Data for Brunch

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VIRTUAL EVENT SERIES

AGENDA

15 mins	Power of Salesforce
15 mins	The Possibilities with Snowflake
15 mins	The Greatest Sum of Two Parts (Demo)
15 mins	Get Your Most Burning Questions Answered

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SPEAKERS

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Chris Ames

Director, Product Management
Tableau CRM Data Platform, Connectivity

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@chrisames_sf
https://www.linkedin.com/in/chrisadamames/

Chris is a member of the Salesforce Tableau CRM Product team. He and his team focus on delivering Connectivity for Customers to leverage bringing data into and out of Tableau CRM.

Chris has over twenty years of experience working with Data, Analytics and Data Science products and projects across industries such as Software, Manufacturing, Healthcare, Pharma, Insurance, Telecommunications and Real Estate.

Kris Lawson
District Manager
Snowflake

Kris.Lawson@snowflake.com
https://www.linkedin.com/in/krislawsonland/

Kris is a District Leader for Snowflake Canada. Since 2019, Kris and his team have helped over 100 Canadian companies migrate to the Snowflake Data Platform.

Kris has extensive cloud transformation experience starting in 2004 when he helped launch Salesforce Canada and grew the business to over 2000 customers and 1200 employees. As a fun fact, Kris is the proud father of identical triplet daughters (1 in 6,000,000 odds:) and a long-retired Snowboard instructor.

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Power of Salesforce

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POWER YOUR BUSINESS TRANSFORMATION WITH DATA

As the #1 CRM and Data Cloud respectively, Salesforce and Snowflake deliver the best-of-breed solution for you to unify, analyze and act on your data. With native integrations between our technologies, you get unparalleled scale and access to data, and you can power your business transformation with data.

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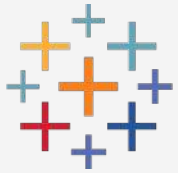


+ a b | e a u®

formerly Einstein Analytics

Tableau Desktop	Tableau Prep	Tableau Server	Tableau Online	Tableau CRM
Visual analytics	Visual data preparation	Analytics platform self-managed	Analytics platform as a service	Native Salesforce analytics

Powered by Einstein

Advanced AI capabilities across all Salesforce products

Putting It All Together

Enterprise-Wide Analytics Users

Tableau CRM

CRM-based Analytics Users

Salesforce and Snowflake

Power your business transformation with data

Native Snowflake Connector

Speed up your analytics with Tableau's robust Snowflake Connector

Output Connector

Leverage AI/ML enhanced Tableau CRM datasets outside of Salesforce.

Input Connector

Bring the power of AI to non-CRM data.

Beta

Sync Out

Seamless, push button approach to extend access to your CRM data.

Direct Data

Eliminate silos and create a complete 360-degree-view of your customer.

Tableau

Tableau CRM

Snowflake Write Connectors

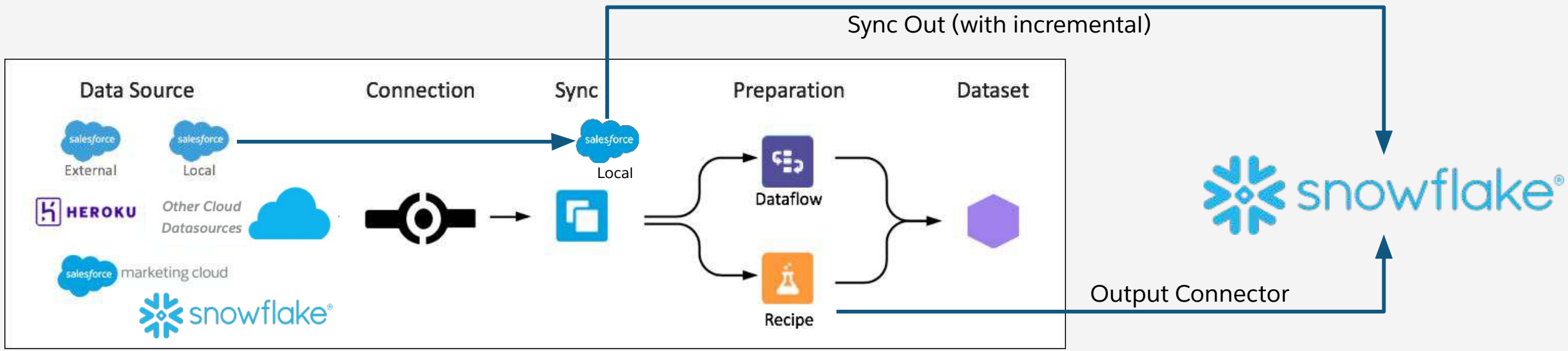


Tableau CRM Input Connector for Snowflake

Bring the power of AI to your non-CRM data

Connect, Clean and Prep

With ML powered visual data prep, augment your CRM data with third-party data to discover more insights.

Make smarter decisions

Utilize Einstein Discovery to Discover, Predict and Recommend smarter actions to CRM users.

Native & Secure

Leverage the same security models and sharing rules used on your CRM data.

