Deloitte. In collaboration with ❄ **snowflake**®

DRIVE YOUR AI WITH DATA YOU CAN TRUST

THE NEED TO MOVE FROM
GenAI POTENTIAL TO PERFORMANCE

Investment in GenAI is increasing, but the clock is ticking to scale and create value from Generative AI so enterprises can move from potential to performance. The Deloitte State of Generative AI in the Enterprise Report for the third quarter of 2024 shows **data foundations and governance, risk, and compliance** as two critical focus areas.

Striving to Scale
Many are still challenged to successfully scale value.

70%
OF RESPONDENTS

have moved 30% or fewer GenAI experiments into production.

Modernizing Data Foundations

55%
OF ORGANIZATIONS

have avoided certain use cases because of data-related issues.

Top data-related concerns:
- Sensitive data in models
- Managing data privacy and security

Mitigating Risks
Only

23%
RATE THEIR ORGANIZATION

as highly prepared.

Top barriers to successful development and deployment of GenAI:
- Worries about regulatory compliance (36%)
- Difficulty managing risks (30%)
- Lack of a governance model (29%)

"Businesses and governments alike are navigating a dynamic landscape and are struggling to keep pace with the rate of technology innovation. The challenge is to unlock the benefits of GenAI while facing regulatory uncertainty, orchestrating governance, and building trust. No small task."

Jim Rowan
Head of AI
Deloitte Consulting LLP

AI HAS TRUST ISSUES.
EVOLVE YOUR DATA FOR AI SUCCESS.

The potential impact of Generative AI on the modern enterprise is limitless, but to successfully wield such powerful new tools, organizations should recognize the critical role that data plays in ensuring efficacy.

USER TRUST ISSUES

54%
don't trust the data used to train AI systems

56%
say it's difficult to get what they want out of AI

Critical Factors in Building Trust in AI

Accurate data	82%
Secure data	82%
Holistic complete data	78%

Source: Salesforce, New Survey: Data Will Make or Break Workers' Trust in AI, April 2024

"Building trust is essential, which involves clearly articulating how AI systems function and produce results. Users need robust evaluation systems to consistently assess the reliability and accuracy of AI outputs."

Baris Gultekin
Head of AI
Snowflake

Modernize to Build Trust

For many organizations, AI success may require a new data strategy, so you can:

Maintain Human Connection
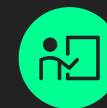to enhance your ability to design AI solutions that can be widely adopted.

Garner Trust and Confidence
in the quality and reliability of the generated outputs.

Enforce Ethical Use of AI
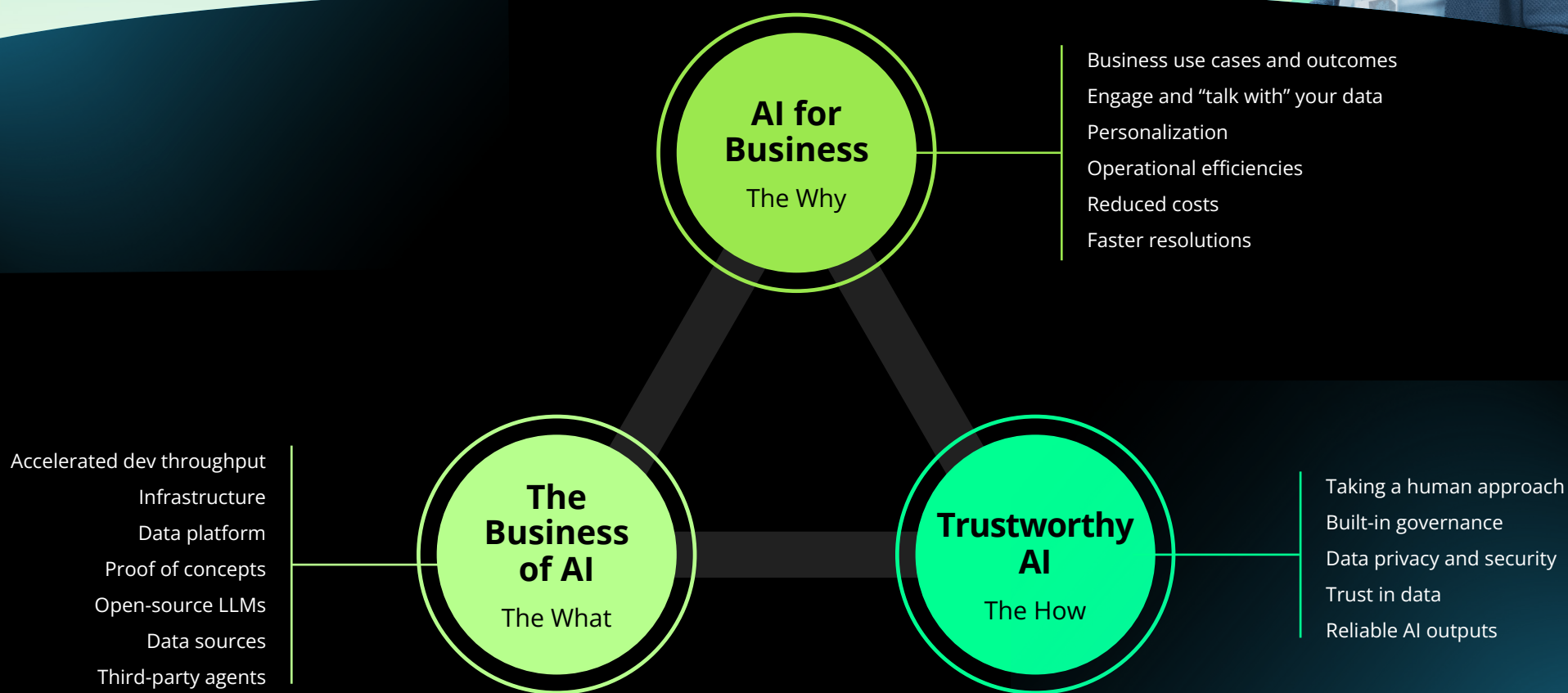to safeguard and protect users' personal data.

Create Organizational Preparedness
for the human workforce who adopt and use AI tools.

SHIFTING FROM THE "BUSINESS OF AI" TO "AI FOR BUSINESS"

The primary focus on AI so far has been on the business of AI—overcoming the engineering and infrastructure hurdles to make AI work. Deloitte and Snowflake can help simplify enabling technology and development so you can shift your resources to **AI for business** and **trustworthy AI outcomes**.

AI for Business
The Why

- Business use cases and outcomes
- Engage and "talk with" your data
- Personalization
- Operational efficiencies
- Reduced costs
- Faster resolutions

The Business of AI
The What

- Accelerated dev throughput
- Infrastructure
- Data platform
- Proof of concepts
- Open-source LLMs
- Data sources
- Third-party agents

Trustworthy AI
The How

- Taking a human approach
- Built-in governance
- Data privacy and security
- Trust in data
- Reliable AI outputs

DELOITTE + SNOWFLAKE
DRIVES AI FOR BUSINESS OUTCOMES

Deloitte.

