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COMPLIANT COLLABORATION IN DATA CLEAN ROOMS *WITH DELOITTE AND SNOWFLAKE*

Data is the lifeblood of the enterprise, and securely sharing data insights with partners can unlock opportunities for innovation, customer insights, efficient business operations, and more. Traditionally, data sharing took the shape of copying and moving data in and out of cloud buckets or sharing large files manually through other primitive methods (FTP). However, these approaches can create cybersecurity, regulatory, legal, and privacy issues that can frustrate collaboration and data insight sharing.

Part of the challenge is that emerging privacy laws and regulations are placing limits on the kinds of data that can be collected, how it can be used and stored, and how it can be shared. The result is a degree of signal loss, and businesses are challenged to find new ways to use and share their first-party data in a way that reveals deep insights in a secure and compliant manner.

To be sure, secure data sharing methods exist to enable multiple parties to securely work on data. Yet, these

approaches typically grant access to the raw data itself, and datasets that contain personally identifiable information (PII) are subject to privacy and security rules that prohibit the sharing of regulated data, even in a secure environment. As a result, businesses may hold valuable, insight-rich data that is not shared.

A new approach to sharing data insights can help **overcome these limitations** and open a new landscape of collaboration and industry convergence.

THE VALUE OF A MODERN DATA CLEAN ROOM

Transforming to use a modern data platform opens access to the capabilities of a data clean room. A data clean room allows multiple parties to query sensitive data, deriving insights **without exposing the underlying data**. In this, the organizations sharing data can control how data can be joined and the kinds of queries that can be run. Secured and encrypted PII can be anonymized, granting partners access to insights without compromising or divulging regulated data.

While the concept of a data clean room is not new, in its modern incarnation, clean rooms are becoming mainstream and **necessary for business operations**. Leading modern data platforms, like Snowflake's Data Cloud Platform, provide data warehousing and the ability to share across instances, regardless of cloud or region, via a data clean room. This kind of platform and capability allows organizations to provide and consume enterprise and customer data securely and compliantly. Some of the advantages data clean rooms afford include:

Secure data enrichment. Data clean rooms can help businesses enrich data to better understand customers and products. There may be gaps or missing information in first-party data that could tell a more complete customer story. Collaborating in a clean room to join and enrich 3rd party data can yield a more complete customer dataset without copying, transferring, or divulging sensitive information.

Enhanced activation. Clean rooms facilitate the enterprise ability to more efficiently share data and onboard insights into various ecosystems and paid channels.

Deeper insights. Bringing together data from different channels and enterprises into a clean room environment can enable a data-mart for retail and media optimization and intelligence. Bringing together different data sources informs decision-making and helps optimize retail channels and ad spend.

Personalized experiences. When a clean room is used to enrich data and extract deeper insights, the organization is poised to drive personalization in customer engagement. With a keener understanding of the customer, the business is better positioned to match customer segments with moments that matter via persuasive content and dynamic personalization.

Measurement and attribution. Facing signal loss, businesses are challenged to track marketing spend or provide high-quality data to advertisers. Using first-party data in a clean room environment allows organizations to bring together datasets that reflect performance and conversions and achieve a higher level of measurement, allowing leaders to make better decisions for the enterprise.

Data partnerships. As brands look for opportunities to collaborate and join datasets, new relationships and partnerships can drive opportunities in monetizing data sharing, customer conversions, and co-marketing.

In addition to these capabilities, moving to a modern cloud platform and accessing a data clean room sets the foundation for a future with artificial intelligence (AI). AI model training, particularly with the advent of Generative AI, requires large data volumes that include sensitive or proprietary data. Data collaboration in a secure environment permits model training without exposing the underlying data. In this, businesses can identify innovative approaches to developing AI models and differentiating use cases that enable powerful productivity enhancers and hyper-personalized customer engagement.

Accessing a modern data ecosystem with Deloitte and Snowflake

Transforming the organization to use a modern data ecosystem is more than just a technology endeavor. It takes enterprise-wide transformation, with essential adjustments to processes, workflows, change management, security, and compliance. To rapidly access the value and capabilities in modern data platforms, like Snowflake, you need a partner with both the technical capacity to implement a data modernization effort as well as the industry and domain expertise to do so in a way that limits disruption and orients the business for new ways of working and decision making.

Deloitte offers rich experience, trained talent, and subject matter experience that can **help companies confidently move** to the cloud and access data clean room capabilities. We help reduce risk by taking an automation-led approach with our accelerators and Migration Factory offering, and we help you use Snowflake to fuel your AI programs.

Beyond our technical excellence, Deloitte also holds a deep understanding of end-to-end complexities in the cloud environment and across industries. Our clients count on our **deep knowledge and advisory services** in compliance, cybersecurity, and risk management. It is why we have one of the largest Snowflake practices among professional services firms and why Snowflake named Deloitte the 2023 Global Partner of the Year.

With Deloitte's capabilities across operations, supply chain, procurement, organizational design, risk, workforces, regulations, and data security, we can help you modernize data and applications and access clean room capabilities in a way that is fast, efficient, and secure.

READY TO GET STARTED?

Please get in touch! Deloitte is eager to learn about your priorities and help you chart your path to a modern data environment with Snowflake.

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