[Help / Training Documentation]

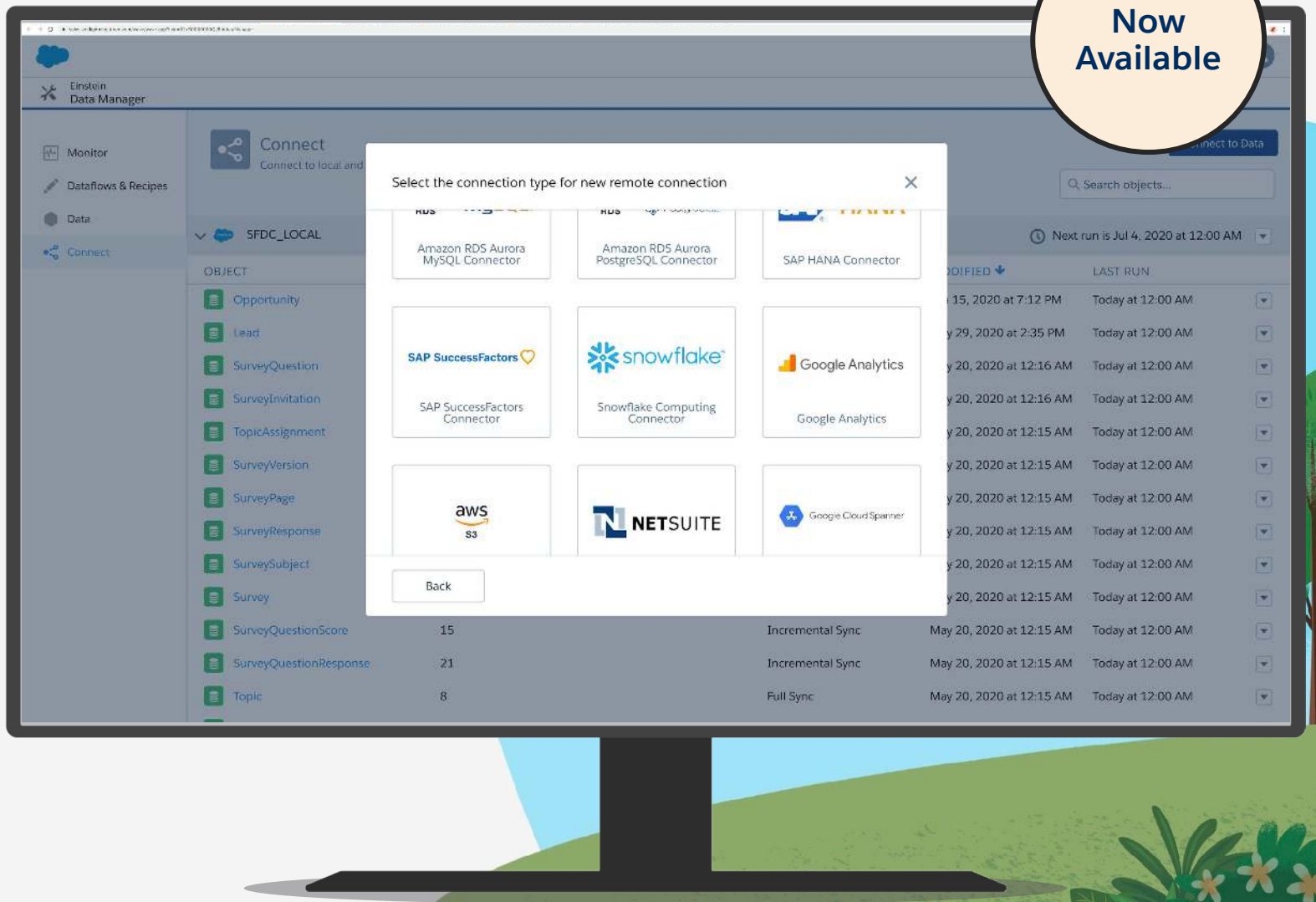


Tableau CRM Direct Data for snowflake®

Operationalize your Snowflake data

Real-time
Get insights instantly from live data

Broad Data Access
Avoid data silos and easily access all your non-CRM datasets without copying

Unified Insights
Visualize CRM and non-CRM data side by side to create and operationalize insights for your CRM users.

[Help / Training Documentation]

