# Provider Playbook

## The complete how-to for Providers on the Snowflake Marketplace

**June 2024**

# Key Reference Documents

- Marketplace Provider Quickstart Guide
- Provider Policies
- Snowflake Marketplace Technical Documentation
- Provider Cost Examples
- Provider Best Practices
- For **brand new Providers** with questions, contact Marketplace Operations.
- For **all other inquiries**, contact Snowflake Support.

# Key Steps For Success In The Marketplace

| Section | Step | User Persona |
|---|---|---|
| **Overviews** | Marketplace and Data Sharing Overview | |
| | Legal & Listing Terms | |
| | Listing & Fulfillment Strategy | |
| | $ Paid Listings Overview & FAQ | |
| | Native App Review Process & FAQ | |
| **Set Up Account** | Sign Up For Snowflake | |
| | How To Get Key Roles | |
| | $ Set Up Payout Method | Finance/Accounts Receivable |
| **Set Up Data Product** | Set Up Dataset | Technical |
| | Set Up Snowflake Native App | Technical |
| **Create Profile & Listing** | Create Profile & Listing | Business or Technical |
| | Replication and Costs | Business or Technical |
| | $ Listing Trial and Pricing Plans | Business or Technical |
| | Test Your Listing | Business or Technical |
| **Manage Listings & Performance** *(ongoing)* | Fulfill Consumer Requests | |
| | Go To Market Overview | Business |
| | View Leads | Business or Technical |
| | View Usage Metrics | Business or Technical |
| | $ Monetization Usage Metrics | Business or Finance |
| **FAQ** | Provider FAQ | |
| | Consumer FAQ | |
| **Appendix** | Advanced Topics | Technical |

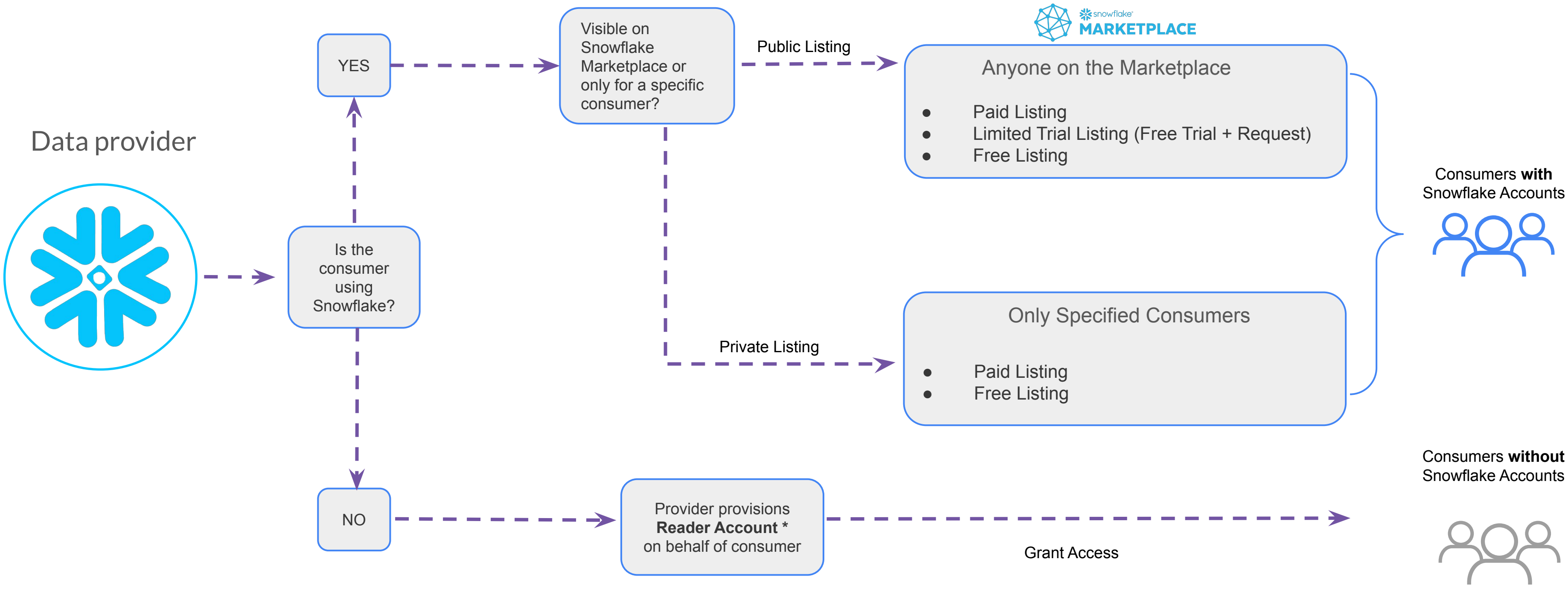
$ *Indicates that this section is relevant to paid listings. Also see our Consumer Playbook.*

# OVERVIEWS

- → Marketplace and Data Sharing Overview
- → Legal & Listing Terms
- → Listing & Fulfillment Strategy
- → Paid Listings Overview & FAQ
- → Native App Review Process & FAQ

# Marketplace and Data Sharing Overview

Data sharing is the underlying technology leveraged by the Marketplace to share data or apps between a Provider and Consumer




*For Reader Accounts, consumers can only query data shared by provider; costs of querying accrue to provider; See [Managing reader account documentation] for directions on how to provision Reader Accounts

# Snowflake Provider & Consumer Terms of Service

## Legal requirements to participate in the Marketplace

| | Details |
|---|---|
| **Documentation** | ● Snowflake Provider and Consumer Terms<br>● Legal requirements for providers and consumers of listings |
| **Scope** | ● Govern our customers' use of listings and the Snowflake Marketplace, and address the relationship, rights, and obligations of Snowflake and our customers in connection with these offerings<br>● They include compliance with Snowflake's Provider and Consumer Policies |
| **Frequency** | **One-time** acceptance<br>● ***Providers*** **required** to accept in order to submit first Marketplace listing for approval or share listings privately<br>● ***Consumers*** **required** to accept in order to consume listings (private or public) |
| **Where to accept** | ● Customers may agree to these terms via their Service Terms (e.g., Self-Service On Demand Terms of Service or our Terms of Service).<br>● Otherwise, customers may agree to the terms in Snowsight by going to Admin > Billing & Terms |
| **Role required** | ORGADMIN is required to accept the terms in Snowsight |
| **Listing types covered** | All listings (Public and Privately shared) |
| **Ability to redline** | No |

# Listing Terms

## Consumers must agree to Listing Terms

| | Custom Terms by Provider | "Standard Terms"<br>Standard Agreement for Marketplace Products |
|---|---|---|
| **Scope** | **Provider's terms of service** for their listing(s) | |
| **Frequency** | **Consumer must accept for every listing,** except when terms are provided offline | • **Consumer must accept for every listing**<br>• **Org Admins may authorize acceptance by Users**, which will be displayed to Users |
| **Where to accept** | • Consumer accepts Custom Terms when clicking "Get" on the listing | • Consumer accepts Standard Terms when clicking "Get" on the listing<br>• Org Admin can authorize User acceptance in Admin > Billing & Terms |
| **Role required** | ACCOUNTADMIN | |
| **Listing types covered** | • Public listings (listing terms URL required)<br>• Private listings (listing terms URL optional, Provider may specify "Offline" terms) | |
| **Changes to Terms** | • Any redlines, amendments, or updates to terms must be addressed and agreed to offline by the parties | |

# Listing & Fulfillment Strategy: Overview

## Step 1: Choose who can discover your listing:

| **Discoverability** | Anyone on the Marketplace **(Public Listing)** |
|---|---|
| **Consumer Target** | All consumers in the clouds and regions you specify |
| **Use Case** | Provider lists **publicly** on the Snowflake Marketplace with a data product that is available to anyone |

| Only Specified Consumers **(Private Listing)** |
|---|
| Targeted consumer(s) only |
| Provider shares data **privately** with consumers they already have a relationship with <u>and/or</u> deliver a **custom dataset** <u>and/or</u> **custom pricing** |

