Workday

Strategic Account Plan: workday

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Target Account: Workday (Workday.com)

Vendor (my company): Snowflake (Snowflake.com)

Target Account Revenue: $9,552M (Fiscal Year 2026)[1]

Target Account Employees: 20,896[1]

Target Account Revenue Growth: 13.1% YoY[1]

Target Account Profitability: Net Margin: 12.3%, Operating Margin (Non-GAAP): 29.6%[1]

Target Account Free Cash flow: $2,777M[1]

Account AE: **[TO BE FILLED]**

Target Deal size: **[TO BE FILLED]**

Deal Type: **[TO BE FILLED]**

SECTION 1: RESEARCH & INFERENCE

Industry and sub-industry: Enterprise Cloud Software / Human Capital Management (HCM) & Financial Management[2]

Business model: B2B SaaS (Subscription-based revenue model)[1]

Core offerings and value proposition: Unified cloud solutions for HCM, Payroll, Financial Management, Planning & Analysis, and IT/Developer Solutions, underpinned by an Enterprise AI Platform (Workday Illuminate and Sana AI agents)[3].

Target customers: Large and medium-sized enterprises, higher education, and government entities (serving over 65% of the Fortune 500)[2].

Strategic Priorities

- Enterprise AI Monetization & Agentic Workflows: Transitioning from traditional SaaS to an AI-native platform by deploying Workday Illuminate and specialized AI agents (e.g., Sana) to drive new Annual Contract Value (ACV)[4].

- Aggressive Margin Expansion: Achieving a 30.0% non-GAAP operating margin target for FY27, up from 28.5% in FY26, requiring strict infrastructure and operational cost controls[5].

- Ecosystem & Developer Expansion: Scaling "Workday Build" and the Workday Data Cloud to allow customers and partners to build custom AI-powered solutions directly on the platform without moving data[6].

Key Business/Technology Tensions

- Innovation vs. Cost Containment: Workday is heavily investing in AI capabilities (e.g., acquiring Sana, launching Illuminate) while simultaneously executing multiple rounds of workforce reductions (400 jobs in Feb

2026, 500 jobs in Sept 2026) to protect operating margins[7].

- Data Democratization vs. Security/Privacy: Expanding the Workday Data Cloud and enabling third-party AI agents creates friction with the strict data residency, PII protection, and compliance requirements inherent to HR and financial data[1].

Likely Infrastructure/Operational Challenges

- Multi-Tenant Compute Bottlenecks: Processing massive, exponentially growing datasets for thousands of enterprise tenants during peak periods (e.g., global payroll runs, financial close) strains legacy shared-resource architectures[2].

- AI Training on Sensitive Data: Training complex LLMs and ML models requires massive compute power, but moving sensitive HR/Finance data out of secure environments to external AI infrastructure introduces unacceptable security risks[8].

Risks of Inaction

- Competitive Displacement: Failure to deliver sub-second analytical performance and seamless AI integrations risks losing market share to aggressive competitors like SAP, Oracle, and specialized point solutions[1].

- Margin Erosion: Relying on inefficient, legacy data pipelines and over-provisioned compute infrastructure will jeopardize the board-mandated 30% operating margin target for FY27[5].

SECTION 2: ACCOUNT PLAN

Section 1: Executive Summary

Workday is at a critical inflection point. Following the return of co-founder Aneel Bhusri as CEO in February 2026, the company is aggressively pivoting to become an AI-first enterprise platform while simultaneously enforcing strict cost controls to hit a 30% non-GAAP operating margin target for FY27[5][9]. Recent restructuring efforts, including a 2.5% workforce reduction in September 2026, highlight the tension between funding AI innovation (like the Sana acquisition and Workday Illuminate) and maintaining profitability[7]. Snowflake is uniquely positioned to resolve this tension. By migrating Workday's internal telemetry, AI model training, and customer-facing analytics to the Snowflake AI Data Cloud, Workday can decouple storage from compute, infinitely scale multi-tenant workloads, and train AI models securely in-place using Snowpark and Cortex AI[10].

Strategic Hypothesis: By leveraging Snowflake's Elastic Compute and Cortex AI, Workday can reduce its data infrastructure total cost of ownership (TCO) while accelerating the deployment of its Workday Data Cloud and AI agents, directly supporting its FY27 margin and ACV growth targets.