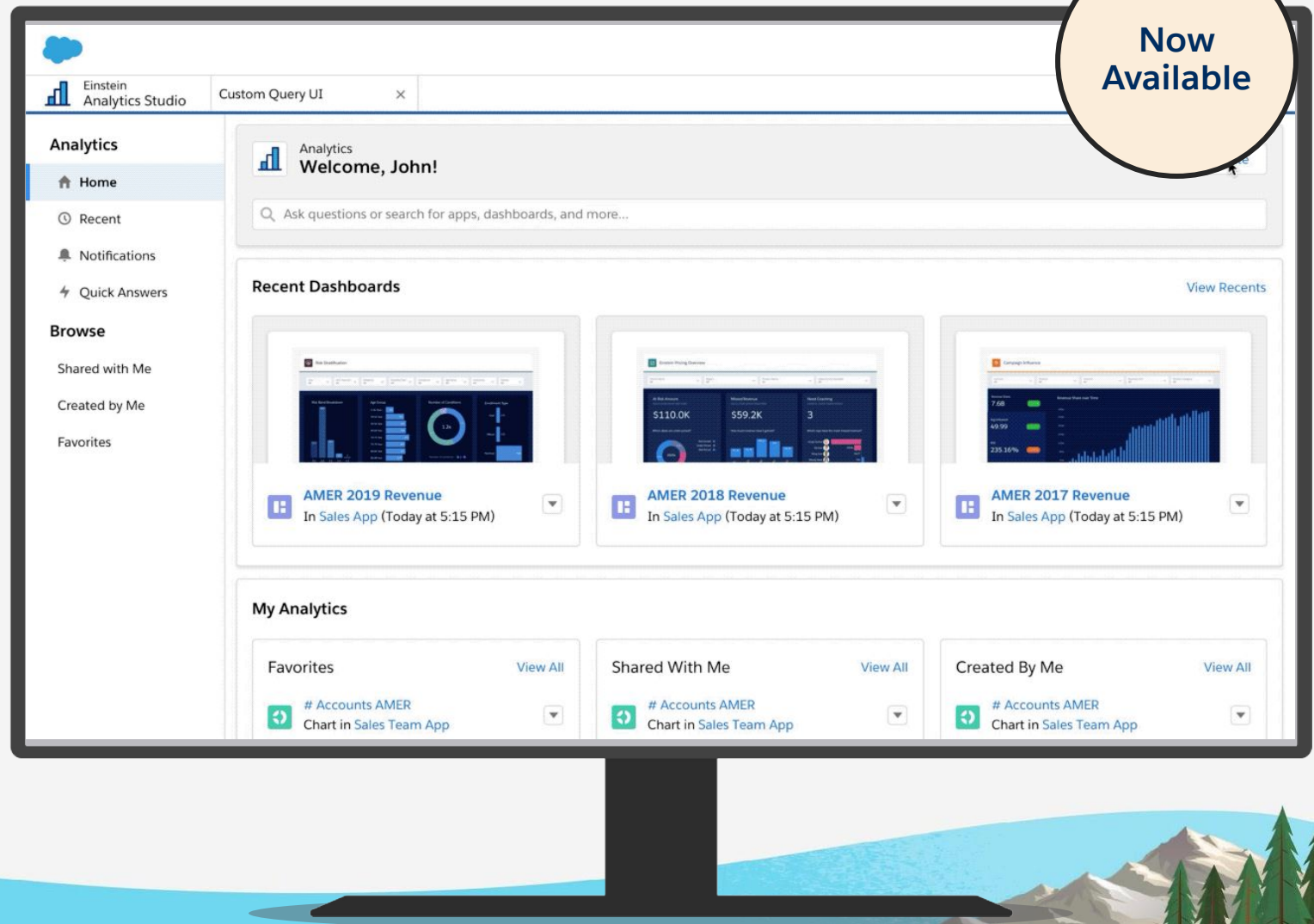


Tableau CRM Output Connector for snowflake®

Unlock your Tableau CRM data

Use Salesforce Data Everywhere

Extend access to your CRM data and get more valuable customer insights

Simplify Your Stack

Use clicks not code to send CRM data to Snowflake

Smart Curated Datasets

Build your business logic once and use curated Tableau CRM datasets to augment your data workloads in Snowflake

