

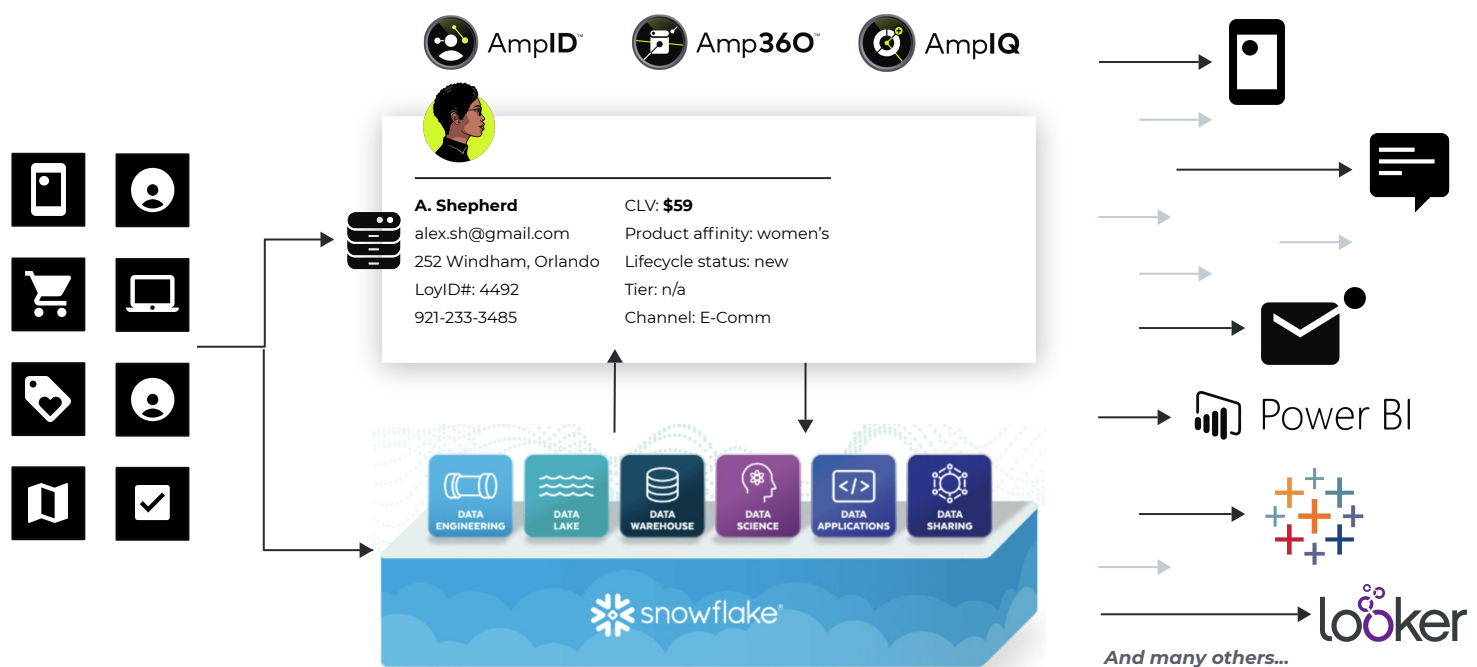
# Unlock Your Customer Data with The Snowflake Data Cloud and The Most Comprehensive CDP

Standalone, Amperity and Snowflake are the most powerful tools in their respective categories.

Together they are unmatched.

"Amperity's approach to leveraging machine learning and AI drives customer data unification and usability for the enterprise and integrates well with Snowflake as we deliver on our commitment to performance, simplicity, and affordability."

*Justin Langseth, Snowflake VP of Data Sharing Business Development*

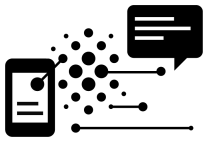


## OVERVIEW

Through a bi-directional integration, brands can now use Amperity's Customer 360 to accelerate their analytics, app development, and reporting through preferred tools such as Tableau, Power BI and others, or facilitate any application of data that helps them better serve their customers. In response to customer demand, Amperity turned the integration with Snowflake into a first class offering called **Business Intelligence Connect™** - a managed "read-only" data warehouse that handles enterprise reporting and query needs at cloud scale, with near zero data warehouse setup, administration and maintenance effort.

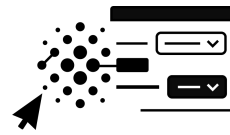


## KEY JOINT USE CASES



### Hydrate Business Intelligence with the most comprehensive Customer 360

- + **Preserve investment:** Use your existing / preferred BI tool
- + **Improve decision-making:** Build a customer centric company by getting relevant customer data to improve decision-making across the enterprise
- + **Better business performance:** increase in ROAS, CLV, NPS, Revenue, "do more with your analytics team"



### Democratize access to high-quality customer analytics across teams

Richer customer data that extends the scope of your BI reports and ad-hoc query topics to drive greater self-service across the enterprise; enable Analytics and BI teams to focus on truly bespoke requests

## CASE STUDY



**Servco**, a top 20 US-based automotive dealer democratized insights to drive business strategies:

"The Amperity-Snowflake partnership offers us ultimate flexibility in how we leverage Amperity's single customer view to power Servco's analytics and marketing," said Peter Dooher, SVP of Digital at Servco Pacific. "We're excited to use Snowflake to seamlessly flow data into our data visualization ecosystem and further democratize access to high-quality customer analytics across our teams."

## THE CUSTOMER DATA PLATFORM + DATA CLOUD COMBINATION *for the Enterprise*

### 1. Enterprise Scale

Both are outliers in their respective spaces in the ability to handle enterprise scale

**Snowflake:** A single experience across major public clouds with almost zero administration and maintenance. Scale Snowflake up + down, on the fly or automatic, with usage based pricing.

**Amperity:** Largest customer processing 105B customer records in Amperity daily

### 2. Enterprise Customers

Serving some of the world's largest and most loved consumer brands

**Snowflake:** Anthem, Pizza Hut, Capital One, US Foods, and more

**Amperity:** Nordstrom, Diesel, Patagonia, Shutterfly, Wyndham Hotels, and more

### 3. Low, Usage-based pricing

A generous usage allotment included in Amperity subscription. Beyond that, pay for only the compute resources you actually use in Snowflake

### 4. Secure Data Sharing

Ability to securely share data in a governed way across your organization and with partners, vendors, and customers without moving or copying the data

### 5. Industry Leadership Recognition

Hailed as leaders of their respective spaces by industry analysts