Top Value Drivers:

- Accelerate AI innovation by training models directly on governed data using Snowpark and Cortex AI without risky data movement[10].

- Optimize cloud infrastructure costs via Snowflake's multi-cluster shared-data architecture, aligning with Workday's 30% margin mandate[11].

- Enable zero-copy data sharing for the Workday Data Cloud, allowing joint customers to blend HR/Finance data with external datasets seamlessly[6].

Strategic Account Plan - Workday

Metric / KPI	Target Goal	Estimated Timeline	Success Metric / Status	Evidence & Source
Estimated Deal Size	[TO BE FILLED]	[TO BE FILLED]	[TO BE FILLED]	[TO BE FILLED]
Time-to-Market	Accelerate AI feature deployment by 40%	Within 6 months of POV	Reduction in ML model deployment time	Workday Illuminate rollout[4]
Latency Reduction	Sub-second query response for telemetry	90 Days	99.9% queries under 1s	Multi-tenant scale needs[2]
TCO Cost Savings	20% reduction in data infrastructure spend	End of FY27	Cloud compute cost reduction	FY27 30% margin target[5]
Risk Reduction	Zero-copy data sharing compliance	Immediate upon deployment	Zero PII data movement incidents	10-K Risk Factors[1]

Section 2: Customer Overview & Business Model

Workday operates a highly successful B2B SaaS model, generating $9.552 billion in total revenue in FY26, with subscription revenues accounting for $8.833 billion (a 14.5% YoY increase)[1]. The company provides a unified cloud platform for Human Capital Management (HCM) and Financial Management, built on an object-oriented, multi-tenant architecture designed to serve over 65% of the Fortune 500[2].

The company's growth strategy is heavily reliant on expanding its footprint within existing accounts (evidenced by a ~60% net expansion rate) and driving new Annual Contract Value (ACV) through AI products [4]. In Q2 FY27, AI products generated over $100 million of new ACV, representing more than 25% of all new ACV, proving that AI is the primary growth engine for the business[4].

To support this, Workday is expanding its ecosystem via the Workday Data Cloud and Workday Build, allowing developers to create custom AI agents[6]. However, processing massive volumes of transactional and analytical data simultaneously, while maintaining strict global compliance and security standards, requires a highly elastic and governed data infrastructure[1].

Revenue Stream / Segment	Target Customer / Module	Business Model Type	Growth & Strategy	Authoritative Source / Evidence
Subscription Services	Large/Medium Enterprises (HCM, Finance)	B2B SaaS (Recurring)	14.5% YoY growth; targeting 12-15% CAGR through FY28	FY26 10-K / Investor Presentation[1][5]
Professional Services	Enterprise Implementations	Services / Consulting	Enablement and deployment of core platform	FY26 10-K[1]
Enterprise AI & Agents	HR, Finance, IT Leaders (Sana, Illuminate)	SaaS Add-on / Usage	Generated >$100M new ACV in Q2 FY27 (>25% of total)	Q2 FY27 Earnings[4]
Workday GO	Midsize Businesses	Bundled SaaS	Simplified packages for faster mid-market penetration	Workday Website[2]

Section 3: Strategic Priorities (customer-specific)

- Scale AI Agent Capabilities: Integrating Sana and Workday Illuminate to automate complex HR and finance workflows, requiring massive, secure data processing[4].

- Achieve 30% Operating Margin: Executing cost-containment strategies and infrastructure optimizations to hit the FY27 non-GAAP operating margin target[5].

- Expand Workday Data Cloud: Enabling bi-directional, zero-copy data access for enterprise-wide analytics without traditional ETL processes[6].

- Enhance Platform Resilience: Ensuring 100% uptime and sub-second latency for global customers during peak transactional periods[2].

Strategic Priority	Supporting Evidence & Source	Business Impact	Urgency	Snowflake Product Alignment	Snowflake Service Alignment
Scale AI Agent Capabilities	Sana acquisition & Illuminate launch[4]	Drives >25% of new ACV	High	Snowflake Cortex AI, Snowpark	AI/ML Architecture Workshop
Achieve 30% Operating Margin	FY27 Guidance & Restructuring[5][7]	Profitability & Shareholder Value	High	Elastic Compute, Auto-Suspend	TCO Optimization Assessment
Expand Workday Data Cloud	Workday Data Cloud announcement[6]	Ecosystem stickiness, reduced churn	Medium	Secure Data Sharing, Marketplace	Zero-Copy Integration POV

Section 4: Industry Trends & External Pressures

- AI-Driven Enterprise Transformation: The shift from passive systems of record to active, agentic AI systems requires real-time data processing and embedded machine learning[4].