Help / Training Documentation

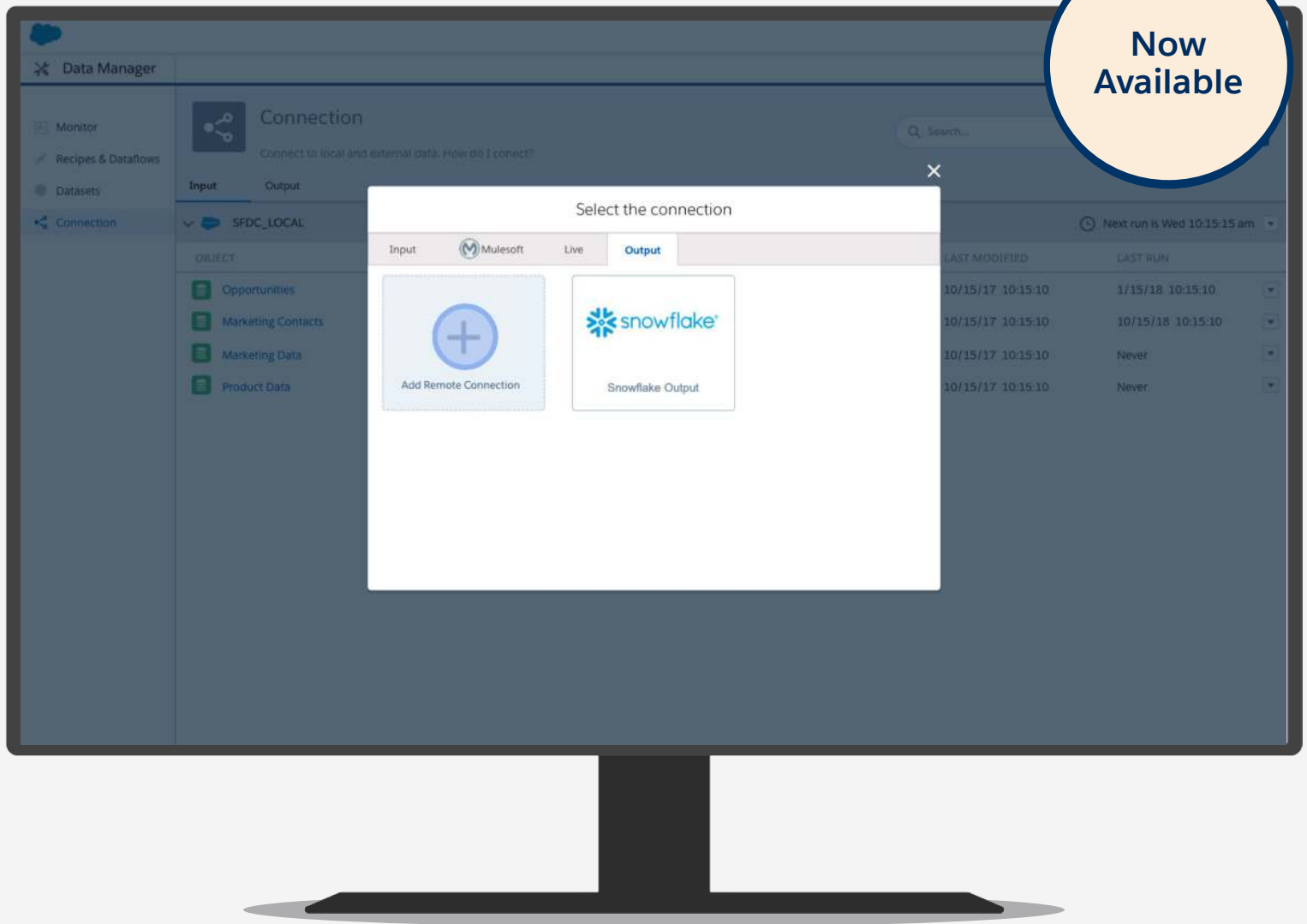


Tableau CRM Sync Out for snowflake®

Seamless, push button approach to extend your CRM data

Use Salesforce Data Everywhere

Extend access to your CRM data and get more valuable customer insights

Simplify Your Stack

Use clicks not code to send CRM data to Snowflake

[Help / Training Documentation]