Why Deloitte for Snowflake

Helped hundreds of orgs build better data strategies

5 million+ hours of experience working with Snowflake

Snowflake Elite Services Partner and 2x Snowflake GSI Partner of the Year

Leader: Gartner 2022 Magic Quadrant for Data and Analytics Service Providers

SnowPro Core Certifications: Core knowledge for implementing and migrating to Snowflake

Workload Specializations: Cloud Data Warehouses

SnowPro Advanced Certifications: Advanced skills to apply complete architect solutions using Snowflake

Industry Competencies: Financial Services, Healthcare and Life Sciences, Manufacturing, Public Sector, Retail, and Consumer Goods

Deloitte. + ❄ snowflake®

Deloitte and Snowflake are taking the guesswork out of Generative AI. Deloitte is pairing its deep AI and sector domain experience with Snowflake capabilities to give you a solid launch point to adopt GenAI capabilities and reduce time-to-value for your specific business use cases.

With our experienced AI guidance, you can:

- Make better sense and value of your data
- Simplify and standardize AI capabilities and data management with a platform approach
- Keep up with the changing landscape of risk and regulation
- Operationalize security, privacy, and governance for AI results you can trust

❄ snowflake®

Why Snowflake for AI and Data Management

Cloud-built architecture is faster, easier to use, and more flexible while enabling greater efficiency in data management

Highly automated to simplify provisioning, ingestion, transformation, and data processing— requiring zero administration

Cloud agnostic and runs natively on major cloud infrastructure platforms through a single interface

27% improvement for customer recurring workloads over time[1]

ROI of 616% and 66% increase in productivity for data engineers over three years for Snowflake's Data Cloud[2]

Over 2800 listings in the Snowflake Marketplace (as of November 2024)

Leader: Forrester Wave™ Cloud Data Warehouses, Q2 2023

Sources:
[1] Snowflake, Optimizing Price for Performance with the Snowflake Performance Index, 2024
[2] Snowflake, The Total Economic Impact™ of Snowflake for Data Engineering Infographic, 2022

DELOITTE + SNOWFLAKE
DRIVES AI FOR BUSINESS OUTCOMES

Maximize Value

- Unlock the full value of data
- Activate AI-powered actions and recommendations for business and data optimization
- Adopt leading practices with Deloitte Managed Services
- Implement sustainable methods
- Simplify and reduce cost of underlying infrastructure

Limit Disruption at Scale

- Scale trusted, secure AI governance across the organization
- Advanced Deloitte tools, such as legacy code conversion and data pipeline management, improve efficiency and minimize disruption
- Scale platform services as needed without disrupting queries, data, or resources
- Process large datasets quickly and securely

Accelerate Outcomes

- Develop comprehensive roadmaps to move workloads to cloud utilizing a factor-oriented strategy for faster deployment
- Institute automation at every phase—from planning through data ops
- Automate data source aggregation and centralize data management
- Speed outcomes with accelerators, reference architectures, agile delivery methods, and testing automation capabilities

Maintain Flexibility

- Design your AI journey based on your unique drivers
- Reduce dependency on any one cloud
- Easily run on multiple platforms simultaneously
- Upskill and optimize to make the most of your resources
- Get support for global-scale integrations

TAKE A HUMAN APPROACH
FOR TRUSTWORTHY AI

Enterprises need outcome-focused AI solutions that are enabled and embraced by people, not driven by technology alone. In addition to technical and industry acumen, Deloitte brings a unique framework to every AI engagement, including its approach to human and machine collaboration, that keeps discussions and decisions rooted in important human aspects that bring about the trust needed for success.
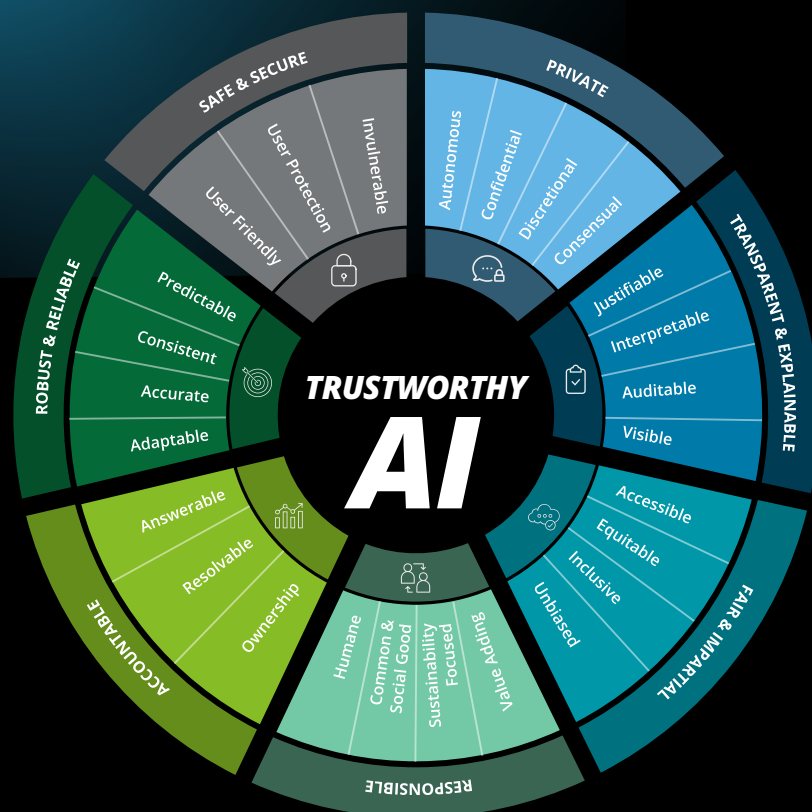
Key phases in Deloitte's humans with machines approach to AI

Human Centered
Design solutions that are desirable for customers and employees.

Learn more →

Trusting Humans
Increase the trust that employees and customers have in AI solutions.

Learn more →

Trusting Machines
Make AI safe for customers and employees.

Learn more →

Skilled, Willing, and Able
Prepare employees for change, readiness, and organizational success.

Learn more →

INSIGHT, UNDERSTANDING, AND OPPORTUNITIES
FOR GROWTH

Create real value with AI through understanding of the business problem as well the fundamental human need that underlies it.

Human Centered

DELOITTE METHODOLOGIES

Voice of the Workforce and Customer Insights

Findings from ethnographic research based on human and business needs

Instant Digital Focus Groups and Actionable Insights

Relationships with Natter, a virtual conversation tool using video, AI, and matching algorithms, to create visual summaries of qualitative and quantitative data—captured in real time—that analyzes workforce and customer voice

Journey Maps and Personas

A holistic view of stakeholders and experiences to understand needs and opportunities

Snowflake Helps Build Human-Centered Solutions

At the core, natural language is human, and Snowflake is working to make all data easily accessible to ask questions against it in natural language. Snowflake's priority is to make building conversational applications easy. Cortex Analyst* delivers fully managed, accurate text-to-SQL responses from tabular data. Cortex Search enables retrieval augmented generation (RAG) and enterprise search over your document data.