## Step 2: Choose listing type:

| | **Listing Type** | Paid with Trial | Limited Trial | Free |
|---|---|---|---|---|
| **Availability** | **Trial product** | Free instant access | Free instant access | – |
| | **Full product** | Instant access upon payment | Fulfill via private listing targeted specifically to that consumer | Instant access |
| **Payment** | **Trial product** | Free | Free | – |
| | **Full product** | Paid via Snowflake* | Fulfill via private listing | Free |

| Paid | Free |
|---|---|
| Optional | – |
| Access upon payment | Instant access |
| Free | – |
| Paid via Snowflake | Free (or paid off-platform) |

**Price via query, subscription or custom metering (see [Paid listings pricing models](#))*

# Define your Listing & Fulfillment Strategy:

## typical scenarios for listing *publicly* on the Marketplace

| Offer type | | Data Product (data or Native Apps): Universal dataset (i.e., same for all customers) | Consumer's own data (i.e., SaaS) | Custom data per consumer |
|---|---|---|---|---|
| 1 | Monetize on Snowflake | Paid on Snowflake listing | Limited Trial listing with Paid on Snowflake private listing | |
| 2 | Differentiated pricing | Limited Trial listing | Limited Trial listing with Paid on Snowflake private listing | |
| 3 | Vet consumer (KYC) | Limited Trial listing | Limited Trial listing with paid on Snowflake or free/paid off platform private listing (if off platform monetization) | |
| 4 | Monetize off platform | Limited Trial listing | Limited Trial listing with Free/Paid off platform private listing | |
| 5 | Free | Free (or paid off platform) listing | Limited Trial listing with Free/Paid off platform private listing | |

# Paid Listings Overview

## 1) Verify Paid Listing Eligibility

1. Verify that you are in an approved region to publish Paid Listings. See country list here.
2. Talk to Snowflake before preparing your paid listing (**required** for listing approval)
   a. **Reach out to your Business Development partner** to ensure alignment on your Go-To-Market strategy.
   b. **If you do not have a Business Development partner** please reach out to the Marketplace Operations team

## 2) Setup Payout & Create Listing

1. **Set Up Payout Method**: Set up a **Snowflake** Stripe Express account to disburse funds directly to your bank account. You cannot use an existing Stripe account.
2. Create your listing
   a. Refer to Create A Listing Slide
   b. Choose your Listing Trial and Pricing Plans
   c. Submit your listing for review

## 3) Consumer Purchases

1. Consumer supported payment methods include:
   a. Wire Transfers
   b. Credit Card
   c. Capacity Commitment*
   d. SWIFT
2. You will be paid to the bank account you specified in your Snowflake Stripe Express Account within 30 days after your consumer pays their invoice.

*available in select jurisdictions only.

# Provider Paid Listings FAQ (I)

| Topic | Questions | Answers |
|---|---|---|
| *Onboarding* | *Why do I need to set up a Snowflake Stripe Express account if I have a credit card on file or capacity commitment?* | Stripe Express is used to disburse funds to you or pay for marketplace listings. The credit card on file or capacity commitment contract is to pay for consumption and storage costs. |
| *Onboarding* | *Can I use my own Stripe account?* | No, the Snowflake Stripe Express account you set up is exclusively used for Snowflake. See more about this account type: https://support.stripe.com/express/topics/account |
| *Listing creation* | *What Pricing Models current exist?* | Please see Pricing Plan documentation |
| *Taxes & Fees* | *What is Snowflake's fee?* | Find the fee schedule by navigating to **Snowsight -> Admin -> Billing & Terms -> Fee** |
| *Taxes & Fees* | *Will I be charged additional fees from Stripe?* | Snowflake's fee is inclusive of all Stripe charges. You will not be charged additional fees. |
| *Taxes & Fees* | *Does Snowflake cover sales tax on these purchases?* | Where required by law, Snowflake calculates and collects taxes from the Provider or the Listing Consumer (as applicable) and issues a compliant tax invoice for those taxes. Providers should consult their accountants or tax advisors as needed to confirm their tax obligations for domestic & international sales. At this point, Snowflake Inc. only invoices & collects US sales taxes from Listing Consumers and Providers based in US, as applicable. |

# Provider Paid Listings FAQ (II)

| Topic | Questions | Answers |
|---|---|---|
| *Consumer Payment* | *Can my consumer pay with Snowflake capacity commitment to purchase my listing?* | Eligible consumers can use their Snowflake Capacity commitment to buy products on Snowflake Marketplace. |
| *Consumer Payment* | *Does the Marketplace price include compute costs?* | No, compute costs are not included. They are billed separately to your consumer. |
| *Post purchase* | *How and when do I get paid?* | You will be paid to the bank account you specified in your Snowflake Stripe Express Account within 30 days after your consumer pays their invoice. |
| *Post purchase* | *How can I Identify the number of subscribers on our marketplace listing?* | Use the listing_events_daily view (in the event_type column) to see how many consumers have purchased your listing. |
| *Post purchase* | *How can I identify whether and when a marketplace customer unsubscribed?* | Use the listing_events_daily view (event_type = cancelled) to identify whether a consumer cancelled their purchase |
| *Post purchase* | *For recurring subscriptions, what is the next date my consumer will be charged?* | Your consumer will be charged the same day of the corresponding month. For example, if recurring billing is set for every 3 months and the subscriber paid on 28 February, your consumer will be charged on May 28th. |
| *Post purchase* | *How can I see all outstanding invoices for my listings?* | The MONETIZED_USAGE_DAILY View lets you query the history of daily consumer usage for each listing, including charges accumulated for the usage. |
| *Post purchase* | *What does Snowflake do to collect payment on my behalf?* | Snowflake sends dunning emails to customers for outstanding payments. Please note that under the Snowflake Provider and Consumer Terms, you, as the provider, are the seller of record for your listings and are responsible for seeking any remedies from the consumer in regards to this dispute. |

# Paid listings: Sample invoice & payment information

Important information about your consumer's invoices:

- Invoice will be sent to a customer's billing email address on file within 1 hour after they click subscribe/purchase
- All ACH Credit/wire payments must be paid to Wells Fargo bank noted in the bottom left hand corner of the invoice
- Direct all payment questions to [Accounts.receivable@snowflake.com](mailto:Accounts.receivable@snowflake.com)

## Invoice

snowflake | MARKETPLACE

| | |
|---|---|
| **Invoice number** | **SM-119489** |
| Date of issue | June 10, 2024 |
| Date due | June 10, 2024 |
| PO# | 94404 |
| Invoice date | Jul 31, 2021 |

**Snowflake Inc. (Snowflake Marketplace)**
United States
support@snowflake.com

**Bill to**
dmx_regression_test_company_b17
b328f98e04b119d231aedc1bfde6c
450 Concar Dr
San Mateo, California 94402
United States
test.fake1_b17b328f98e04b119d231
aedc1bfde6c@snowflake.com

**Ship to**
dmx_regression_test_company_b17b3
28f98e04b119d231aedc1bfde6c
450 Concar Dr
San Mateo, California 94402
United States

**$11,000.00 USD due June 10, 2024**

Pay online

IMPORTANT: Snowflake Marketplace Invoices go to the Wells Fargo Bank (instructions found at bottom left corner of invoice).
DO NOT send to Snowflake's JPMorgan bank account.

Include the invoice number in the payment memo line (i.e. SM-XXXX).

| Description | Qty | Unit price | Amount |
|---|---|---|---|
| DX_B_4: DX_A_4 - dmx listing demo 1 FIXED: Jul 1, 2021 - Jul 31, 2021 | 1 | $11,000.00 | $11,000.00 |
| Sales tax | 1 | $0.00 | $0.00 |
| | | Subtotal | $11,000.00 |
| | | Total | $11,000.00 |
| | | **Amount due** | **$11,000.00 USD** |

SM-119489 · $11,000.00 USD due June 10, 2024 Page 1 of 2

The seller of record for the Products listed in this Invoice is the applicable Listing Provider that listed the Products in the Marketplace, as such terms are defined in the Snowflake Provider and Consumer Terms located at https://www.snowflake.com/legal/snowflake-provider-and-consumer-terms/ (or such successor URL as may be designated by Snowflake) ("Terms"). Please check your Snowflake usage reports for additional information.