Beta in Winter ‘21

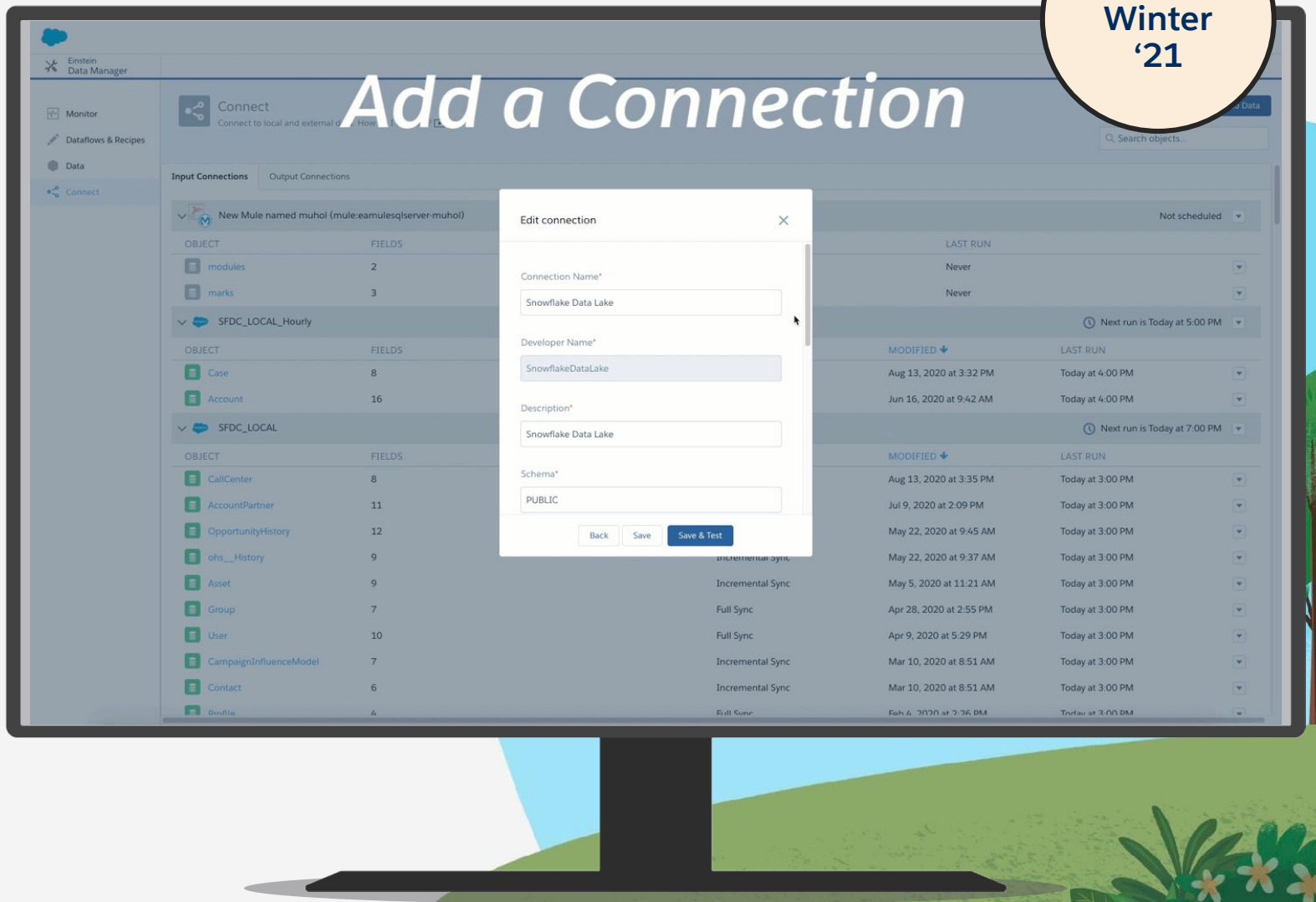


TABLEAU + SNOWFLAKE

The Analytics Platform Chosen by Thousands of Organizations

All of Your Data Into One Place

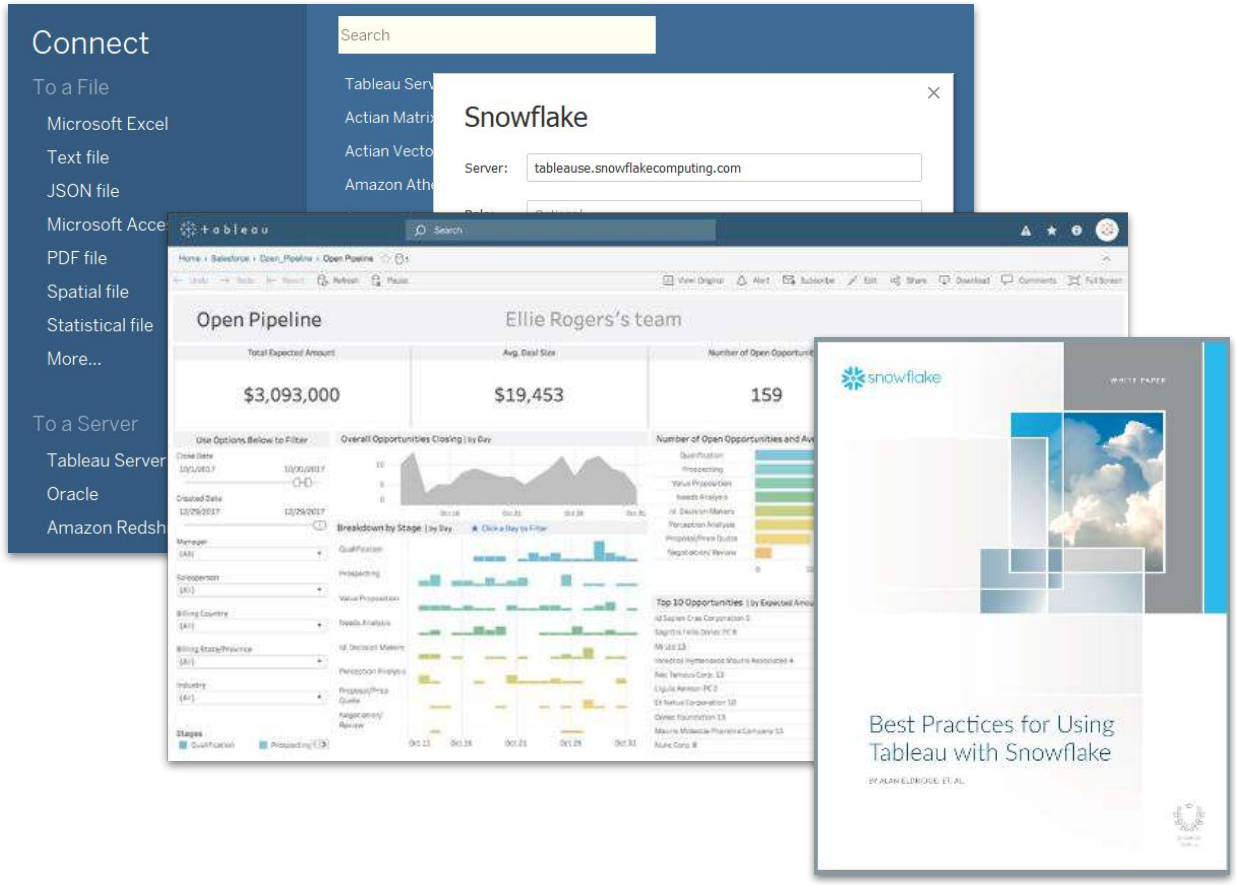
Best-of-breed data analytics stack that easily includes Salesforce data

High Performance and Scalable

Fast, scalable analytics for users

Strong Enterprise Capabilities

Democratize insights in a governed secure multi-cloud environment



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Possibilities With Snowflake