SUCCESSES

Healthcare Provider

"These insights [into price transparency data through advanced analytics and real-time market intelligence] have been incredibly valuable in engaging our customers and proving our differentiated value."

—Healthcare Provider CFO

Read more →

* As of November 2024, Cortex Analyst was in Public Preview. Please check for announcements about its general availability.

QUANTIFY TRUST OF AND DESIRE
FOR AI

Establish a foundation for long-term adoption of AI by measuring and building trust with customers and the workforce.

Trusting Humans

DELOITTE METHODOLOGIES

TrustID Survey Results

Current state baseline trust results, using the Four Factors of Trust, to inform design of AI use cases

Value and Trust Diagnostic

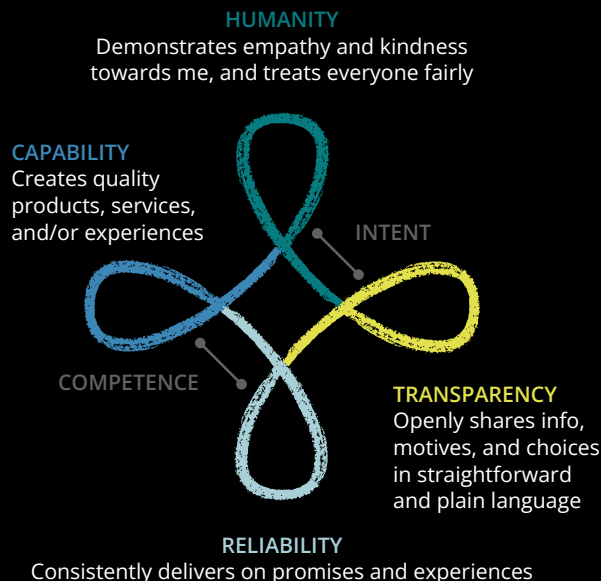Updated TrustID survey results to test work-in-progress use cases with customers and/or workers

TrustID and AI Sector Snapshots

High-level sector findings related to brand ability to introduce AI relative to peers

Snowflake Helps Encourage Human Trust

To deliver trust, organizations need to consider how they combine diversity and privacy of data with generative, predictive, and rule-based logic. Snowflake streamlines the ability to bring data together to help reduce bias, while providing advanced functionality to protect PII and other sensitive data so it can be safely used long-term to develop comprehensive trust systems.

HUMANITY
Demonstrates empathy and kindness towards me, and treats everyone fairly

CAPABILITY
Creates quality products, services, and/or experiences

INTENT

COMPETENCE

TRANSPARENCY
Openly shares info, motives, and choices in straightforward and plain language

RELIABILITY
Consistently delivers on promises and experiences

SUCCESSES

Large Market Cap Financial Services Firm

Delivered more effective and efficient customer interactions through a **20% reduction in data and creative discrepancies**, making engagement systems more trustworthy.

Stat and success story from 2022

Read more →

SAFETY AND
SECURITY MEASURES

Scale AI by reducing risk through development of ethical safeguards and data privacy protection measures.

Trustworthy
Machines

DELOITTE METHODOLOGIES

Trustworthy Considerations

Set of tailored dimensions to enable development of AI machines with trusted data inputs and output content

High-Level Use Cases and Prioritization

Initial set of AI use cases, based on a strategic set of considerations that outlines business value

Value and Trust Diagnostic

A foundational step in pinpointing priority AI opportunities that are feasible and high in trust and value

Snowflake Helps Create Trustworthy Machines

Snowflake products have guardrails built in that reduce the risk of hallucinations. Cortex Search and Cortex Analyst* don't answer questions about data unless there is confidence that the answer exists within the enterprise source of truth. To deliver an integrated approach to monitor and troubleshoot Generative AI applications, Snowflake is natively integrating recently acquired TruEra technology.

SUCCESSES

Activating GenAI at Vertiv

Vertiv, a premier source of critical support equipment and services for commercial IT infrastructure power and cooling solutions, worked with Deloitte to define Vertiv's AI strategy, prepare the organization to manage AI solutions at scale, scale existing minimum viable product, and deliver prioritized use cases against a roadmap.

Read more →

* As of November 2024, Cortex Analyst was in Public Preview. Please check for announcements about its general availability.

UPSKILL, ALIGN, *AND ENHANCE ENGAGEMENT*

Skilled, Willing, and Able

Reimagine today's skills and capabilities to maximize the value humans can create tomorrow, while building the tools to prepare for the new human-machine mix.

DELOITTE METHODOLOGIES

Skills and Capabilities Assessment

Summary of current and target state capabilities and options for closing identified gaps

Target State AI Integrated Op Model and Governance Structure

High-level summary of the capabilities, functions, and the way in which they interact to deliver the target state

GenAI Commercial Value Diagnostic

A perspective on how and where value can be captured through GenAI across commercial domains

SUCCESSES

Health Insurance

Deloitte and Snowflake helped the company migrate to a centralized data lake to not only simplify their technology footprint but also to use Snowpark for writing code and pushing operations directly to Snowflake.

Read more →

Snowflake Helps People

AI shouldn't just be available to the most advanced developers. Snowflake makes cutting-edge AI accessible through many interfaces: SQL to empower data teams, Python for data scientists, and APIs for developers—with the same functionality and scalability for all. And to keep bringing in even more users, Snowflake AI & ML Studio is available for no-code development.

DELOITTE AND SNOWFLAKE HELP ENTERPRISES ADDRESS KEY CONSIDERATIONS
AS THEY MOVE FROM EXPLORING TO DEPLOYING AND SCALING GENERATIVE AI

Strategy

How do we identify, prioritize, and plan to integrate Generative AI into our business strategy?

Operating Model

What capabilities, skillsets, and upskilling do we need to support and scale AI?

Platform, Data, and Integration

How do we integrate AI into our enterprise business and data architecture?

Build versus Buy

What model should we use for the use cases and should we build or buy the LLM?

Partnerships and Alliances

Who are your partners, and how will you orchestrate the growing partner ecosystem?

Legal

What are emerging legal concerns around AI?

Trustworthy AI

How do we keep AI usage secure, transparent, and responsible?

AI JOURNEY WITH DELOITTE FOR
SIMPLIFIED TRUSTWORTHY GENERATIVE AI AT SCALE

Strategy

Consistently ideate, prioritize, and execute a high volume of concurrent use case decisions to align funding model and value capture

Determine the breadth of stakeholders impacted and align to achieve a cohesive Generative AI vision and business case

Delivery

Establish a consistent and repeatable approach to execute desired Generative AI initiatives

Empower the business to deliver Generative AI solutions with minimal one-off tech investment
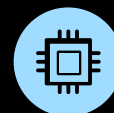
Governance

Determine new data architecture and data science patterns

Minimize AI and data silos

Identify and address new IP, legal, ethical, and regulatory risk

Evaluate and adapt to a rapidly evolving tech partner landscape

Technology

Determine what unstructured data is needed and how to make it usable

Combine GenAI, traditional AI, and analytics to address use cases

Determine what new data and data science tools are needed

Decide to build, buy, or adopt commercial off-the-shelf (COTS) GenAI solutions and models

Talent, Org, and Culture

Determine what roles, responsibilities, skills, and delivery models are needed to deliver GenAI at scale

Establish plan to acquire talent

Support a culture of "AI first" and encourage GenAI adoption

‹ 🏠 ›

Deloitte. In collaboration with ❄ snowflake   Drive Your AI with Data You Can Trust | 14
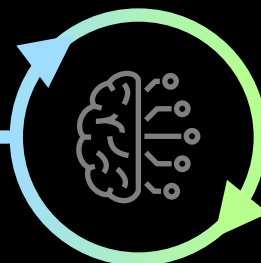
DELOITTE GenAI
RISK FRAMEWORK

TRUSTED AI

Minimize GenAI solution vulnerability to ethical and regulatory risks.