- Macroeconomic Cost Scrutiny: Software buyers are consolidating vendors and scrutinizing TCO, forcing SaaS providers to optimize their own infrastructure costs to maintain margins[7].

- Stringent Data Sovereignty & Privacy: Evolving global regulations (GDPR, CCPA) demand granular data governance, especially for platforms handling PII and financial records[1].

- Convergence of Transactional and Analytical Data: Customers demand real-time operational analytics, blurring the lines between OLTP and OLAP workloads[12].

Industry Trend / Pressure	Evidence / Source	Impact on Revenue	Impact on Cost	Impact on Risk	Snowflake Mitigation Strategy
AI-Driven Transformation	AI is a "bigger transformation than SaaS"[4]	High (New ACV driver)	High (Compute costs)	Medium	Snowflake Cortex for efficient, in-place AI processing
Macroeconomic Cost Scrutiny	500 jobs cut in Sept 2026 to protect margins[7]	Medium	High	Low	Multi-cluster shared data architecture for cost control
Data Sovereignty & Privacy	10-K Risk Factors regarding data breaches[1]	Low	Medium	High	Snowflake Horizon for unified governance and masking
Convergence of OLTP/OLAP	Demand for real-time insights[12]	Medium	Medium	Low	Snowflake Unistore (Hybrid Tables) for unified workloads

Section 5: Current State Hypothesis (tech + gaps)

Workday's proprietary object-oriented architecture was built for the cloud, but as the company scales its AI initiatives and telemetry data grows exponentially, legacy data lake and warehouse components likely face concurrency limits and cost overruns[2]. The push for the Workday Data Cloud suggests they are trying to solve the "ETL problem" for their customers, but building this entirely in-house is resource-intensive. Furthermore, moving sensitive data to external AI environments for model training introduces significant security risks and latency.

Snowflake's AI Data Cloud directly addresses these gaps. By utilizing Snowflake's Elastic Compute, Workday can isolate workloads, ensuring that heavy AI training or telemetry analytics do not impact core transactional performance. Snowflake Cortex and Snowpark allow Workday's engineering teams to build and deploy AI models directly where the data resides, eliminating data movement risks. Furthermore, Snowflake's Secure Data Sharing can serve as the backbone for the Workday Data Cloud, enabling zero-copy integration with

joint customers' existing Snowflake environments[10][11].

Architectural Layer	Current State (Gaps / Inefficiencies & Evidence)	Future State (Snowflake Platform)	Business Outcome
Data Storage & Telemetry Lakes	Siloed telemetry data causing slow incident response; high compute costs during peak loads[2]	Snowflake Elastic Compute & Snowpipe	30% reduction in telemetry processing costs; sub-second query latency
AI/ML Training & Inference	Moving data to external ML environments creates security risks and slows deployment[8]	Snowpark & Snowflake Cortex AI	Zero data movement for ML training; 40% faster AI feature time-to-market
Governance & PII Protection	Complex, fragmented access controls across different analytical environments[1]	Snowflake Horizon	Unified, auditable compliance reporting; automated dynamic data masking
Partner Data Exchange	Reliance on brittle ETL pipelines for customer data integration[6]	Snowflake Secure Data Sharing	Frictionless zero-copy data sharing; increased Workday Data Cloud adoption

Section 6: Stakeholder Map & Buying Committee

Following the February 2026 leadership transition, Aneel Bhusri has returned as CEO, driving the strategic vision alongside Gerrit Kazmaier (President, Product and Technology), who oversees the technical architecture and AI integration[9]. Zane Rowe (CFO) is heavily focused on the 30% margin target, making him the ultimate economic approver for any infrastructure changes[5]. Rani Johnson (CIO) and Gabe Monroy (CTO) are critical technical buyers who will evaluate Snowflake's ability to scale securely and integrate with Workday's existing stack.