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ABOUT SNOWFLAKE

COMPANY

2020 Inc. BEST WORK-PLACES

SNOW
LISTED
NYSE

Forbes

#1 on The Cloud 100
2020 List

2,000+
Employees Worldwide

SOLUTION

Snowflake customers include
7 of the Fortune 10
companies *

71
2020
Net Promoter Score

3,000+
Customers

ECOSYSTEM

salesforce

Deloitte.

aws

Google Cloud

Microsoft

accenture

1,000+
Partners

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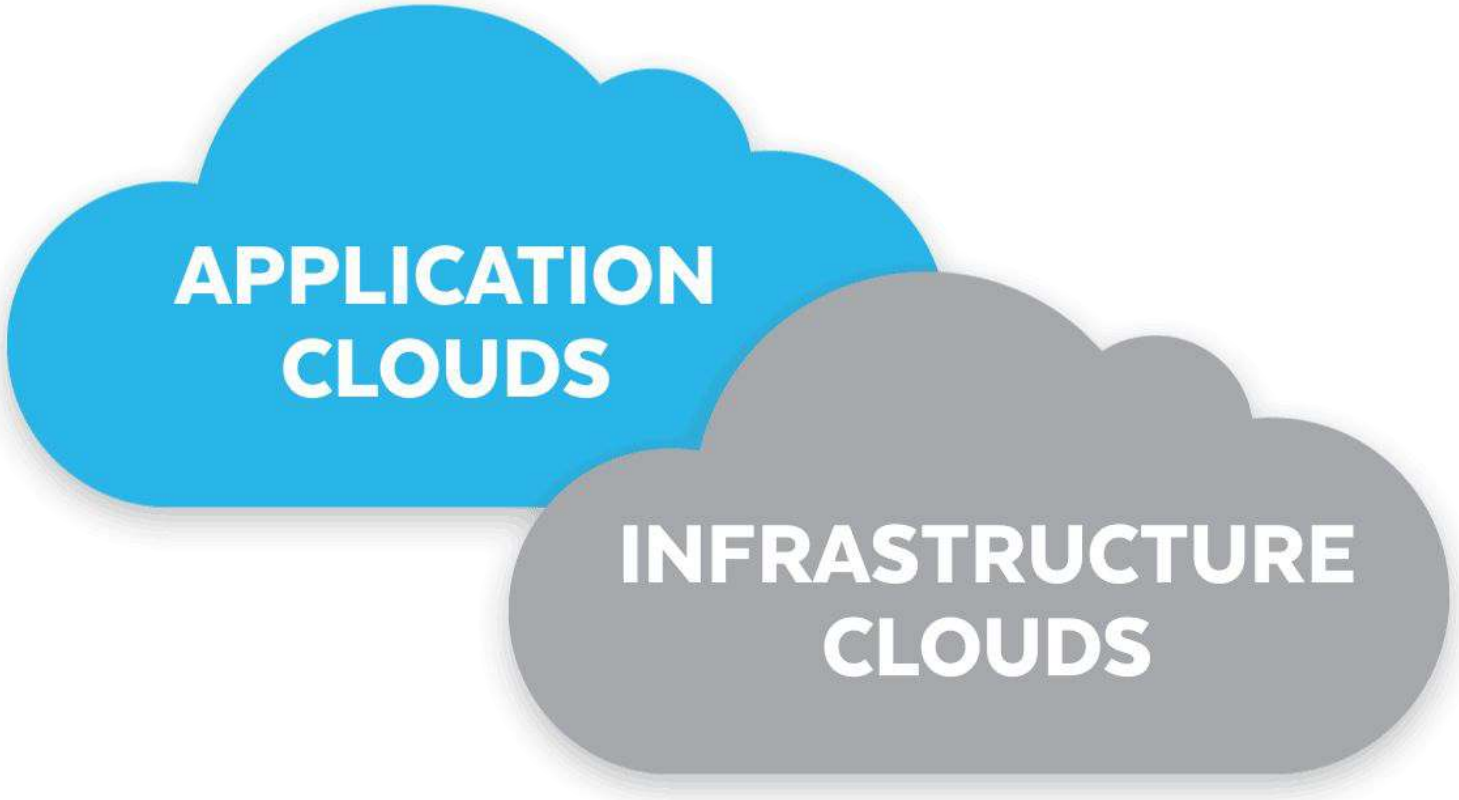
* As of July 31, 2020