Address risks that come from moving to AI

System and infrastructure
Data loss and poisoning
Prompt injection
Ethics and bias concerns
Hallucinations

DATA

ETHICS

SECURE AI

Mitigate threats posed by actors using GenAI technologies.

Address risks that come from the outside

Malware generation
Suspicious personas
Synthetic records
Mis/Dis/Mal-information

BUILD AND OPERATE TRUSTWORTHY AI

Manage ethical, technical, and cyber risks that arise from the use of GenAI solutions.

• Trusted model development
• Trusted model operations

SECURE AI SOLUTIONS

Establish security controls for hosting and operating GenAI models and solutions.

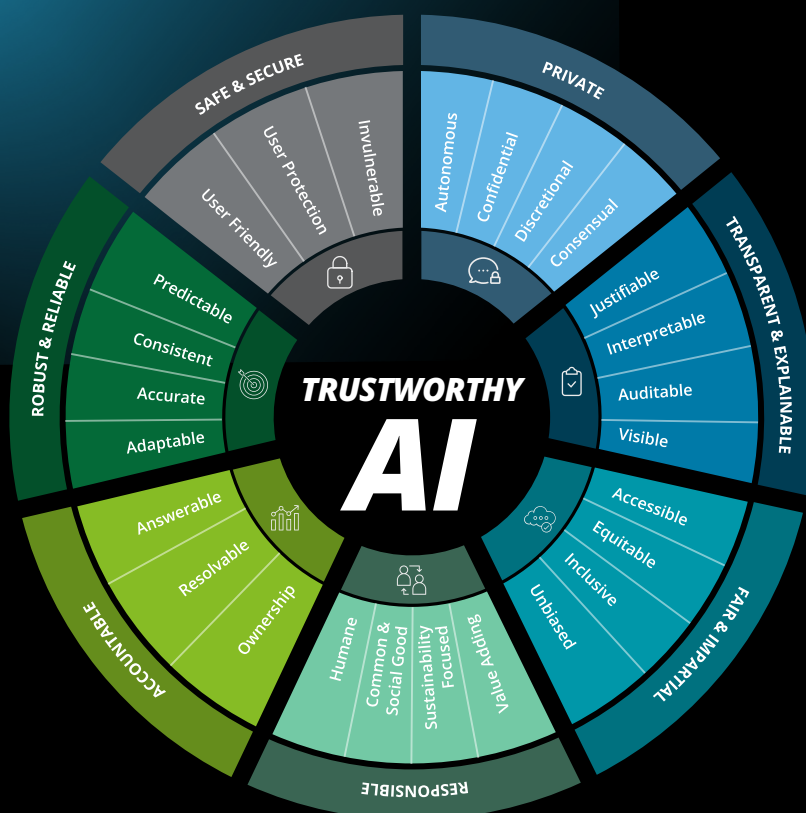• Model security
• Secure infrastructure

PROTECT AND DETECT AI THREATS

Mitigate mission-impacting threats from AI-enabled actors that are rapidly evolving through generative technologies.

• Zero trust
• Identity assurance

DELOITTE'S TRUSTWORTHY AI FRAMEWORK FOR
TRAINING AND OPERATING AI SOLUTIONS YOU CAN TRUST

TRUSTWORTHY AI

Wheel segments:
SAFE & SECURE — Invulnerable, User Protection, User Friendly
PRIVATE — Autonomous, Confidential, Discretional, Consensual
TRANSPARENT & EXPLAINABLE — Justifiable, Interpretable, Auditable, Visible
FAIR & IMPARTIAL — Accessible, Equitable, Inclusive, Unbiased
RESPONSIBLE — Humane, Common & Social Good, Sustainability Focused, Value Adding
ACCOUNTABLE — Answerable, Resolvable, Ownership
ROBUST & RELIABLE — Predictable, Consistent, Accurate, Adaptable

Bias
Perform regular bias audits and implement moderation and filtering to avoid unequal or unfair recommendations.

Privacy and Security
Continuously enforce infosec leading practice policies for what, how, and when access is provided to external models.

Emergent Abilities
Monitor models for abilities or novel behaviors that can appear with scale and time and implement fine-tuning.

Hallucination
Continuously monitor outputs and performance improvements. Execute additional fine-tuning and prompt engineering.

Inappropriate Behavior
Put robust QA processes in place to proactively minimize risk of inappropriate responses and maintain customer trust.

Cost and Accountability
Leverage FinOps capabilities to account and budget for the costs of hosting and fine-tuning large models.

OPERATIONALIZE THE HOW SO YOU CAN FOCUS ON THE
BUSINESS OF AI AND TRUSTWORTHY AI OUTCOMES

You can't do AI without a modern data platform. Leveraging a unified technology platform can help reduce the incremental time and effort needed to develop Generative AI solutions for multiple use cases.
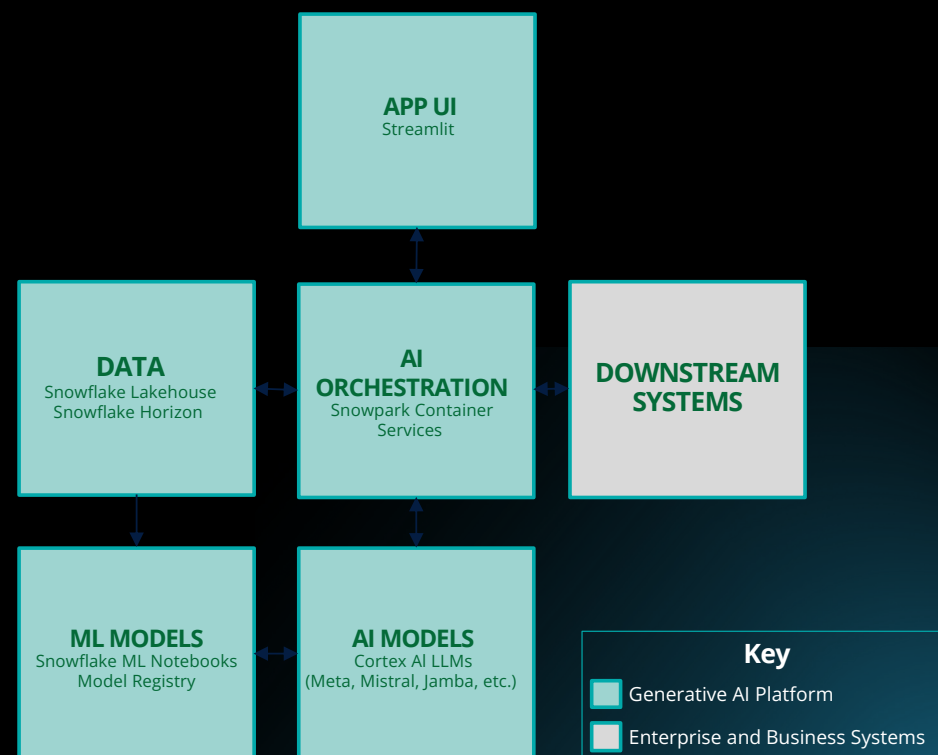
Stop stitching and start developing.