Key Persona & Role	Priority & Concern	Influence Level	Engagement Strategy
Aneel Bhusri (CEO)	AI market leadership, overall growth, fending off SAP/Oracle[9]	Executive Sponsor	High-level executive briefing on Snowflake's AI vision and joint GTM potential.
Zane Rowe (CFO)	Achieving 30% non-GAAP operating margin; infrastructure TCO[5]	Economic Buyer	Present detailed TCO analysis and cost-takeout business case.
Gerrit Kazmaier (President, P&T)	Product innovation, AI agent deployment, platform scalability[9]	Champion / Technical Buyer	Deep-dive architecture workshop on Snowpark, Cortex, and Unistore.
Rani Johnson (CIO)	Internal data democratization, operational efficiency, security	Technical Buyer	POV focused on internal telemetry and operational analytics.
Gabe Monroy (CTO)	Developer experience, Workday Build, technical debt reduction	Champion	Developer-focused session on Snowpark and Snowflake CoCo.

Section 7: Value Hypothesis (Snowflake POV)

Snowflake enables Workday to resolve the tension between aggressive AI innovation and strict cost containment. By migrating analytical and AI workloads to Snowflake, Workday can leverage a multi-cluster shared-data architecture that scales compute independently from storage, ensuring peak performance without over-provisioning[11]. Snowflake Cortex provides fully managed LLMs and ML functions directly within the security perimeter, accelerating Workday Illuminate's roadmap while maintaining strict compliance[10].

Measurable outcomes:

- Reduce data infrastructure TCO to support the FY27 30% operating margin target.
- Accelerate the deployment of AI agents by utilizing in-place ML training via Snowpark.
- Eliminate ETL overhead for joint customers through Snowflake Secure Data Sharing.
- Ensure 100% compliance with global data residency laws using Snowflake Horizon.

Snowflake Capability	Customer Pain Point & Evidence	Quantifiable Business Outcome
Snowflake Elastic Compute	High infrastructure costs and performance bottlenecks during peak multi-tenant loads[2]	20% reduction in compute TCO; zero performance degradation during peak loads
Snowpark & Cortex AI	Security risks and latency associated with moving sensitive HR/Finance data for ML training[8]	40% faster deployment of AI models; zero PII data movement incidents
Secure Data Sharing	Brittle ETL pipelines hindering the adoption of Workday Data Cloud[6]	100% elimination of ETL for joint Snowflake/Workday customers
Snowflake Horizon	Complex compliance and auditing requirements for global financial and HR data[1]	50% reduction in compliance reporting time; automated row-level security

Section 8: Use Case Mapping

- Internal Telemetry & Observability: Ingesting and analyzing petabytes of application logs and telemetry data in real-time to proactively identify performance bottlenecks and ensure SLA compliance.

- In-Place AI Model Training (Workday Illuminate): Utilizing Snowpark to train predictive models (e.g., flight risk analysis, financial forecasting) directly on governed Workday data without extracting it to external environments.

- Zero-Copy Customer Data Exchange: Powering the Workday Data Cloud by allowing enterprise customers to query Workday data directly from their own Snowflake accounts, blending it with CRM or supply chain data.

Use Case	Customer Workflow / Pain	Snowflake Solution	Target Persona	Impact vs Ease
Internal Telemetry & Observability	Slow incident response due to siloed, slow-querying log data[2]	Elastic Compute, Snowpipe	CIO, VP Engineering	High Impact / High Ease
In-Place AI Model Training	Security risks of moving PII for ML training[8]	Snowpark, Cortex AI	CTO, VP Data Science	High Impact / Med Ease
Zero-Copy Data Exchange	Customers struggle to blend Workday data with external sources[6]	Secure Data Sharing	President P&T, Product	High Impact / Med Ease

Section 9: Competitive Positioning

Workday's internal infrastructure decisions are highly strategic. While they may evaluate other cloud data platforms, Snowflake's cloud-agnostic architecture and robust data sharing network provide a unique advantage.

Likely Competitors:

- Databricks

- AWS (Redshift / EMR)

- Google Cloud (BigQuery)

- Internal Build (Open Source / Hadoop)

Competitor	Primary Focus / Product	Differentiation for Use Case	Relative Strength vs Snowflake (1 being weak, 5 being strongest)
Databricks	Unified Analytics / Spark	Strong in complex ML, but lacks Snowflake's out-of-the-box governance and zero-copy sharing network.	4
AWS (Redshift)	Cloud Data Warehouse	Deeply integrated if Workday is heavily AWS, but lacks cross-cloud sharing and elastic compute separation.	3
Google Cloud (BigQuery)	Serverless Data Warehouse	Strong ML capabilities, but locks Workday into GCP; Snowflake offers better multi-cloud flexibility.	3
Internal Build	Open Source (Iceberg/Spark)	High customization, but massive engineering overhead and TCO, conflicting with Workday's margin goals.	2

Section 10: GTM Strategy, Deal Strategy, Risks & Next Steps

Entry Point (Wedge): Target the internal engineering and observability teams with a POV focused on telemetry data processing. Prove that Snowflake can ingest and query application logs faster and cheaper than their current stack, directly supporting the CFO's margin goals.