Any reference to a Purchase Order ("PO") in this invoice is solely for the Customer's internal purposes. Snowflake rejects and in the future is deemed to have rejected, any PO terms to the extent they add to or conflict in any way with the Terms or this Invoice. Any such additional or conflicting terms will have no effect.

Except as expressly set forth in this Invoice or the Terms, this Invoice is non-cancelable, non-transferable, and non-refundable. This Invoice is accepted and agreed to as of the date of issue.

In cases where Customer has elected to use the Marketplace Capacity Drawdown Program, governed by the Snowflake Marketplace Capacity Drawdown Program Terms located at https://www.snowflake.com/legal/snowflake-marketplace-capacity-drawdown-terms/ (or such successor URL as may be designated by Snowflake), for the purchase of any Products, the following also applies:

Customer's payment of the Marketplace Capacity Drawdown amount reflected in this receipt constitutes payment to the applicable Listing Provider. Please retain this receipt. It serves as evidence of payment of the Marketplace Capacity Drawdown amount reflected in this receipt for the Products listed herein. Customer bears no risk of loss to the applicable Listing Provider for such payment for the Products reflected in this receipt due to any failure of Snowflake to remit such payment to the applicable Listing Provider.

Snowflake Tax ID Numbers
* US EIN: 46-0636374
* Canadian Revenue Agency: 747051738 RT0001
* Quebec QST Number: 12 27289194TQ0001
* Saskatchewan PST Number: 7232598
* British Columbia: PST-1451-9808

**Pay with ACH or wire transfer**
Bank transfers, also known as ACH payments, can take up to five business days. To pay via ACH, transfer funds using the following bank information.

| | |
|---|---|
| Bank name | TEST BANK |
| Routing number | 110000000 |
| Account number | test_406ebd16eaf9 |
| SWIFT code | TSTEZ122 |

SM-119489 · $11,000.00 USD due June 10, 2024 Page 2 of 2

# Native App Review Process

## 1) Security Review

**Complete security scan**

Before you can share your application outside of your organization, your application package must pass a security scan. This scan reviews your application code to ensure that it is compliant with our security requirements.

**Set release directive**

Once you have passed a version of your application through the security scan, you can set a release directive for your application package. Release directives determine the version of the application that is available to a consumer when they install the application. This is a requirement for creating an application listing.

See FAQ section

## 2) Listing Content Review

Refer to Create A Listing Slide

## 3) Functional Review

When you submit your application for approval, the Marketplace Operations team will reach out to coordinate the functional review. Functional reviews are conducted within a 2 week SLA.

Ensure that your application meets the Marketplace application requirements before submitting, as the team will assess these requirements during the review.

To conduct the functional review, the team will require:

1. Consumer documentation that outlines how to setup and configure the application as well as run any examples
2. Access to any necessary sample data
3. Access to the application package

# Security Scan FAQ

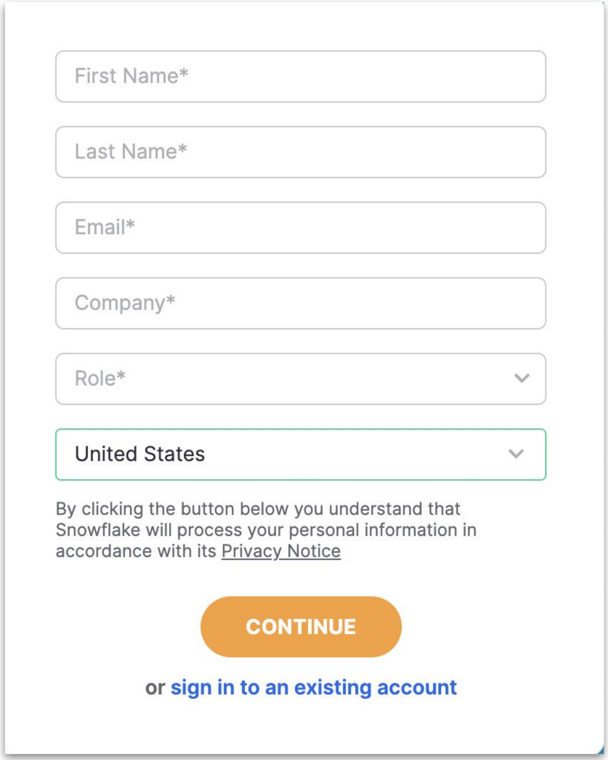
| Questions | Answers |
|---|---|
| *When does my app get reviewed?* | Any time you set the distribution of a package to external and then every time you add a new version or patch. |
| *How long does the security scan take?* | It can take up to 3 business days. Ensure that you account for this much time in your release cycles. |
| *How do I initiate the security scan?* | Set the distribution to external. Ensure that you have separate application packages for production releases and development releases. Read more about tips to speed up your development process. |
| *Why is my app pending secondary review?* | Some complex applications require additional manual validation of findings from the automated scan, which is the secondary review. |
| *My app failed the security scan? What should I do next?* | View the reason for failure in the App Packages section, and adjust your code to address the feedback. |
| *I don't understand the reason for rejection. What should I do next?* | If you still have questions, please contact Snowflake Support. |
| *Can I change my app back to INTERNAL so that it does not need to be scanned?* | No. If your app is still in development and you do not want to trigger the security scan, you can create a new app package and use Development Mode. See more about implementing Development Mode here. |
| *My app passed the security scan. What should I do next?* | Prepare to submit your application to the Snowflake Marketplace by following these guidelines. |
| *My previous version of my application was approved, but my current version was denied. Why did this happen?* | We constantly update our scanning pipeline, which can result in new findings. Additionally, changes in code can lead to different outcomes of the security scan. If you disagree with the reason for denial, please contact Snowflake Support. |
| *My latest patch has passed the security scan, but it is not being reflected in my consumer's account. Why is this?* | Ensure that you have updated the default release directive. |

# SET UP ACCOUNT

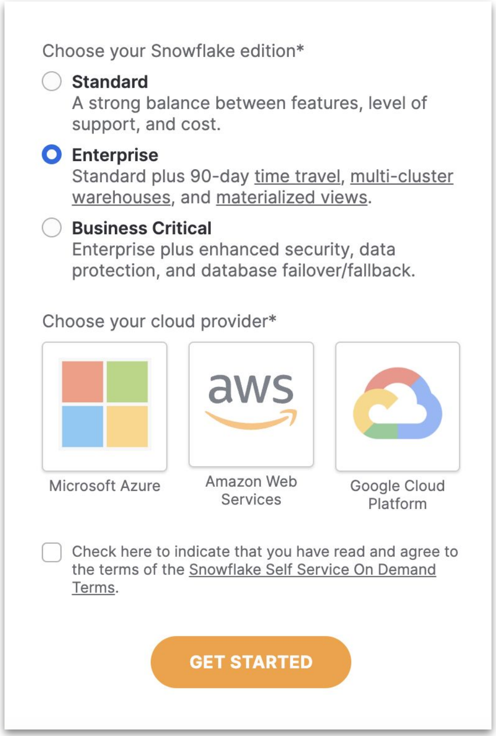
- → Sign Up For Snowflake
- → How To Get Key Roles
- → Set Up Payout Method

# Sign up for Snowflake

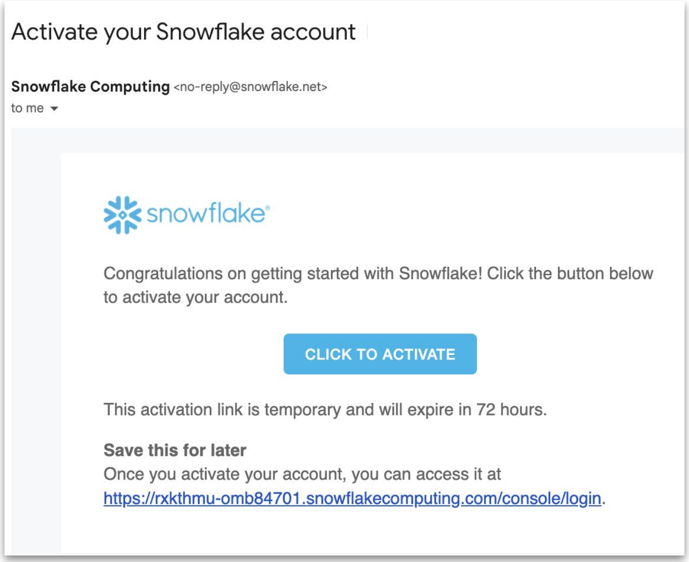
**Step 1:** Sign up at [signup.snowflake.com](signup.snowflake.com)