It may not be realistic to try and stitch together multiple bespoke tools across a workbench—you need one place to go for Generative AI data and capabilities.

Create an end-to-end environment where you can see AI value realization from the start.

Snowflake AI Data Cloud enables you to aggregate data sources and the data needed for models, and then enables development of models themselves with Snowflake Cortex AI—a solution that allows you to quickly analyze data and build Generative AI applications using fully managed LLMs, vector search, and fully managed text-to-SQL services.

APP UI
Streamlit

DATA
Snowflake Lakehouse
Snowflake Horizon

AI ORCHESTRATION
Snowpark Container Services

DOWNSTREAM SYSTEMS

ML MODELS
Snowflake ML Notebooks
Model Registry

AI MODELS
Cortex AI LLMs
(Meta, Mistral, Jamba, etc.)

Key
☐ Generative AI Platform
☐ Enterprise and Business Systems

ENABLE SECURE AND TRUSTED AI DEVELOPMENT WITH BUILT-IN GOVERNANCE, ACCESS CONTROLS, AND SAFETY GUARDRAILS

Enterprises want to leverage AI to drive business value while avoiding the traps of high-cost and difficult governance. Snowflake AI Data Cloud makes it easy for enterprises to develop and deploy AI applications that create real business value while minimizing cost and complexity and providing the security and governance controls that enterprises require.
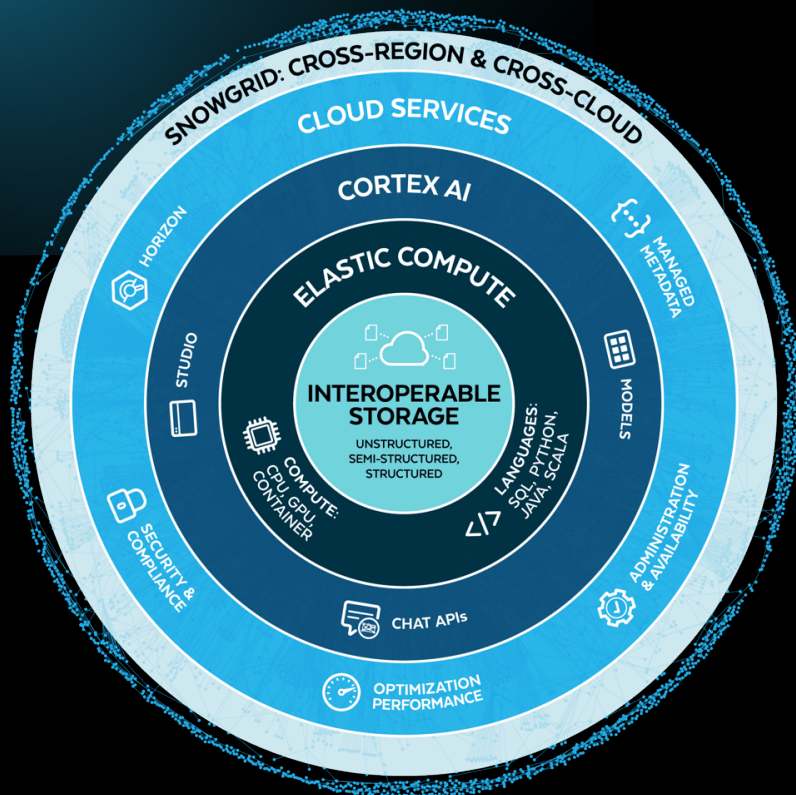
Snowflake capabilities that support trusted AI

AI observability: Build and deploy advanced, observable Generative AI systems with Snowflake to provide greater transparency into 1) how models behave, 2) the underlying data used to make their predictions, and 3) their overall performance and security.

Explainable AI: The Snowflake platform provides development tools and infrastructure needed to build and power explainable AI models to help stakeholders understand and trust how decisions are being made.

GenAI guardrails: Help protect end users from generating harmful content when using LLMs. With Cortex Guard, a feature of Snowflake Cortex AI, users can easily set up response filtering on any model.

Role-based access controls: Organizations can use consistent role-based access controls over data and AI to streamline and scale governance with Snowflake Horizon Catalog.

Customer data stays in place: Because LLMs and ML models run in Snowflake, customer data stays within the Snowflake governance boundary.

ACCELERATE YOUR
GenAI JOURNEY

Deloitte is uniquely positioned to help organizations leverage a wide array of capabilities that combine Deloitte's deep industry experience and Snowflake's technical platform. Together, we can help jumpstart your GenAI journey and understand the art of the possible.

AI Journey Accelerators

Perform a value realization
Deloitte's Trustworthy AI Framework™ helps organizations address bias, security, accountability, and transparency issues when implementing GenAI.

Formalize a data strategy
Companies should consider whether to build or buy and examine vendor options for Platform-as-a-Service, Software-as-a-Service, and beyond with Deloitte, Snowflake, and your preferred cloud provider.

Upskill with GenAI training
Deloitte can deliver co-lead offerings for small groups or for as many as 15,000 learners to help accelerate your learning and inform your point of view in this fast-evolving space.

Design and build for efficient operations
PlatformOps, AI, ML, LLM operations, DataOps, and application operations help companies efficiently scale GenAI usage over time.

Capability Accelerators

Conversational Analytics with Snowflake
Learn more

Cybersecurity
Learn more

Clean Room for Data Sharing
Learn more

End-to-End RAG Development
Learn more

Deloitte Migration Factory for Snowflake
Learn more

Industry AI Solution Accelerators

Financial Services
Learn more

Healthcare
Learn more

Manufacturing
Learn more

Public Sector
Learn more

Retail and Consumer Goods
Learn more

Telecom, Media, and Entertainment
Learn more

CONVERSATIONAL ANALYTICS
WITH SNOWFLAKE

Snowflake Cortex Analyst:
Paving the Way to Self-Service Analytics with AI

Cortex Analyst* is a fully managed service that provides a conversational interface to interact with structured data in Snowflake. It streamlines the development of intuitive, self-serve analytics applications for business users while providing high degrees of accuracy.

