Cortex Translate	0.33 Credits / 1M Tokens
Cortex Guard	0.25 Credits / 1M Tokens
Cortex Summarize	0.10 Credits / 1M Tokens
Cortex Extract Answer	0.08 Credits / 1M Tokens
Cortex Sentiment	0.08 Credits / 1M Tokens
Cortex Embed Text 1024 – nv-embed-qa-4	0.05 Credits / 1M Tokens
Cortex Embed Text 768 – snowflake-arctic-embed-m	0.03 Credits / 1M Tokens
Cortex Embed Text 768 – e5-base-v2	0.03 Credits / 1M Tokens
Cortex Search ^{*, vi}	0 Credits per GB/mo of indexed data
Document AI ^v	8 Credits per hour of compute

Table 6(b): Snowflake AI Features Credit Table (Fine-Tuning) ^v		
Feature	Snowflake-managed compute ⁶	
	Fine-Tuning (Training)	Cortex Complete (Fine-Tuned Inference)
Cortex Fine-Tuning – llama3-70b	3.40 Credits / 1M Tokens	2.42 Credits / 1M Tokens
Cortex Fine-Tuning – mixtral-8x7b	3.40 Credits / 1M Tokens	0.44 Credits / 1M Tokens
Cortex Fine-Tuning – llama3-8b	0.64 Credits / 1M Tokens	0.38 Credits / 1M Tokens
Cortex Fine-Tuning – mistral-7b	0.64 Credits / 1M Tokens	0.24 Credits / 1M Tokens



One Fully Managed Platform. Many Use Cases.



THANK YOU



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