**Step 2:** Select Account Type and Cloud Provider & Accept Snowflake Self-service On Demand Terms



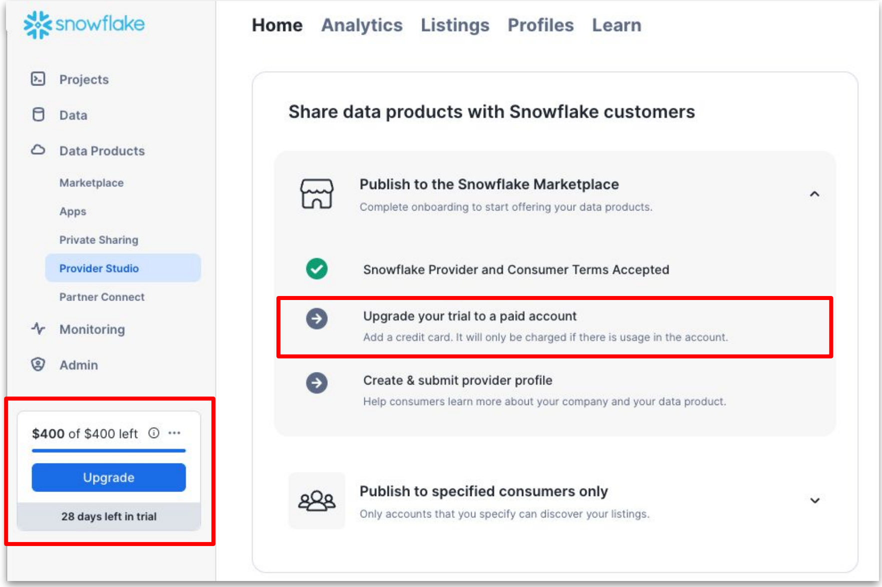

**Step 3:** Activate your Snowflake account through a link sent via email



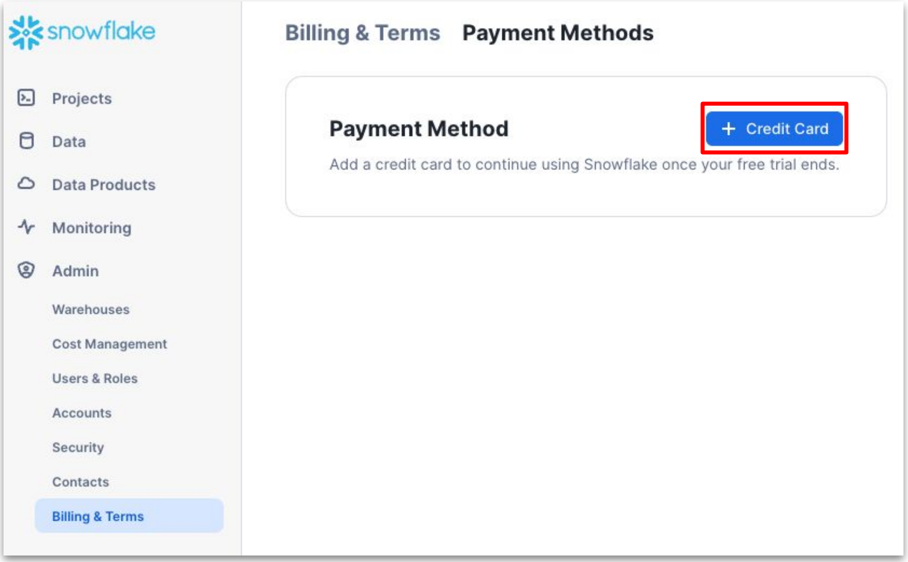

Note that you will need to convert to a **Paid** account next

# Upgrade Your Account

**Step 1:** Navigate to **Data Products > Provider Studio** to upgrade your account. Upgrading your account from a trial account to a paid account is required in order to create a listing.




**Step 2:** Once you click upgrade, you'll be prompted to add a credit card that will be used for compute and storage costs. The Payment Method screen can also be found under **Admin > Billing & Terms > Payment Methods.**




*Note that instead of entering a credit card, you can set up a company level contract. Please ask your Marketplace Business Development Representative for more information*

# How to Get the Key Roles

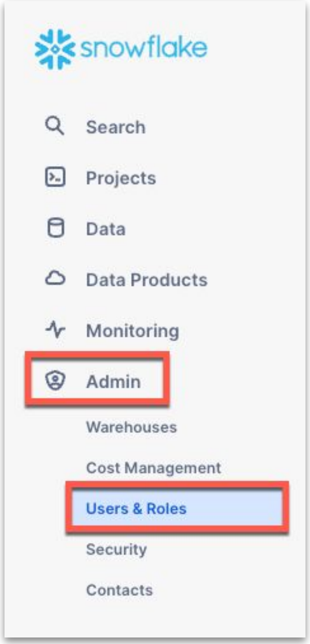
| Task | Required Privileges | Grant using | Who can provide access |
|---|---|---|---|
| **Create a provider profile** | Global CREATE DATA EXCHANGE LISTING privilege. | SQL or Snowsight | Your AccountAdmin grants you the privilege: *Create data exchange listing* |
| **Manage or update a provider profile** | The OWNERSHIP or MODIFY privilege on the profile. | Snowsight | The current listing owner grants OWNERSHIP or MODIFY privileges |
| **Modify listing capabilities and properties** | The OWNERSHIP or MODIFY privilege on the listing. | Snowsight | The current listing owner grants OWNERSHIP or MODIFY privileges |
| **View a listing** | The OWNERSHIP, MODIFY, or USAGE privilege on the listing. | Snowsight | The current listing owner grants OWNERSHIP, MODIFY, or USAGE privileges |
| **Attach a share to a listing** | OWNERSHIP of the share and OWNERSHIP or MODIFY privileges on the listing. | Snowsight | The current listing/share owner grants OWNERSHIP, MODIFY, or USAGE privileges |
| **Set up auto-fulfillment for a listing** | The account-level MANAGE LISTING AUTO FULFILLMENT privilege granted by an ACCOUNTADMIN with delegated privileges, and OWNERSHIP or MODIFY privileges on the listing. | SQL | The current listing owner grants OWNERSHIP or MODIFY privileges and ACCOUNTADMIN with delegated privileges |
| **Fulfill a listing request** | OWNERSHIP or MODIFY privileges on the listing. | Snowsight | The current listing owner grants OWNERSHIP or MODIFY privileges |



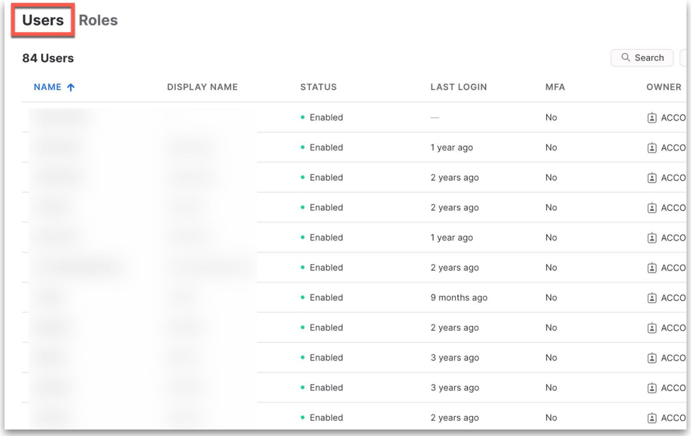
**Reference Links: [1]** Granting Privileges Documentation, [2] Granting Roles Documentation, [3] Privileges required for working with listings