Achieving high accuracy in SQL code generation across diverse use cases requires more than just the use of advanced LLMs. Snowflake has been leading with the following key principles to build a trustworthy product that can be embedded into any application:
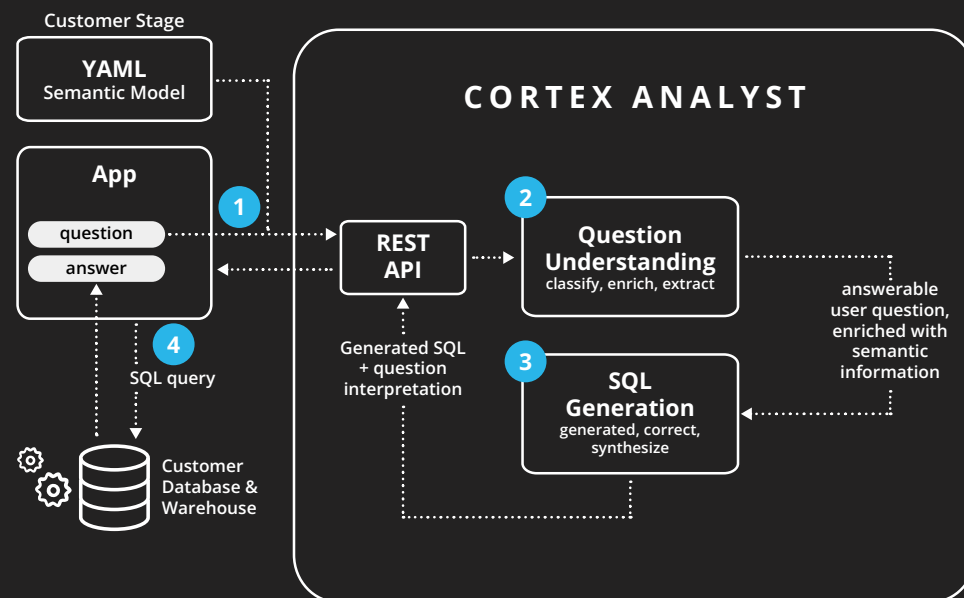
Read more

1 Capture semantics	2 Contain the problem space	3 Reject unanswerable questions and suggest alternatives	4 Evolve with the technology

~90% or higher accuracy across customer evaluations and benchmark tests

* As of November 2024, Cortex Analyst was in Public Preview. Please check for announcements about its general availability.

END-TO-END RAG DEVELOPMENT
WITH SNOWFLAKE CORTEX SEARCH

Your RAG is only as good as your search capabilities. Your search is only as good as the data chunks that it indexes. Traditionally, document preparation (e.g. extract and chunk) for RAG relied on developing and deploying functions using Python libraries, which can become hard to manage and scale.

Snowflake Cortex Search is a fully managed service that includes integrated embedding generation and vector management, making it a critical component of enterprise-grade RAG systems. Cortex Search offers PARSE_DOCUMENT and SPLIT_TEXT_RECURSIVE_CHARACTER functions to significantly reduce the complexity and time required for document preprocessing.
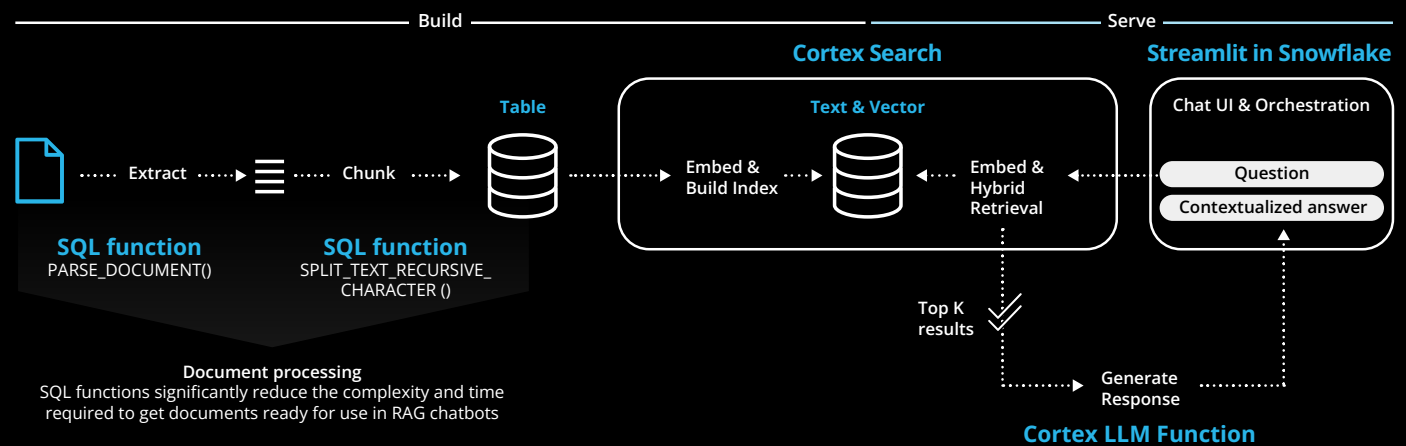
🚀 Accelerate RAG chatbot development

🤖 Get docs AI-ready without lengthy Python functions

💡 Build complete RAG chatbots with Cortex Search

Read more

Build ——————————————— **Serve**

Cortex Search   **Streamlit in Snowflake**

Table   **Text & Vector**   Chat UI & Orchestration

📄 ···· Extract ···· ☰ ···· Chunk ···· 🛢 ···· → Embed & Build Index → 🛢 ← Embed & Hybrid Retrieval ← | Question |
| Contextualized answer |

SQL function
PARSE_DOCUMENT()

SQL function
SPLIT_TEXT_RECURSIVE_
CHARACTER ()

Document processing
SQL functions significantly reduce the complexity and time required to get documents ready for use in RAG chatbots

Top K results ✓

Generate Response

Cortex LLM Function

CYBERSECURITY

Deloitte and Snowflake work together to help cybersecurity teams unify enterprise data using the cloud and GenAI tools and strategies.

JOINT SOLUTION

Take a New Security Approach with GenAI

The emergence of Generative AI permits new capabilities that can empower security teams to uncover vulnerabilities and discover insights more quickly.

