

Snowflake — One Pager

Klarix Competitive Intelligence

May 2026

company: Snowflake generated: 2026-05-31

ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> Publicly traded enterprise cloud data platform provider (NYSE: SNOW) with 9,060 employees and \$4.68B TTM revenue.
Location	Menlo Park, CA / Bozeman, MT
What They Make/Sell	<ul style="list-style-type: none"> The AI Data Cloud: a multi-cloud platform for elastic data warehousing, data lakes, and zero-copy data sharing. Cortex AI (in-platform LLMs), data engineering pipelines, cybersecurity, and observability tools.
Market Positioning	<ul style="list-style-type: none"> Multi-cloud flexibility (AWS, Azure, GCP) that separates compute from storage to avoid vendor lock-in. Strong "data gravity" moat and consumption-based pricing model. Recent momentum: Reached \$4.68B TTM revenue (+29% YoY), 9,100+ accounts using AI features, and added 400+ new product capabilities in FY2025.
Relationship / Downstream Opportunities	<ul style="list-style-type: none"> Identified as an Ally / Data Partner. Opportunities include listing Sample · Sales Intelligence on the Snowflake Data Marketplace (Data-as-a-Service), co-marketing ("CI on the Data Cloud" with CMO Denise Persson), and referral motions with CRO Chris Degnan's sales org.
Top Pain Points	<ul style="list-style-type: none"> Customers struggle with fragmented GTM stacks and data silos → We provide done-for-you competitive intelligence that feeds directly into their existing Snowflake infrastructure. Coverage and accuracy gaps in current intelligence tools slow down enterprise deals → We deliver verified decision-maker data with a fast 3–7 day turnaround to help them win against Apollo, ZoomInfo, and 6sense. Snowflake needs to continuously drive platform stickiness and compute consumption → Integrating our CI datasets natively into their Data Marketplace drives more queries and credit usage from mutual customers.
Best Outreach Angle	<ul style="list-style-type: none"> Target: Chris Degnan (CRO), Denise Persson (CMO), Christian Kleinerman (EVP Product). Hook: Let's list Sample · Sales Intelligence's done-for-you CI datasets on the Snowflake Data Marketplace to help your customers consolidate GTM stacks and drive mutual revenue and compute consumption.
Next Step	<ul style="list-style-type: none"> Send the Touch 1 email to CRO Chris Degnan requesting a 15-minute Zoom call next Tuesday to discuss a Data Marketplace partnership and co-sell motion.