# How to Grant Roles Within The UI

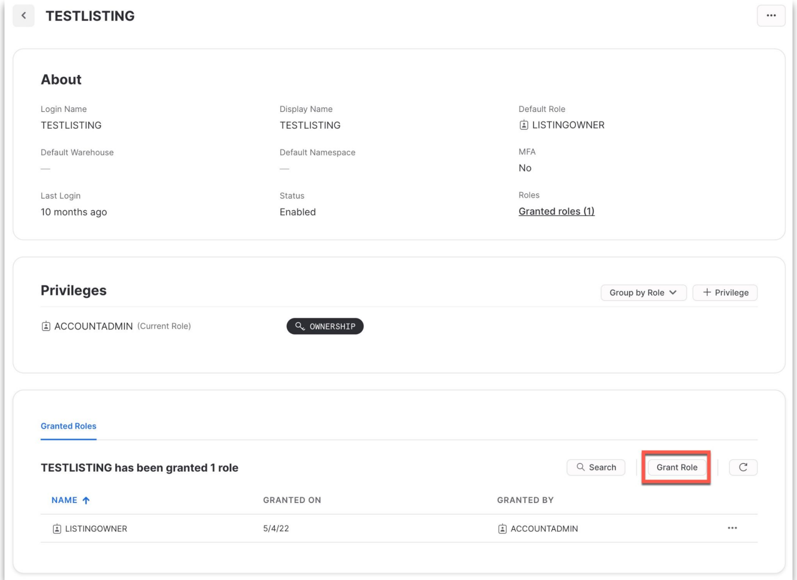
**Step 1.** Click on **Admin > Users and Roles** on the left-hand side of your screen




**Step 2:** Click on **Users** at the top, find your name in the list of Users, and click on it.

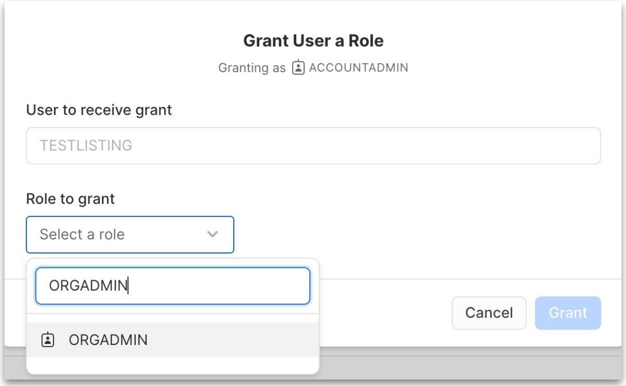



**Step 3:** Click on **Grant Role** in the **Granted Roles section.**

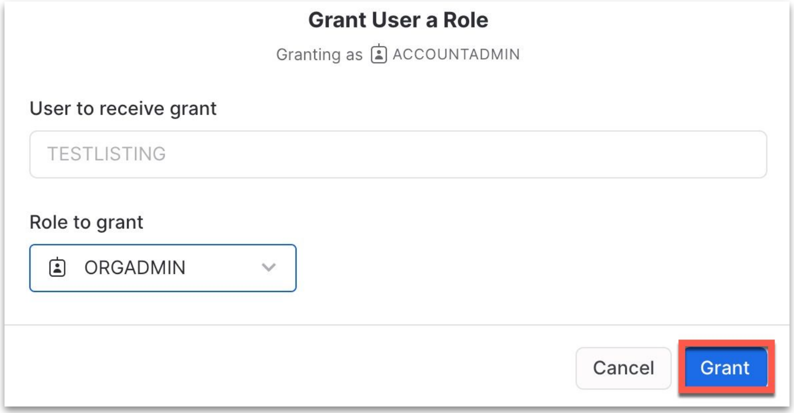


# How to Grant Roles Within The UI

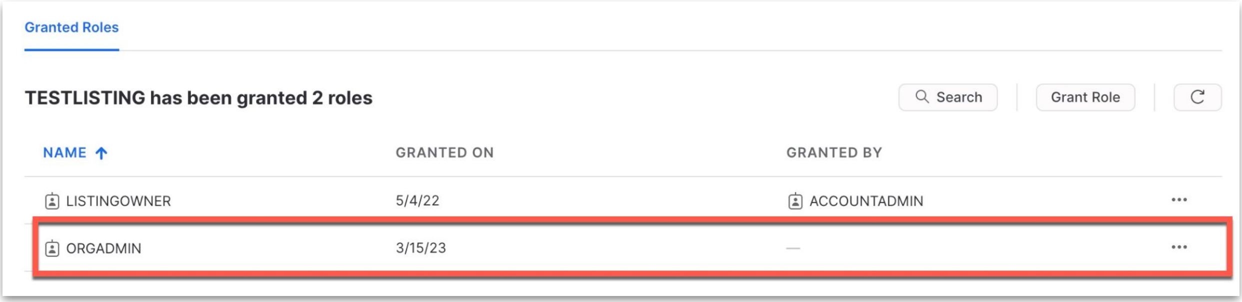
**Step 4:** Search for the role name (e.g. ORGADMIN) in the dropdown box and click on it.




**Step 5:** Click the blue Grant button.



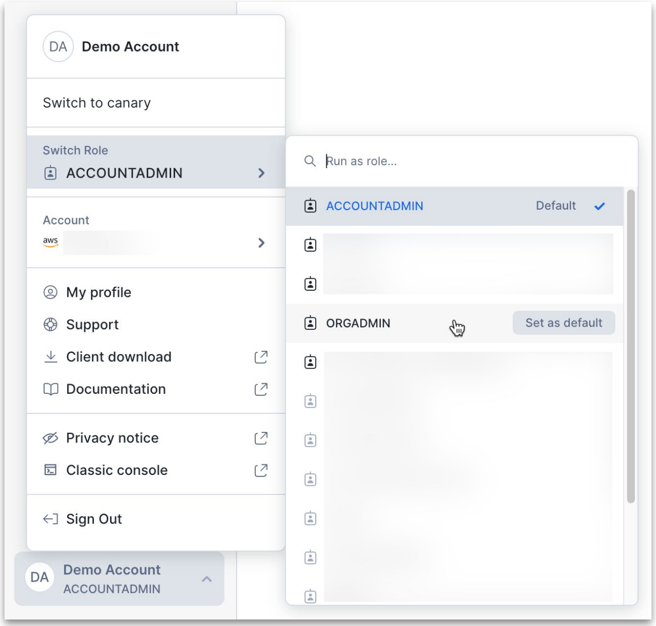

**Step 6:** Verify that your selected role appears in the Granted Roles section.



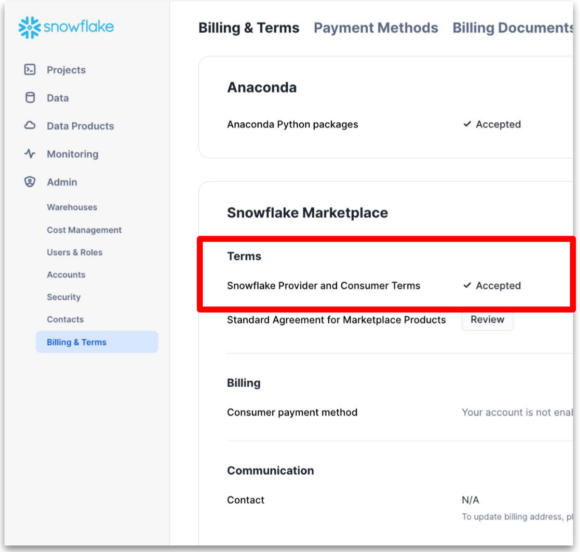
# Accept Snowflake Provider & Consumer Terms of Service