Read more
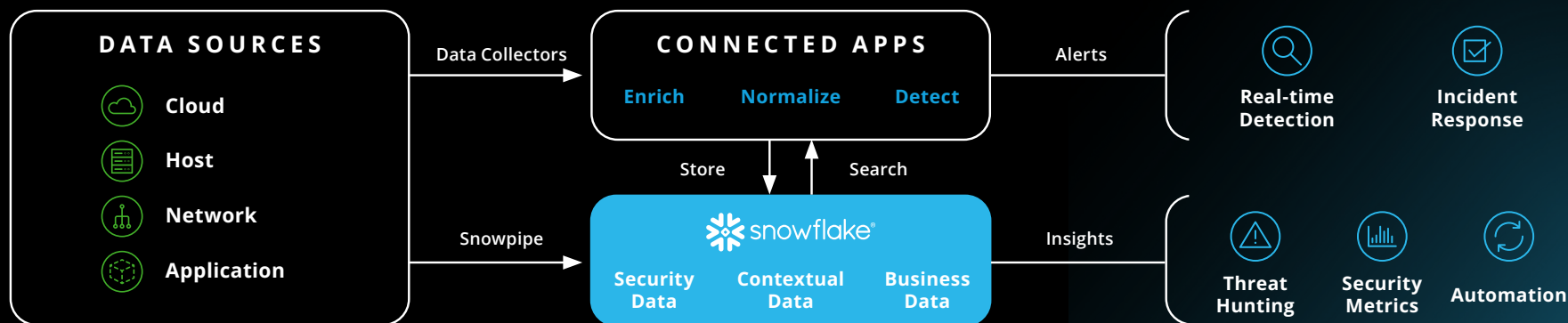
These accelerated findings can help you:

Query enterprise data

Better interpret security events

Enable enterprise-wide participation

DATA SOURCES

- Cloud
- Host
- Network
- Application

→ Data Collectors →

→ Snowpipe →

CONNECTED APPS

Enrich   Normalize   Detect

Store ↓   ↑ Search

❄ snowflake

Security Data   Contextual Data   Business Data

Alerts →

Insights →

Real-time Detection   Incident Response

Threat Hunting   Security Metrics   Automation

DELOITTE MIGRATION FACTORY
FOR SNOWFLAKE

Migrate your data fast and efficiently with an automation-led approach. With Deloitte and Snowflake, you are guided through a streamlined, reliable journey to a modernized data platform. Deloitte's automation-led approach helps mitigate risk and accelerates delivery across migration strategy and planning, rehosting and optimization, and data and analytics operations. Capabilities include the powerful combination of Deloitte's Migration Factory offering with Snowflake SnowConvert, a legacy code assessment and modernization tool that accelerates code conversion and provides detailed assessment information to help plan code migration and reduce time in early stages while also enabling a more comprehensive bottom-up review of existing assets and associated design.

Read more

Maximize efficiency, minimize risk
Achieve expedited and efficient migration to realize the agility, cost reduction, and expectations of your business case.

Transformation for scale
Modernize processes and applications to dynamically scale platform usage while optimizing our use-to-cost ratio.
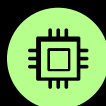
Ready for a future with AI
Trusted data is the foundation for AI and machine learning, and with reduced costs for running and maintaining the data platform, you can reallocate spending to invest in emerging capabilities.

Overcome complexity
Transform with confidence as Deloitte brings tools to make sense of the data, experience with technology platforms, and the technical knowledge to deliver targeted results.

Realize the business case
Deloitte's Migration Factory offering is an automation-first approach that expedites your transformation.

Deliver value with edge computing
Companies are increasingly integrating AI and ML into edge use cases, unlocking the potential for enhanced data security, data trust, improved latency, and expanded bandwidth.

COLLABORATION IN
DATA CLEAN ROOMS

Moving to 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. The sharing organization can control how data can be joined and the kinds of queries allowed to run. Secured and encrypted PII can be anonymized, granting partner access to insights without compromising or divulging regulated data.

JOINT SOLUTION

Build a Clean Room for Data Sharing

Snowflake's Data Cloud Platform provides 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 helps enable organizations to provide and consume enterprise and customer data securely and compliantly.

In addition to these capabilities, moving to a modern cloud platform and accessing a data clean room sets the foundation for a future with AI, particularly for model training.
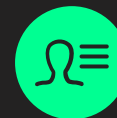
Read more

🔒 Secure data enrichment

⚙ Enhanced activation

💡 Deeper insights

👤 Personalized experiences

📏 Measurement and attribution

🤝 Data partnerships

FINANCIAL SERVICES

Financial services organizations are challenged to keep up with an increasingly digitally focused market. Delivering great experiences for your customers is more important than ever, as it creates emotional connections to products and brands—driving loyalty and business growth.

JOINT SOLUTION

Personalized, Omni-Channel Experiences

Deliver an elevated human experience. Combine the power of data science, human psychology, and content to build a single view of the customer and enable orchestrated decisioning at every touchpoint.

Customer data management

Decisioning automation

Commerce performance

Read more

INDUSTRY INSIGHTS

Transform the Customer Experience

Watch Snowflake execs and industry practitioners across asset management, banking, insurance, and payment providers. Learn about the latest technologies and leading practices through panel discussions, innovation spotlights, and exclusive presentations.

Watch now →

INSURERS

Fueled by a wealth of enterprise data, insurers can leverage GenAI for everything from virtual damage rendering and automated claims reporting to synthetic data creation and summarizing new customer reports. It's time to capitalize on the potential of GenAI for your insurance organization with Deloitte and Snowflake.

JOINT SOLUTION

Insurers Unlock Value in Enterprise Data

Get equipped with tools and capabilities that can transform how the business uses and consumes its data. Snowflake's Data Cloud Platform increases access to third-party data sources, improving data quality and scaling cloud capacity on demand. Deloitte offers the rich experience, trained talent, and proficiency that can help bring your data modernization vision to life.

Enable connection with third-party data

Enhance easy, secure data and logic sharing

Improve cost effectiveness and retire legacy hardware

Read more

INDUSTRY INSIGHTS

Recognized by Snowflake

Deloitte's clients count on Deloitte's knowledge and advisory services across compliance, cybersecurity, and risk management. It is why Deloitte has one of the largest Snowflake practices among professional services firms and why Snowflake named Deloitte the 2023 Global Partner of the Year.

Read more →

HEALTHCARE

With healthcare pricing data flooding the market due to several landmark regulatory actions, there is a renewed imperative to use this information to gain a strategic advantage. Deloitte and Snowflake can help.
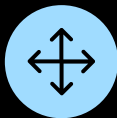
JOINT SOLUTION

ConvergeHEALTH MyRateFinder™

Activate transparent information to influence consumer behavior, impact overall health economics, and harness competitive dynamics. Ingest, normalize, and transform price transparency data to generate an empirical narrative for your business strategy.

Real-time healthcare market data

Scalable platform

Creates strategic advantage

Read more

INDUSTRY INSIGHTS

Creating a First-Class Healthcare Experience

Learn about Covered California's data modernization journey and how they increased resident access to affordable healthcare coverage.

Watch now →

MANUFACTURING

With Deloitte and Snowflake, companies can keep pace with the sustainability curve, make informed decisions, and drive business growth.

JOINT SOLUTION

360º Analytics Platform for Decarbonization

Leverage advanced analytics through Snowflake and AWS to provide near real-time information. The platform, accessible via a web application, enables data-driven decisions and provides an early warning system to mitigate risks.

Real-time insights

Automated ESG monitoring

Market opportunities

Read more

JOINT SOLUTION

Smart Factory Data Platform

Organizations investing in smart manufacturing should integrate solutions into their daily operations while driving user adoption, ensuring change management, and gaining workforce buy-in. Smart Factory Data Platform accelerates the deployment of smart manufacturing solutions, leveraging your existing technology landscape and growing with you as your organization transforms. Use cases include OEE, production monitoring, loss reasons, equipment fault code, and line balance monitoring.