Land-and-Expand: Once established for telemetry, expand into the Product & Technology organization by demonstrating Snowpark and Cortex AI for training Workday Illuminate models. Finally, position Snowflake Secure Data Sharing as the backend engine for the Workday Data Cloud.

Risks & Mitigation: Workday is highly protective of its proprietary architecture and may view Snowflake as a potential competitor in the "Data Cloud" space. Mitigation: Position Snowflake strictly as an infrastructure enabler that accelerates Workday's roadmap, emphasizing joint GTM opportunities for mutual customers.

Next Steps:

- Secure discovery call with VP of Data Engineering regarding telemetry architecture.

- Develop a TCO model comparing Snowflake Elastic Compute to Workday's current data lake costs.

- Map joint customers to propose a "Zero-Copy Integration" pilot to the Product team.

Phase	Key Milestone & Action	Owner	Success Criteria
30 Days	Discovery & Executive Alignment: Conduct architecture review with VP Engineering	Account AE	Identified specific telemetry bottlenecks and cost metrics
60 Days	POV Execution: Run telemetry ingestion and query performance POV	Sales Engineer	Prove sub-second latency and 20% compute cost reduction
90 Days	Commercial Proposal & Joint GTM: Present business case to CFO and President P&T	Account AE	Executive sign-off on initial land deal; roadmap for AI integration
Action Category	Current State / Milestone	Target Date	Status / Checkbox
Discovery	Identify telemetry data volumes and current TCO	[TO BE FILLED]	[TO BE FILLED]
Architecture Workshop	Map Snowpark capabilities to Workday Illuminate roadmap	[TO BE FILLED]	[TO BE FILLED]

Strategic Account Plan - Workday

Phase	Key Milestone & Action	Owner	Success Criteria
Executive Alignment	Briefing with Gerrit Kazmaier (President, P&T)	[TO BE FILLED]	[TO BE FILLED]
Success Criteria (POV)	Define latency and cost-reduction targets	[TO BE FILLED]	[TO BE FILLED]
Commercial Review	Present TCO business case to Zane Rowe (CFO)	[TO BE FILLED]	[TO BE FILLED]
Procurement & Legal	Security review and MSA negotiation	[TO BE FILLED]	[TO BE FILLED]
Close Plan	Final signature and implementation kickoff	[TO BE FILLED]	[TO BE FILLED]

Section 11: MEDDPICC

MEDDPICC Element	Definition / Focus Area	Current Account State	Status (Known vs. Hypothesis)
Metrics	Quantifiable economic benefits	Targeting 20% reduction in data infrastructure TCO to support FY27 30% margin goal; 40% faster AI deployment[5]	Hypothesis
Economic Buyer	Person with ultimate budget authority	Zane Rowe (CFO) - focused on cost containment and margin expansion[5]	Known
Decision Criteria	Technical, economic, and relationship requirements	Must prove strict data governance (PII protection), multi-tenant scalability, and lower TCO than current stack[1]	Hypothesis
Decision Process	Steps to technical and commercial validation	Requires architecture review by CTO, security clearance by CISO, and financial approval by CFO	Hypothesis
Paper Process	Legal, security, and procurement workflows	Extensive security and compliance review due to handling of global HR/Financial data	Hypothesis
Implicate the Pain	Highlighting the cost of doing nothing	Inability to scale AI securely will result in lost ACV to competitors; high compute costs will miss margin targets[4][5]	Hypothesis
Champion	Internal seller and guide	VP of Data Engineering / VP of AI (Joel Hellermark)	Hypothesis
Competition	Alternative solutions or status quo	Databricks, AWS Redshift, Internal Engineering (Status Quo)	Known

Section 12: Account History

Category	Historical Context & Current Footprint	Expansion Strategy & Plan
Past Engagements	[TO BE FILLED]	[TO BE FILLED]
Current Footprint	Likely utilizing a mix of AWS S3, open-source data lakes (Hadoop/Spark), and relational DBs for telemetry and internal analytics[2]	Target legacy data lake infrastructure for consolidation onto Snowflake Elastic Compute.
Expansion Roadmap	Currently siloed data engineering efforts	Land with Telemetry -> Expand to AI Model Training (Snowpark) -> Expand to Customer-Facing Data Sharing (Workday Data Cloud).

