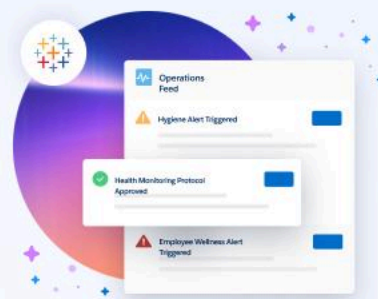




# Transforming Your Data Into Better Customer Experiences

Customer expectations for personalized experiences have never been higher. It's essential that businesses utilize all of their customer data systems to meet these rising expectations and avoid falling behind. That's where zero copy data sharing with Data Cloud comes in. This innovative solution enables seamless data integration between Salesforce Data Cloud and Snowflake, empowering you to deliver deeper personalized customer experiences by breaking down silos. Snowflake enables organizations to easily unify, analyze, and share data across workloads for data engineering, analytics, AI/ML and more. In addition, it does so with virtually instant and near-infinite power, scale, and concurrency.

And, when paired with Agentforce (a new layer of the Salesforce platform that lets you build autonomous AI agents) your data becomes more actionable than ever. That's because Data Cloud uses RAG to ground your AI prompts in your data, ensuring the agents' actions and responses are accurate and relevant.



Add Tableau into the mix, and you can get even more out of your data. Tableau integrates seamlessly with Data Cloud and Snowflake so it can embed trusted analytics and insights into your workflows, further equipping AI agents with the context they need. Stronger data leads to stronger AI agents that help you create stronger customer experiences.



## Better Business Outcomes Start With Unified, Actionable Data

Zero copy data sharing between Data Cloud and Snowflake eliminates the complexity, cost, and privacy risk of moving data between systems. This makes it easy to unlock the full potential of Agentforce by providing agents with trusted, harmonized data. But Agentforce doesn't just allow humans and AI to work together seamlessly. It guides your business to better decisions that produce better results.

# Smarter Together: How to Maximize Your Data's Potential



## Create Richer Customer Profiles With Zero Copy

When Data Cloud is connected with Snowflake using bi-directional zero copy data sharing, what you're able to do with your data expands exponentially.

Live data can easily be shared between both platforms and accessed instantly without duplication—helping you create richer, real-time customer profiles that lead to hyper-personalized experiences at scale.

Plus, your data stays secure and in-place, reducing risks while saving you time and money.



## Visualize Data With Tableau

The Tableau integration enhances the synergy between Data Cloud, Agentforce, and Snowflake by delivering intuitive data visualization and analytics. Users can create interactive dashboards and metrics enhanced with content from our AI insights engine that combine real-time customer data from Salesforce with extensive 1st and 3rd party datasets in Snowflake.

Thanks to zero copy, visualizations always reflect the most current information—giving companies deeper insights into customer behaviors and preferences.



## Enable Deeper Personalization With Zero Copy and Agentforce

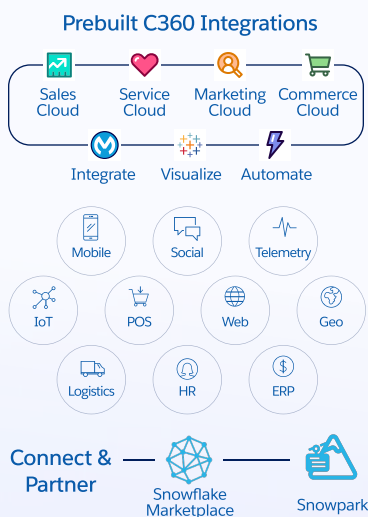
Like Data Cloud and Tableau, Agentforce empowers businesses to do more by combining rich, unified data with agents.

With zero copy providing access to all the data they need, Agentforce agents are able to determine the most appropriate response to a customer query based on past interactions and the current context, creating the deeper personalized experiences that customers and businesses want.

## Zero Copy: The Smarter, Faster Way to Share Data

### 1P & 3P Data Sources\*

\*Non-exhaustive



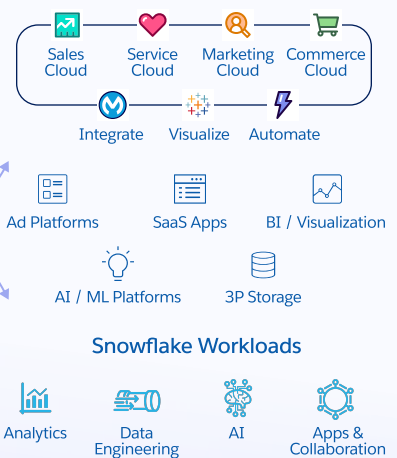
### Unified Data Architecture



### Data Destinations\*

**AI Agents**

**Prebuilt C360 Activations**



Learn more about how Salesforce and Snowflake work together to deliver better data.