Read more

PUBLIC SECTOR

Deloitte and Snowflake are working together to achieve cloud modernization and data-sharing solutions in the public sector by combining Deloitte's advanced capabilities in strategy and analytics with Snowflake's Data Cloud to streamline data management.

Deloitte.
2024 Snowflake
Public Sector Data Cloud Services Partner of the Year
Learn more

JOINT SOLUTION

Government and Education Data Cloud

A Government and Education Data Cloud enables data to be centrally located on one efficient, secure platform and shared with your mission ecosystem—whether that's interagency, other government agencies, partners, suppliers, or customers.

Enhanced enterprise data sharing

Modernization through analytics and AI

Auto-data refresh for reports and dashboards

Read more

INDUSTRY INSIGHTS

Cloud Modernization in the Public Sector

The public sector is going through one of the most transformational moments in history. Hear about the implications of that transformation and the critical role Snowflake plays.

Watch now →

RETAIL AND
CONSUMER GOODS

Fueled by a wealth of customer data, retailers, and consumer goods producers can leverage GenAI for everything from virtual product iteration to virtual assistants for customer support. Deloitte and Snowflake can help you capitalize on GenAI's potential.

JOINT SOLUTION

Leverage Data in New Ways

Pursue data modernization and cloud capabilities that unleash consumer insights, drive innovation, and permit collaboration across suppliers and adjacent industries.

Increased personalization

Optimized supply chain operations

Maximized pricing and promotion strategies

INDUSTRY INSIGHTS

GenAI Use Cases

There has been a lot of hype around GenAI. In this webinar, leaders from Snowflake and Deloitte identify the signal in the noise by discussing the difference between traditional AI/ML techniques and GenAI and the impact for retail and consumer goods companies.

Watch now →

Read more

TELECOMMUNICATIONS, *MEDIA, AND ENTERTAINMENT*

Learning to harness the data that media organizations collect creates a competitive edge. Deloitte and Snowflake can help deliver the data capabilities needed to capitalize on the potential of GenAI for your telecommunications, media, and entertainment (TME) organization.

JOINT SOLUTION

The Future of Ad Sales and AI

Deloitte and Snowflake can help you establish a platform that allows you to collaborate on aggregate datasets in a transparent way while also guarding and restricting sensitive information. A data clean room can serve as a unified platform for secure data collaboration.

Connects first-party data with publisher data

Customer segment overlap analysis

Data-driven custom service offerings

Read more

INDUSTRY INSIGHTS

Snowflake AI Data Cloud for Media and Entertainment

Simplify data architectures and deploy AI to power the future of privacy-enhanced advertising and superior customer services.

Read more →

CRITICAL DIGITAL INFRASTRUCTURE LEADER TURNED INWARD
FOR AI-POWERED BUSINESS BENEFIT

VERTIV

VERTIV™

Positioned for the future of AI...

Vertiv advances cooling and power technology to enable AI high-performance compute. Uniquely positioned to enable the critical digital world via intense industry focus, technology, and portfolio.

Vertiv sees a unique opportunity to not just support customer AI visions, but to embark on their own AI journey with Deloitte and Snowflake.

With unique and valued competitive advantages...

1 **Application experience and customer collaboration**
to envision and build future-ready infrastructure

2 **Complete portfolio and continual innovation**
of products, services, and customizable solutions

3 **Superior reliability and quality**
to deliver continuous and optimal performance

4 **Global presence and ability to scale**
for customer operating flexibility and resilience

5 **Industry-leading global service network**
to safeguard uptime and support

BREAKDOWN OF CAPABILITIES UNLOCKED
WITH SNOWFLAKE

VERTIV.

1 Started development with Snowpark

2 Housed all data with Vertiv's Snowflake data lake

3 Prepared data for AI usage

4 Implemented AI capabilities using Snowflake Cortex

5 Increased AI adoption across the firm

6 Achieved responsible AI and universal adoption

SOLUTION DEVELOPMENT

Snowpark

- **Developed prioritized use case applications** in alignment with business requirements
- **Language and hardware flexibility** enabled application development for any language and deployment for configurable GPUs and CPUs

DATA LAKE

Snowpark

- **Created easy access to rich internal and external (marketplace) data sources** for use-case development
- **Scaled and deployed minimum viable products (MVPs)** relevant for Vertiv users using their own data

GENERATIVE AI CAPABILITIES

Snowflake Cortex

- **Leveraged high-performing LLMs** via serverless functions
- **Met data governance controls** by keeping data in Vertiv's Snowflake environment
- **Fully managed indexing and retrieval** for retrieval augmented generation (RAG) applications
- **Optimized inference costs** for GenAI applications

NEW GenAI SALES PROSPECTING COPILOT
FOR VERTIV REPS

VERTIV.

Drivers

Sales needed a way to accelerate prospect research so they could spend more time on high-value tasks. They wanted to turn to GenAI to enable a conversational interface that provides automated research and report generation based on external information (e.g., earnings reports, recent news articles) and internal data (e.g., product usage, service KPIs) about new customers.

Challenges

- Difficulty synthesizing data from various sources about customers
- Sporadic intelligence about customers before sales pitches
- Cumbersome and time-consuming customer research process

Business Impact

- Improved intelligence about existing customers
- Accelerated customer research prior to sales pitches
- Improved relationship building and customer engagement
- Productivity improvement for sales reps
- Accelerated and increased deal closure

DELOITTE + SNOWFLAKE SOLUTION

Platform and Environment

- Application deployed in Snowpark container
- Integrations with Snowflake Cortex to leverage serverless LLM APIs and easily orchestrate GenAI workflows using LangChain
- Aligned with Snowflake leading practices for app deployment and cost monitoring

Data Sources

- Curated a staging layer of best-fit internal data
- Solidified a plan with ZoomInfo for external data

UI and Output

- Generated a comprehensive report for Vertiv sales reps
- Interactive UI with options for report customization
- Conversational chatbot to ask questions and get insights about reports

READY TO START YOUR
PERSONAL GenAI JOURNEY WITH US?

STEP 1

Visit our solutions pages to learn more.

Reach out to your local Deloitte rep to start the conversation.

STEP 2

Share your AI goals and what's holding you back.

Engage in specialist assessments to better quantify gaps and align business goals.

STEP 3

Work with Deloitte and Snowflake on an ROI exercise or proof of concept to demonstrate potential value to your organization.

DELOITTE SERVICES
FOR ARTIFICIAL INTELLIGENCE AND ANALYTICS

Achieving desired business results in today's complex, connected world requires a high-performance blend of humans with machines, automation with artificial intelligence, and business analytics with data science. Welcome to the Age of With™, where Deloitte translates insights into performance—through AI services, solutions, and capabilities. Deloitte works with clients across every phase of the AI adoption journey, combining multidisciplinary process and industry knowledge with powerful solutions and alliances spanning the AI tech stack to drive advantage.

Explore how Deloitte can help you realize new value with AI.

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EMPOWERING THE NEXT FRONTIER OF DATA MODERNIZATION.

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