SECTION 3: APPENDIX - DISCOVERY QUESTIONS

Strategy / Growth

- How is the mandate to achieve a 30% non-GAAP operating margin in FY27 impacting your infrastructure investment decisions?

- With AI products generating over 25% of new ACV, how are you scaling the underlying data architecture to support the rapid rollout of Workday Illuminate and Sana agents?

- How does the Workday Data Cloud fit into your long-term strategy for ecosystem expansion, and what are the primary technical hurdles in delivering zero-copy data access to customers?

- How are you balancing the need for rapid AI innovation with the recent workforce reductions in the Product and Technology teams?

Operations / Infrastructure

- When processing peak multi-tenant workloads (e.g., global payroll runs), where do you experience the most significant compute bottlenecks or latency issues?

- How are you currently separating transactional processing from heavy analytical queries to ensure core platform performance isn't degraded?

- What is the engineering overhead required to maintain your current telemetry and application log data pipelines?

- How are you managing the compute costs associated with training complex machine learning models on massive datasets?

Security / Risk / Compliance

- How are you currently ensuring that sensitive PII and financial data remain secure and compliant when training new AI models?

- What is your process for managing dynamic data masking and row-level security across different analytical environments and geographies?

- How do you handle data residency requirements for global customers when building centralized AI features?

- What are the biggest compliance risks you face when allowing third-party developers to build on the Workday platform via Agent & App Builder?

Customer Experience / Performance

- How frequently do customers request the ability to blend Workday data with external datasets (like CRM or supply chain), and how are you currently facilitating that?

- What is the average latency for customers running complex historical financial reports, and what is your target for improvement?

- How are you ensuring that the new AI agents (like the Financial Audit Agent or Procurement Agent) have real-time access to the most current transactional data?

- What feedback have you received from early adopters of the Workday Data Cloud regarding data integration friction?

Cost / Efficiency

- What percentage of your cloud infrastructure spend is dedicated to maintaining idle or over-provisioned compute resources for peak analytical loads?

- How much time do your data engineering teams spend managing ETL pipelines versus building net-new AI features?

- If you could reduce your telemetry data processing costs by 20%, how would those funds be reallocated within the Product & Technology organization?

- How are you measuring the ROI of your internal data infrastructure investments against the new ACV generated by AI products?

SECTION 4: REFERENCES, EVIDENCE & AUTHORITATIVE SOURCES (FOOTNOTES)

Footnotes

- [1] [SEC Form 10-K / Annual Report] -- Workday Annual Report 2026 (SEC, Fiscal Year 2026): Total Revenue $9.552B, 13.1% YoY Growth, Net Margin 12.3%, Operating Margin 29.6%, FCF $2.777B, Headcount 20,896, Business Model, Risk Factors -- https://stocklight.com/stocks/us/nasdaq-wday/Workday/annual-reports/nasdaq-wday-2026-10K-26731113.pdf

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- [8] [Authoritative News Source] -- Workday's Trusted Agent Platform Now Delivers Headless Access (PR Newswire, 2026-10-14): Building lawful AI agents, security requirements for HR/Finance data -- https://www.prnewswire.com/news-releases/workdays-trusted-agent-platform-now-delivers-headless-access-to-hr-and-finance-letting-customers-build-and-run-lawful-ai-agents-302906696.html

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- [10] [Official Vendor Website] -- Snowflake Official Website (Snowflake.com, 2026): Snowflake Cortex AI, Snowpark for in-place ML training, AI Data Cloud -- https://Snowflake.com

- [11] [Official Vendor Website] -- Snowflake Official Website (Snowflake.com, 2026): Multi-cluster shared-data architecture, Elastic Compute, cost optimization -- https://Snowflake.com

- [12] [Official Vendor Website] -- Snowflake Official Website (Snowflake.com, 2026): Snowflake Unistore, Hybrid Tables for unified transactional and analytical processing -- https://Snowflake.com