JOIN THE DATA CLOUD



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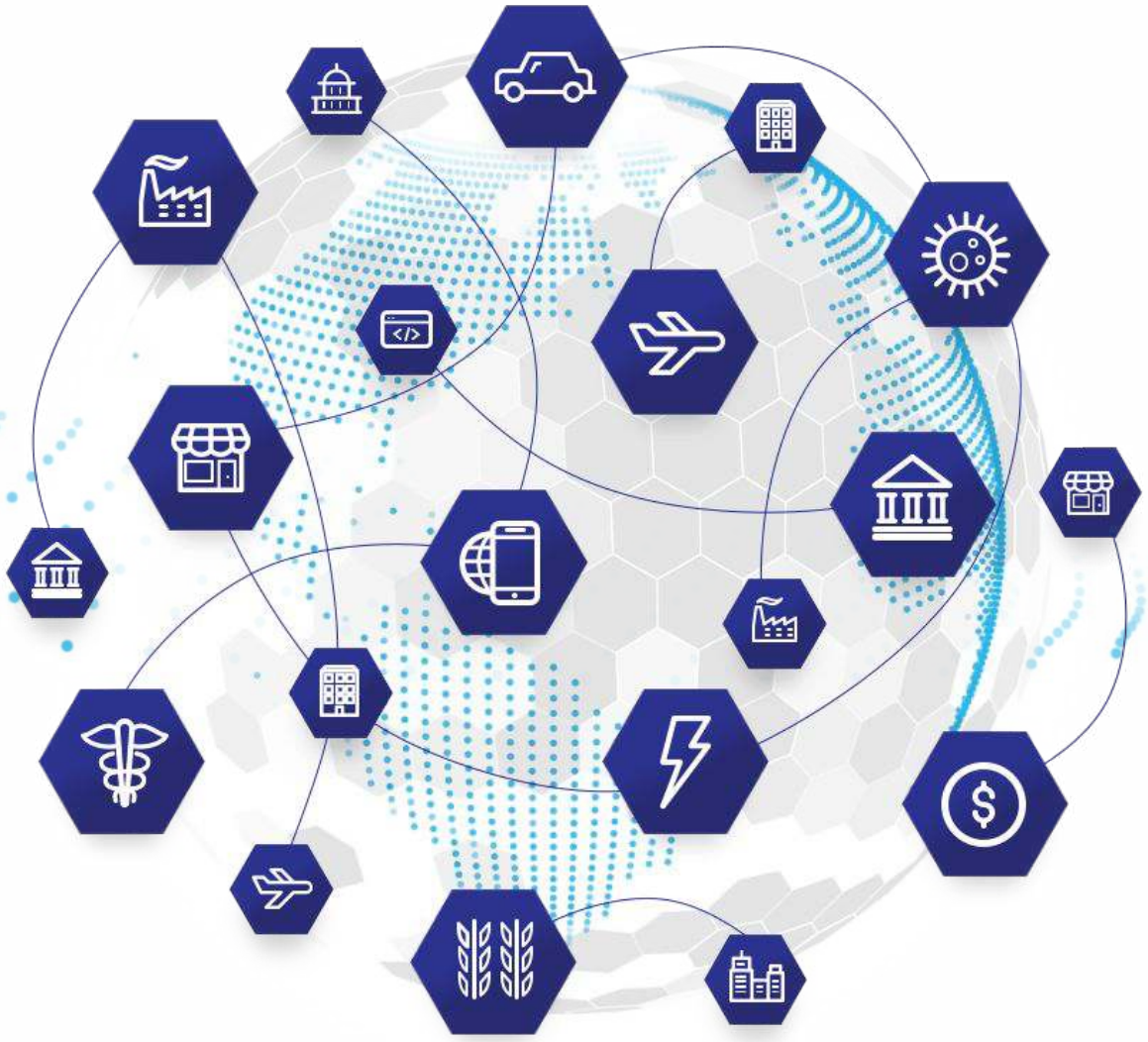
ONE CONNECTED NETWORK