***Generally only applicable to accounts created before February 2024***

**Step 1:** Switch your role to ORGADMIN




**Step 2:** Navigate to **Admin >> Billing & Terms >> Snowflake Provider and Consumer Terms**



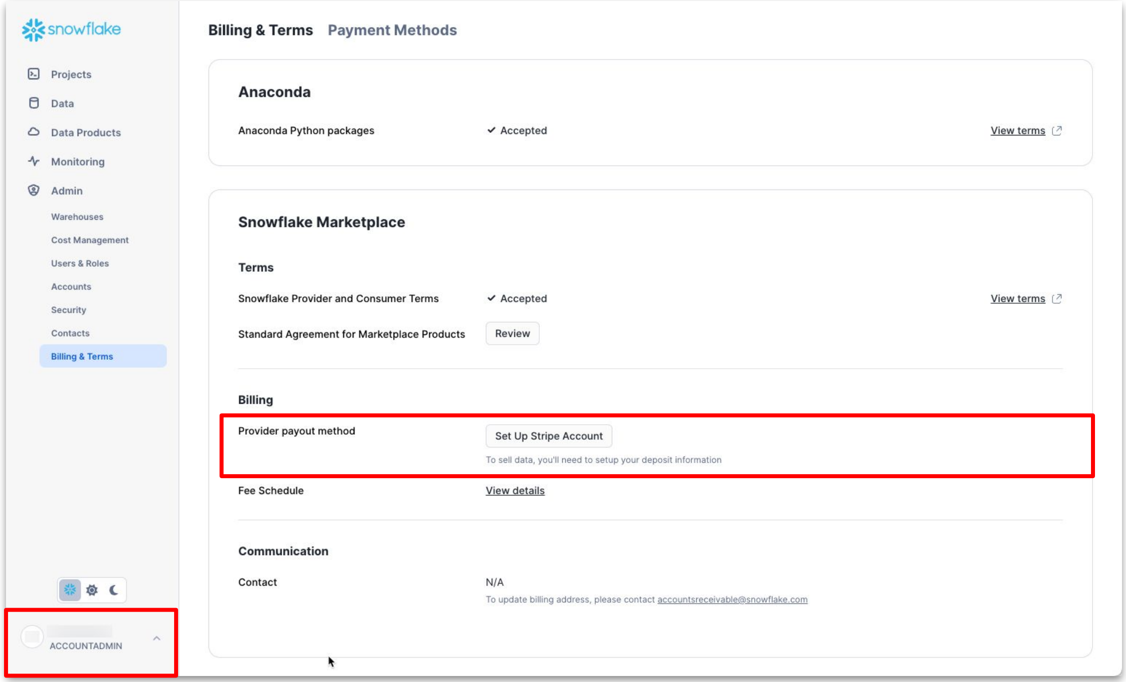

Link to the Snowflake Provider and Consumer Terms: https://www.snowflake.com/legal/snowflake-provider-and-consumer-terms/

# Set Up Payout Method

Note that if you'd like to get **paid out in USD, your Snowflake billing entity must be in the United States**. Otherwise you will get paid out in the official currency of your country. See Supported accounts and settlement currencies for more information.

If you are listing a Paid Listing, we require that you create a Snowflake Stripe Express account to disburse funds directly to your bank account. You can not use an existing Stripe account.

- You must be in the **ACCOUNTADMIN** or **ORGADMIN** role in order to set up payout method.
- Complete Stripe steps by clicking the banner within the listing, or navigating to **Admin > Billing & Terms** > **Payout Method** > **Set Up Stripe Account**



# Set Up Payout Method

## Add Email/Phone

### Get paid by Snowflake Marketplace

Fill out a few details so you can start getting paid.

Email

Mobile number

US (201) 555-0123

We'll text this number to verify your account. Message and data rates may apply. By continuing, you agree to our Terms of Service and Privacy Policy.

Continue →

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

## Complete Business Verification

### Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our Services Agreement.

Employer Identification Number (EIN)

12-3456789

Registered business address

United States

Address line 1

Business phone number

+1 (201) 555-0123

Industry

Please select your industry...

Business website

www.example.com

Continue →

## Identify a Business Representative

### Verify you represent this business

This form must be filled out by someone with significant control and management of your business. If that's not you, make sure to ask the right person to continue.

Legal name

First name

Last name

Enter your name exactly as it is recorded with the IRS.

Email address

Job title

CEO, Manager, Partner

Date of birth

MM / DD / YYYY

## Input Banking or Card information

### Select an account for payouts

Earnings that you receive on Stripe will be sent to this account. Link your account to seamlessly receive payouts and help us better understand your business.

Bank account | Debit card

Search for your bank

CHASE | Bank of America | WELLS FARGO
usbank | TD Bank | Capital One
USAA | Fifth Third Bank | Huntington
M&T Bank | Citizens Bank | svb Silicon Valley Bank

Enter bank details manually instead →

Continue →





Providers must accept Stripe Connected Account Agreement as final step in setting up account to receive payments

# SET UP DATA PRODUCT

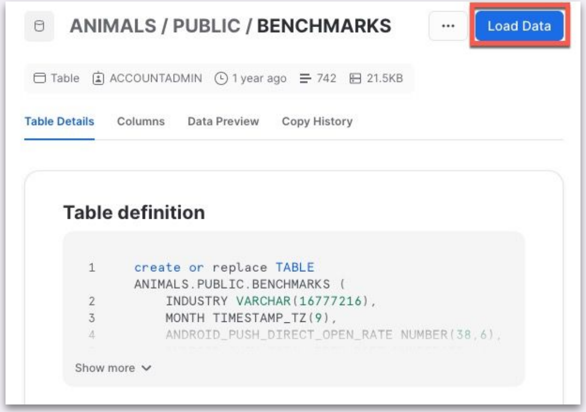
- ➔ Dataset
- ➔ Snowflake Native App

# Set Up Dataset For Sharing:

# Load Data

## Load from CSV File

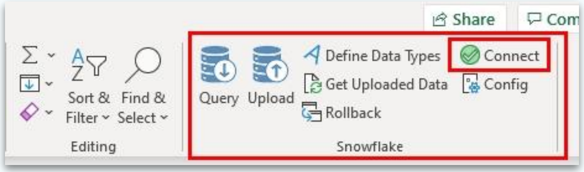
Snowflake Documentation - Loading CSVs
Navigate to **Data > Databases** and create a database, schema, and table. Select **Load Data** and follow the UI prompts to upload a file and define the file format.




## Load from Excel

Prepare your data using Excel. Then using a third-party add-in such as Excelerator*, connect to your Snowflake account and upload the data to your desired database.

** Note Excelerator is a third-party product that is not supported by Snowflake*




## Load from Cloud Storage

Snowflake Documentation - Load from Cloud Storage
Using the Snowflake UI, navigate to **Data > Databases** and create a database, schema, and table(s). Create an external stage using your S3, Azure, or GCP integration key(s). Copy data from each set of files in the external stage into your table(s).

```
copy into mytable from
@my_ext_stage
pattern = '.*data.*.csv' ;
```

Technical

# Set Up Dataset For Sharing:

## Annotate, Enable Change Tracking, Format

### Enable Change Tracking

[Snowflake Documentation - Change Tracking]

**Enable change tracking** so that customers can monitor changes over time. This allows customers to see which rows changed and when.

You must enable this on **each table individually.**

This is a critical feature for many consumers. We highly recommend that you enable it.

```
alter table mytable set
change_tracking = true;
```

### Annotate Data

[Snowflake Documentation - Comment]

**Add comments** explaining the definition, source, and/or range of each column in your tables or views.

These are used in data dictionaries to help customers quickly understand your datasets.

```
comment on column
mytable.mycolumn is
'Explanation comment of
column';
```

### Update Table, View, & Column Setup

[Snowflake Documentation - Alter Table]

If your table, view, or column names are not clear to potential end users, you can update them so that they can intuitively be understood by customers accessing your data for the first time.

**Avoid case-sensitive** names as most Snowflake customers have case-insensitive configurations.

```
alter table mytable rename
column random_name to
clear_name;

alter table random_name to
clear_name;
```

# Set up dataset for sharing: Set Secure Views for Your Paid Listing

Set up secure views to correctly identify free trial and paid shares using the **system$is_listing_purchased()** predicate.

