

Summit Partner Blog v. 1

Colleen Kapase, senior vice president of worldwide partner and alliances

Snowflake Partner Network Shines at Summit 2022

The swell of momentum and enthusiasm building to this year's Snowflake Summit is palpable, and I'm guessing you feel it too. Not only do we get to gather, yes, gather, in person this year at Caesar's Conference Center in Las Vegas June 13-16, but given the craziness of the past two years, some of our partners will be meeting us, customers and each other face-to-face for the first time. Wow.

And there is no end to what we can talk about. It's been about two years since we launched the Snowflake Partner Network and it's grown quickly, and scaled over this past year especially, to frankly one of the most talented and engaged partner networks I've ever seen. With SPN, we provide a repeatable and scalable way for partners to engage with us but it's more than that; along with our partners we are revising what a partner program can be, as together we explore the world of growing the data ecosystem that can drive unprecedented value for customers.

Since we gathered virtually last year, we've opened up two additional routes to market, our data partners program and Powered by Snowflake. Our Powered by Snowflake program brings developers into the mix in a meaningful way; as we began to recognize that more and more of our customers were developing apps to run on Snowflake, we've created a route to market to jointly tap the full power of different data sets in a way that even recognizes customers as partners and partners as people we are selling with, not just through. As I like to say, this is not your mother's partner program!

As broader sets of data become available, Snowflake is in a position to securely gain insight across the growing ecosystem and extend that insight to our customers and partners. It's really exciting to be living through the opening of an era [McKinsey Consulting](#) called out years ago—they predicted in 2013 that when true opening up and collaboration within the data ecosystem can be realized it would unlock a \$3 trillion annual market opportunity. Strap in, folks, we're getting there.

In fact, the partner space is the fastest-growing part of Snowflake right now. It's getting hard to find a customer that isn't developing some kind of app that runs on Snowflake, and we've leaned in quite heavily into industries—life sciences, financial, healthcare, media and entertainment, you name it—so that together we can best leverage data for deep actionable insight and solve more customer's problems. With our partners we are very focused on consulting based on real models of data consumption and are building out, I believe, the best post-sales experience on the planet. I'm also really proud of how our sellers embrace working with partners, so that it's more of a selling *with* than a reseller program or a competition. And

we're growing our tech partner space—this year we added Dell and Pure Storage among others—and that means more far-reaching and stable edges for our data cloud ecosystem.

We are growing out our data marketplace of applications that run on Snowflake, which not only increases revenue opportunity for our services sellers but helps them to drive incredible value. We are starting to see real network effects across the ecosystem; for every dollar of Snowflake sold, there is at least several times that in partner revenue opportunity and I think we'll see that grow exponentially in the future. We are starting to see great value and opportunity through working with our partners and valuing how many joint customers we have, even customers we may have in common *with our customers*, and the synergistic and network effects promise to be huge.

We have come a long, long way since our last in-person partner Summit, which was in 2019 and drew about 150 people total, who gathered in our lunch room!

This year we have over 200 partners participating at Summit. More than 150 have a booth presence and for the first time they will all be located in a dedicated area of the venue. All our partner types will be there—Services, Technology, Cloud, Data and Powered by Snowflake—with over 100 partner presentations on the [agenda](#).

This year's Summit is June 13-16 in Las Vegas. Hope to see you there!