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UNIFY YOUR CUSTOMER DATA

DATA SOURCES

OLTP DATABASES

ENTERPRISE APPLICATIONS

THIRD-PARTY

WEB/LOG DATA

IoT

DATA CONSUMERS

DATA MONETIZATION

OPERATIONAL REPORTING

AD HOC ANALYSIS

REAL-TIME ANALYTICS

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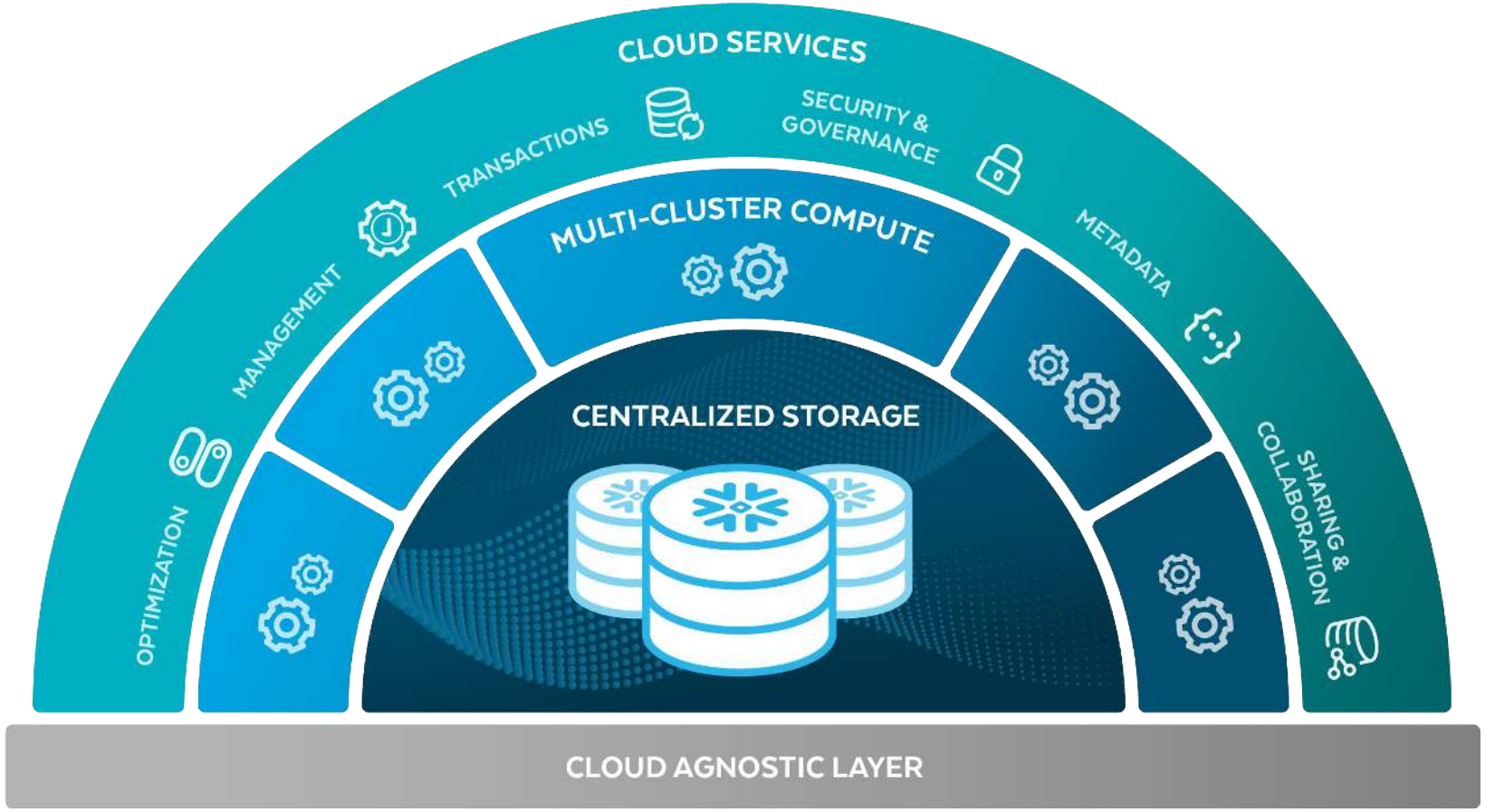
SNOWFLAKE ARCHITECTURE



Google Cloud aws Azure

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UNIFY DATA ACROSS YOUR ENTERPRISE

Eliminate Data Gaps

Combine CRM data with data from across the enterprise: product telemetry, ERP, HR, marketing, IT, IoT and other data

Empower Every User With Data

Make insights actionable by putting them into the hands of every business user

Deliver Richer Customer Experiences

Create new features, products and services powered by data

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OUR JOINT CUSTOMER SUCCESS

Eliminate Data Gaps

Digital transformation enabled by unifying 120 data sources with predictive analytics using Snowflake and Tableau CRM

Empower Every User With Data

Delivering insights to business users in a rapidly-scaling business using Snowflake and Tableau

Deliver Richer Customer Experiences

Innovating in front-line sales and service delivery through data, using Snowflake and Tableau

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Sum Of Two Parts (Demo)

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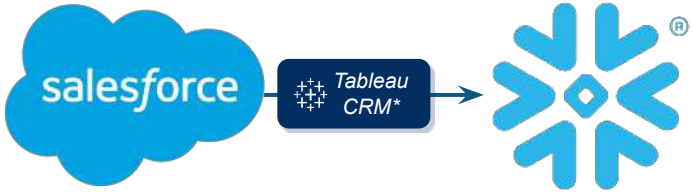
Salesforce Connectors

All Connectors are Built & Maintained by Tableau Product Teams with Input from Snowflake

Data from Salesforce to Snowflake



New GA — Output Connector

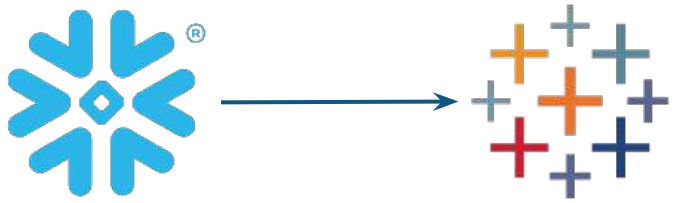
Extract data from curated Tableau CRM recipes to Snowflake

Beta — Sync Out

Extract incremental raw Salesforce data to Snowflake via Tableau CRM

** Tableau CRM captures Salesforce Sales Cloud, Service Cloud, Platform, and Industry Clouds data*

Data from Snowflake to Tableau



GA — Tableau Connector

Live query Snowflake from within Tableau

GA — Input Connector

Extract data from Snowflake into Tableau CRM

New GA — Direct Data

Live query Snowflake from within Tableau CRM

Q&A

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NOVEMBER 17th, 2020

SNOWFLAKE PRESENTS >

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> MOBILIZE YOUR DATA

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THANK YOU

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