

SNOWFLAKE SOLUTION CENTRAL (SSC)

powered by DataOps.live



An innovative new way to store, update, customize and deploy customer solutions automatically is empowering Snowflake sales teams globally to have more profitable conversations

Launched in 2024, Snowflake Solution Central (SSC) is a sophisticated, easy-to-use solution marketplace designed to get Snowflake's latest and greatest technical innovations into the hands of its field sales teams in extraordinarily rapid and wholly consistent ways. **SSC saves time, reduces effort and increases sales effectiveness, delivering an estimated value of USD \$24.3 million over three years.**

"One of the biggest challenges is that with 1,000+ people, there's so much stuff out there, so flexing that communication and discoverability lens can be hard," says Eve Besant, VP Worldwide Sales Engineering, Snowflake. "We'd tried several ways of coming up with a centralized way for people to store and access, to share and collaborate. They all failed - but the SSC is getting traction. It has great capabilities that will help us to achieve our goals at scale."

Background

With Snowflake aiming to achieve business growth through existing customers adopting new workloads, **more successful sales engagements will have a direct impact on Product Revenue - the company's leading indicator of growth.** Snowflake's Solution Innovation Team support the company's go-to-market efficiency, creating demonstrations for sectors such as healthcare, financial services, telecom, and retail. Over time, they created 100+ demonstrations, largely using GitHub. However, access, maintenance, updates, sharing and deployment for these demos were far from easy.

"Solutions were becoming more complex and it was increasingly hard for sales engineers to pivot on the fly and showcase the power of Snowflake to customers without having a massive amount of time to set those things up," explains Robert Guglietti, Solution Development Manager of Industry & Technical Innovation, Snowflake.

Creating the SSC Solution Marketplace

"We're at a critical juncture in our company's evolution, moving from selling technology capability to selling solutions for the most complex business problems, and we're making that shift with an entire salesforce," says Vernon Tan, Senior Manager, Solution Innovation Team. " **How could sales engineers become more focused and efficient** in delivering bespoke demos to address all industry and customer use cases and product combinations, and so drive increased revenue?

"The issue was, how do we do this at scale and in a way that's seamless for more than 750 sales engineers around the world across more than 1,400 demo accounts?" Vernon Tan says. Snowflake agreed on a proof-of-concept with DataOps.live, with the **DataOps.live team providing a working prototype of SSC within a week. DataOps.live followed up with the fully-fledged solution in only 45 days**, including existing demos converted into DataOps.live projects. Snowflake users worldwide piloted and tested SSC for months before go-live.

Objective

Empower technical sales teams to find, retrieve, update, tailor and deliver more innovative, consistent, memorable and impactful product demos to customers worldwide.

Solution

A solutions marketplace built in under 45 days using DataOps.live; each solution is delivered as a fully tested data product through an automated, orchestrated and fully observable process.

Benefits and ROI

Time savings, efficiency gains and product revenue growth, with an estimated benefit of USD \$24.3m over three years. Users have a one-click solution to deploy the right demos at the right time, with deployment in minutes compared to hours. Built-in testing means complete confidence, with no local installation needed, and personalization for greater impact.

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Selling the power of the Snowflake platform

Providing complete lifecycle management, SSC enables the automated testing, deployment and running of an ever-expanding suite of demos. At the touch of a button, reps can update demos to the latest version. The result is greater efficiency, saving time and money, having a more meaningful impact on customers and, it's hoped, higher win rates as a result.

"We need to sell the power of Snowflake, with an increasingly complex team," says Eve Besant. "Why is it superior? Why does it matter to customers? How do we tell that story? I think of the SSC as our solution and demo repository, although it does a lot more than that. It's a marketplace where people can browse and discover – sales engineers can shop for a solution or a demo, whatever they need."

Vernon Tan adds, "Without SSC, an average sales engineer would take a couple of hours to set up a solution. If they had five or six in a year – to learn, become literate, master the solution, and be effective in selling it... multiply that by 750+ and you can see that, without SSC, there would be a massive barrier to entry for people adopting these solutions. If we can accelerate adoption, we accelerate the ability of sales engineers to execute on these solutions and make the user experience very good." **SSC is a one-click experience: regardless of technical ability, all users can deliver the best demonstrations, leveraging templates created by experts.**

"In terms of packaging our solutions, in simplifying how sales engineers can go to market and sell the value of Snowflake, the SSC is a game changer."

Robert Guglietti, Solution Development Manager at Snowflake

A customer-first ethos through a data-driven organization

Based on time savings and potential increased revenue, **the value to Snowflake of SSC has been estimated at USD \$13.9 million in year one, USD \$18.3m in year two, and USD \$24.3m over three years.** Examples of accelerated deployment include reducing the time to deploy a new demo from two weeks to just five minutes. Arguably, the biggest win is reducing the amount of time people spend working internally and increasing the time sales engineers have with customers: this 'customer-first' mentality is a key driver.

Snowflake now has consistency, repeatability and flexibility for every demo across its global sales organization and can continue creating (and easily managing) new and more impactful data products: in effect, a 'Data Product Factory' for solution demos. SSC adoption numbers are steadily increasing.

Eve Besant adds, "We need to do more demoing, full stop, and **SSC helps us to do really cool demos.** We need to rethink how we tell our story. It's important to engage better with our audiences and help them to see what's possible – showcasing the newer, cooler, more powerful capabilities of Snowflake – the power of the comprehensive platform."

"Snowflake's collaboration with DataOps.live will enhance the efficiency, productivity, and value our sales engineers bring to our selling efficiency."

Eve Besant, Snowflake