Objects without this predicate are available to:

- Customers using a limited functionality trial offering
- Customers in a limited time trial
- Customers who have purchased access to your data, app, or service

See additional Snowflake documentation for additional details

## Example 1: Return Data Based on the Purchase Status of the Account

Create a secure view that selects all columns in a table. The view returns rows only when queried within a consumer account that has purchased your paid listing. Limited time free trial will not have access to this view

```
create secure view my_product
as
  select *
  from my_schema.my_table
  where
system$is_listing_purchased()=
  true;
```

## Example 2: Return a Subset of Rows Based on the Purchase Status of the Account (Limited Functionality View)

Create a secure view that returns a subset of rows based on the boolean value of a specific column in the data. In this example, the underlying table contains a column named is_free that is used to determine which data to show to which consumers. The dataset is also limited to 1000 rows.

```
create secure view my_product
  as
  select *
  from my_schema.my_table
  where is_free
     or
     system$is_listing_purchased() = true
limit 1000;
```

## Example 3: Return Only the Most Recent Rows Based on the Purchase Status of the Account

Create a secure view that returns only rows from the previous 7 days to a consumer account that is trialing, but has not yet purchased, your paid listing.

```
create secure view my_product
  as
  select *
  from my_schema.my_table
  where
    (timestamp > current_timestamp() -
interval
    '7 days')
    or
    system$is_listing_purchased() = true;
```

# Create your Native App: Snowflake Native Applications Overview

The Snowflake Native Application framework allows developers to create applications native to and powered by Snowflake. Native Apps is now in PuPr for AWS and Azure and in PrPr for GCP. See Native Applications Overview V2 for an introduction to the Native Application framework.

**AWS & Azure providers** can build and test Snowflake Native Apps. Current functionality includes:

- Create and manage apps via Snowsight, VScode and Streamlit
- Share applications via private listings, intra-org and cross-org, to all commercial AWS & Azure regions
- Submit public application listings for publication on the Snowflake Marketplace, available to consumers in all commercial AWS & Azure regions

**GCP providers** can join the PrPr to build and test Snowflake Native Apps. Current functionality includes:

- Create and manage apps via Snowsight and VScode (Streamlit not supported)
- Share applications via private listings, intra-org and cross-org, in their local region

**Monetizing your Native App (more documentation here):**

- Native App Providers are required to fulfill all other monetization requirements to publish a paid Native App listing
- Additional usage-based pricing plan available, Custom Event Billing

# Create your App native App: Snowflake Native Applications Resources

- Native apps overview deck — introduction to the native app framework that covers high-level concepts and overall process of application creation
- Native app development quick-start guide — step by step guide on the process of creating a Snowflake app
- App security scans — outlines security practices to keep in mind as you are developing your application as well as instructions on initiating the scan once your application package is ready to go
- Marketplace application submission guidelines — outlines the enforced requirements and recommended best-practices for all applications on the Marketplace
- Version management and release directives — outlines process and best practices for creating and managing versions of your application and which version your consumers have access to
- Adding billable events — outlines how to create a custom billing scheme for your application
- Refer to Consumer Playbook for Consumer views

# CREATE PROFILE & LISTING

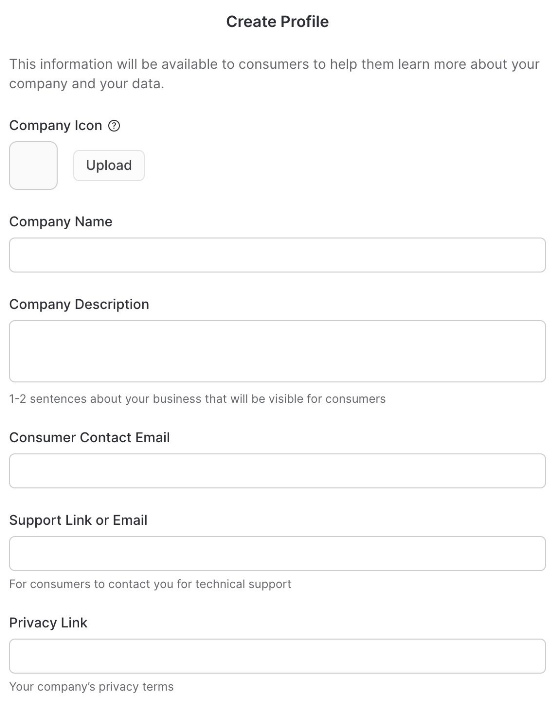
- → Create Profile & Listing
- → Replication and Costs
- → Listing Trial and Pricing Plans
- → Test Your Listing

# Create A Profile

Link to Visual Walkthrough

## Create a New Profile

Navigate in Provider Studio to **Profiles > + Profile**, complete required fields, and submit for approval.



Create Profile

This information will be available to consumers to help them learn more about your company and your data.

Company Icon

Upload

Company Name

Company Description

1-2 sentences about your business that will be visible for consumers

Consumer Contact Email

Support Link or Email

For consumers to contact you for technical support

Privacy Link

Your company's privacy terms

## Profile Best Practices

- Ensure Support & Privacy Policy links are relevant and publicly accessible. We do not allow links that go to a login screen or shortened links (e.g. bitly).
- Use email groups for your Support and Consumer Contact emails.
  - E.g. Use support@yourcompany.com vs. your individual email address.
- The Consumer Contact Email is where you will receive all consumer requests.
- Profiles are reviewed by our Marketplace Operations team within 1 business day.
- Profiles are required for all Paid listings and public facing Free listings.
- This is what consumers will see when viewing your profile.

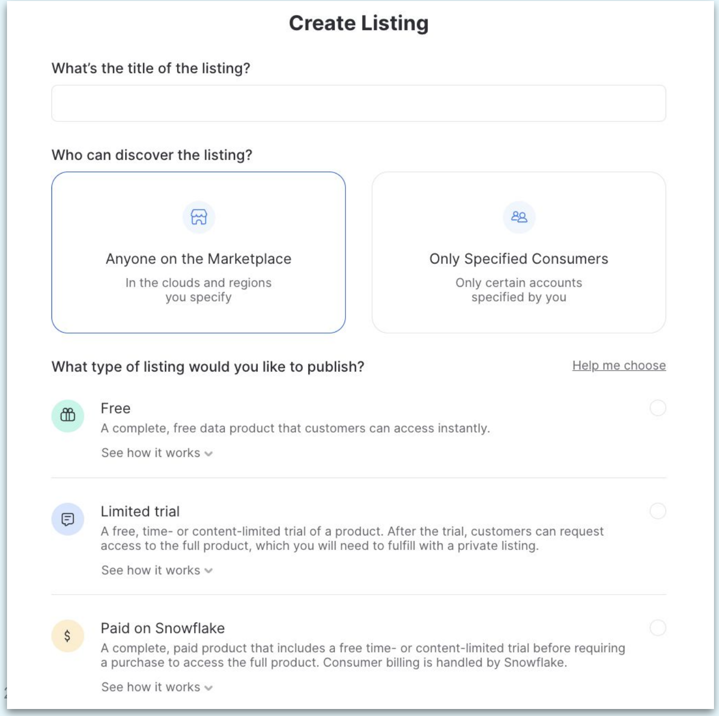
Business or Technical

# Create A Listing

Link to Visual Walkthrough

## Choose Listing Type

Navigate in Provider Studio to **Listings > + Listing**. See detailed visual walkthrough for steps on each section.




## Complete Listing Content

Complete required fields and submit for approval. See detailed visual walkthrough for steps on each section.

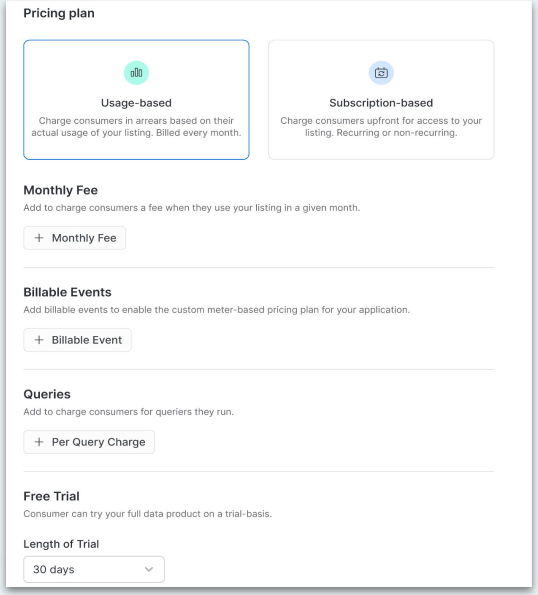
- Listings are reviewed by our Marketplace Operations team within 1 business day.
- Review our Provider Policies and Provider Best Practices as you prepare your listing.

