BlueCloud snowflake

ENTERPRISE KNOWLEDGE LAYER | Snowflake AE Co-Sell Guide

Help Customers Put Their Snowflake Data To Work On *Harder Business Problems With AI.*

Customers often have trusted, governed data in Snowflake but lack the business context AI needs to use it: definitions, relationships, rules and institutional knowledge. BlueCloud builds that context as an Enterprise Knowledge Layer.

WHAT DATA IS IN SNOWFLAKE? → **WHAT CAN THE BUSINESS DO WITH IT NOW?**

Hear Any Of These? *Bring Us In!*

- **"Different teams still have different answers to the same question."**
- **"Our AI tools give us inconsistent answers."**
- **"We can't get our AI pilots into reliable production."**
- **"The business still can't answer important questions despite all the data we've brought together."**

The Signal

The customer has invested in the data, but missing or disconnected business context is limiting what they can do with it.

You don't need to diagnose the Knowledge Layer problem.

Bring us the problem the customer is trying to solve, and we'll help determine what's getting in the way and where to start.

It Shows Up *Across The Business*

Finance & Accounting
Why did margin change? Which assumptions behind the forecast are no longer holding? Where could better data materially improve forecasting, margin or working capital?

Sales & Revenue
Where is the forecast most at risk? Which accounts are showing signals of expansion or contraction? What signals are we missing that could identify churn or expansion earlier?

Marketing
Why is pipeline changing? Which customer or marketing signals aren't we able to act on? Where are fragmented data and identities limiting our understanding of the customer?

Operations
What's driving operational performance? Where are costs, delays or risks emerging? Where does friction still require people to compensate for disconnected systems or data?

Data & Technology
Where is incomplete or conflicting business context limiting our ability to scale trusted AI? What prevents trusted data from being reusable across the enterprise?

How We *Engage?*

ASSESS
$20K

(2-3 weeks)

Pick the first problem and define what to build.

BUILD
$120–150K

9–10 weeks

Build and validate the Knowledge Layer for one business domain, connecting definitions, metrics, relationships and permissions. Use Snowflake capabilities such as Cortex Analyst, Cortex Search and Cortex Agents where appropriate.

EMBED
$225K

~13 weeks

Extend to a second domain and establish the governance needed to keep it reliable.



What's in it for *Snowflake?*

Opportunities for new Snowflake workloads and data modernization

Greater adoption of native AI capabilities, including Cortex

A stronger role for Snowflake as the governed data foundation and Agentic Control Plane for enterprise AI

Start With *One Business Problem*



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