WHY WE RECOMMEND SNOWFLAKE FOR YOUR NEXT AI PROJECT

Transform your AI and ML aspirations into actionable business outcomes.

WHY NOW?

With its ability to create new content from conversational text prompts, Generative AI presents your business with the opportunity to enhance workforce productivity and profitability by leveraging your unstructured and disparate business data.

Excitement around Generative AI is growing with 64% of businesses believing AI will help increase their overall productivity.[1] 80% of Fortune 500 companies say they have Generative AI policies[2] and strategies in the works and plan to unlock insights from their data with Generative AI over the next three years to boost employee productivity, improve customer service or automate manual processes.[3] Those who succeed in the race towards AI maturity will most likely gain a competitive advantage in the market with a average return of $3.5 for every $1 invested in AI.[4]

Yet estimates suggest up to 80% of AI projects[5] fail to reach production and real-world use due to reasons such as; an inability to demonstrate AI value, a lack of talent and skills, insufficient data misalignment with business goals, or a lack of trust in AI generally.

NEGATE AI ISSUES WITH SNOWFLAKE

Snowflake's architecture simplifies Gen AI and ML with a unified platform, that is fully managed to eliminate the need to invest in and maintain a complex AI infrastructure. Meaning you can get concepts to production to quickly realise their value.

By allowing for seamless scaling of computational resources, Snowflake's platform accommodates the dynamic needs of AI workflows. Improve client satisfaction, reduce operational costs, and access competitive advantages through democratised AI, powered on your unique business intelligence.

REDUCE TIME-TO-INSIGHT WITH CAPABILITIES THAT WORK OUT OF THE BOX

Enhance decision making by streamlining the extraction of insights from documents, text, images and more using state of the art models and fully managed features.

DEMONSTRATE AN AI ROI WITH COST-EFFICIENT PATH TO BUSINESS VALUE

Scale solutions with efficient batch processing, elastic compute, and lower total cost of ownership. Extract insights from diverse data sources while maintaining compliance.

CHALLENGES IMPLEMENTING GENERATIVE AI

DATA STRATEGY
Organisations need to ensure a holistic data strategy to address fragmented markets, data silos, and quality issues from legacy systems.
SOLUTION: Seamlessly access and use all data across your business.

AI EXPERTISE
Organisations must prioritise talent acquisition to develop generative AI effectively. Yet even skilled teams can struggle to implement AI solutions.
SOLUTION: Retrieve and deliver accurate, trusted insights to agents and applications

IMPLEMENTATION COMPLEXITY
Complex infrastructure, processing bottlenecks and inconsistent performance results in production latency. SOLUTION: Reduce time-to-insight with capabilities that work out of the box

SECURITY AND COMPLIANCE
Organisations need to secure AI data with robust encryption, strict access controls, and continuous monitoring, all while ensuring compliances.
SOLUTION: Simplify and unify infrastructure without losing flexibility or putting data at risk

SIMPLIFY AND UNIFY YOUR INFRASTRUCTURE WITHOUT LOSING FLEXIBILITY

No ETL and no downtime with native unstructured data support, pre-built connectors and an integrated partner ecosystem.

GROW ADOPTION WITH TRUSTWORTHY DATA AND OBSERVABLE WORKFLOWS

Deploy confidently with data protection, quality metrics, and clear visibility end-to-end from ingestion to end user applications.

SNOWFLAKE AI DATA CLOUD

Improve customer satisfaction, reduce operational costs, and access competitive advantages through democratised AI powered business intelligence. Snowflake gets you to production with efficient and flexible data and AI capabilities that provide the right solution for the right business problem.

Start by building your AI strategy from the ground up with a platform that enables your business to integrate data, AI capabilities and applications in one place. This enables businesses to unite IT teams and business leaders to iterate together, at speed, with minimal operational overhead and end-to-end governance that puts projects into real-life production in just days.

The world's largest companies use Snowflake's AI Data Cloud to share data, build applications, and power their business with AI:

- Analyse customer service interactions

- Forecast demand and customer behaviour

- Process and analyse documents

- Personalise sales interactions

- Streamline regulatory reporting

- Catch and prevent fraud

- Democratise business intelligence (BI)
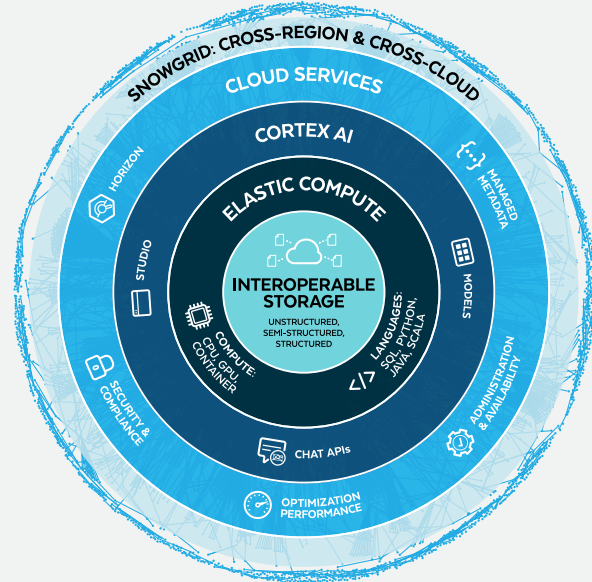
- Extract meaning from images for analytics

[1] https://idcdocserv.com/US51315823-IG-ADA
[2] https://www.forbes.com/advisor/business/software/ai-in-business
[3] https://www.insight.com/en_US/content-and-resources/2023/insight-intelligent-technology-pulse--introducing-generative-ai-in-the-workplace.html
[4] https://hbr.org/2023/11/keep-your-ai-projects-on-track
[5] https://hbr.org/2023/11/keep-your-ai-projects-on-track

SNOWFLAKE PLATFORM ARCHITECTURE

EASY
Easy to build, deploy and integrate on no-code interfaces

CONNECTED
Performant, cost-effective capabilities and infrastructure

TRUSTED
Secure, governed and observable for adoption and compliance

CONTACT US TODAY

Let's discover how to implement Snowflake and the benefits that it could bring your business.