# Listing Trial and Pricing Plans

Once you select a secure share, the Trial & Pricing section will appear for you to add. For additional information on our pricing models, refer to Paid listings pricing models documentation. Note that all pricing plans are only support in USD currency.

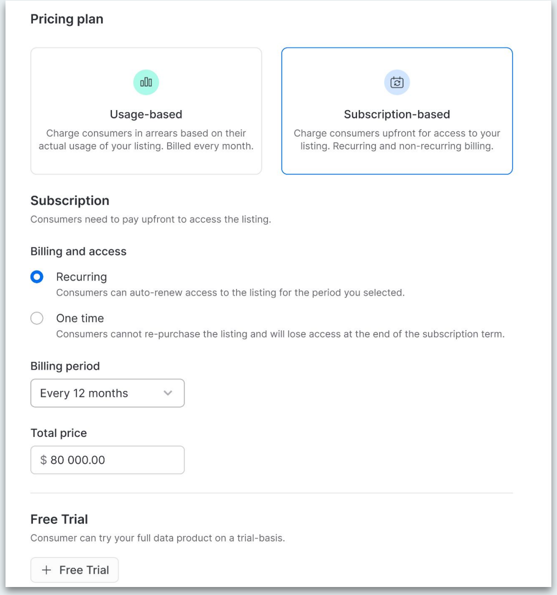
## Usage-based: Per-Month and/or Per-Query

- Consumer pays after use per calendar month
- Billable Events for Native Apps: Define custom meter-based pricing plan on a public or private Native App listing through an API model (refer to: Configure your listing for custom event billing).




## Subscription-based: Recurring or One time

- Consumer is billed per billing duration specified by provider
- Two options:
  - Recurring: 1-36 months for the billing period
  - One time: 1-36 months for the access period



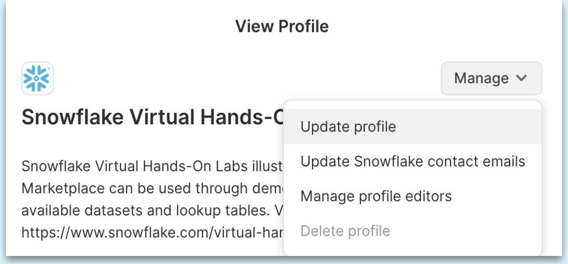
# Update Profile, Listing, or Pricing

## Update Profile Information

1) Navigate in Provider Studio to **Profiles**.
2) Select the profile you wish to update and click **Manage**.
3) Edit your profile information and submit for approval.

**Notes**

- Updates to Snowflake contact emails do not require approvals.




## Update, Unpublish, & Delete Listings

1) Navigate in Provider Studio to **Listings**.
2) Select the listing you wish to update.
3) Begin modifying the listing in a new draft without impacting the published listing.
4) Once your edits are completed, submit for approval.

**Notes**

- Updates to region visibility and replication do not require approvals.
- You can retire a listing by selecting **Unpublish** in the top right corner and then selecting the **Delete** icon.

## Update Pricing on Pricing Plan

- You can update your pricing of a paid listing at anytime, but cannot change the price of a listing to zero dollars.
- After the newly-priced listing is approved and published, Snowflake automatically notifies current consumers of the listing about the price change.
- When you change the price, new consumers see the new price immediately. See documentation for cadence of when existing consumers are charged the new price.

# Replication and Costs

## How to Set Up Auto-Fulfillment on your Listings

- Under the **Region Availability** module, select **Automatic** fulfillment
- Complete the setup steps
- Note that to use auto-fulfillment, all shared objects must be in the same database and the database must not contain any external tables.

## Cost Resources

- Provider Cost Examples
- Snowflake Compute Costs
- Managing Cross-Cloud Auto-fulfillment costs

## Tips to Optimize Replication Costs

**Sample/Free Data**

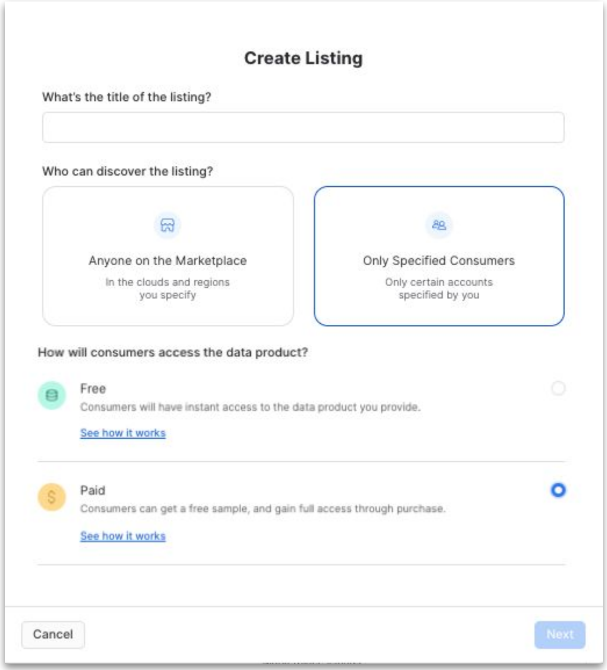
- Use a small subset of your full dataset that allows customers to see value from your data.
- Use a static dataset or reduce refresh frequency.
    - This includes how often data is updated and the refresh frequency used in auto-fulfillment setup.
    - Synchronize the two refreshes.
- Create a separate database for each listing when possible containing only your sample data.
    - If listings share databases, you may end-up unintentionally replicating data to regions where you do not have customers.

**Paid/Full Data**

- Use the minimum required refresh frequency based on the customer's needs and the terms agreed to.
- You can find more here on understanding auto-fulfillment costs.

# Test Your Listing: Look & Usage

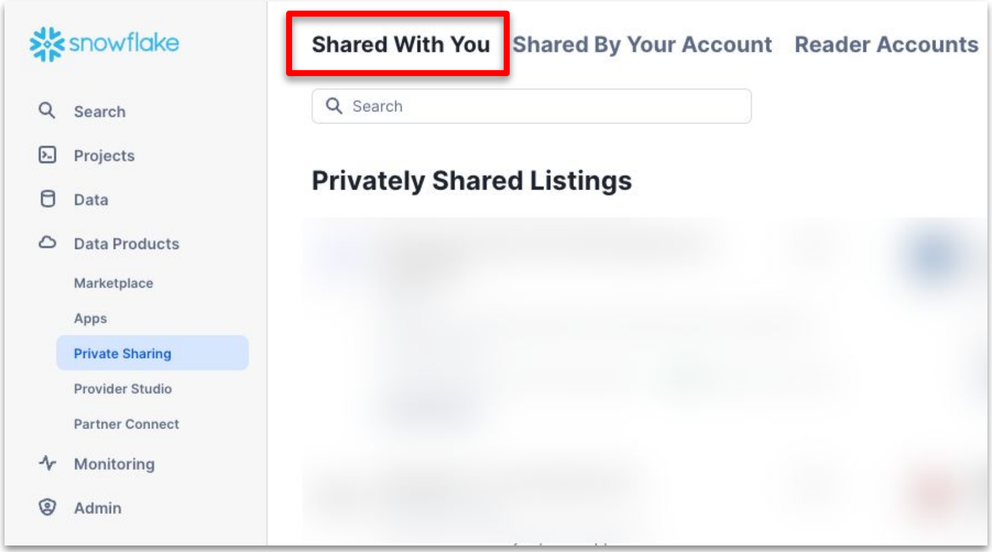
**Step 1:** Test how your listing will look and function for a consumer by sending private share ("Only Specified Consumers") to your own account.




**Step 2:** Find your test listing by going to **Data Products > Private Sharing > Shared With You.**

**Step 3 (optional for paid listings):** To query the paid portion of the listing, you will need to set up a ***Consumer*** Stripe Express account – however, your Stripe Account will not be charged (intra org paid listing does not charge the consumer).

- Set up a Consumer Stripe account by **Admin > Billing & Terms > Invoices & Payment Method > Add Payment Method on Stripe**



# MANAGE LISTINGS & PERFORMANCE

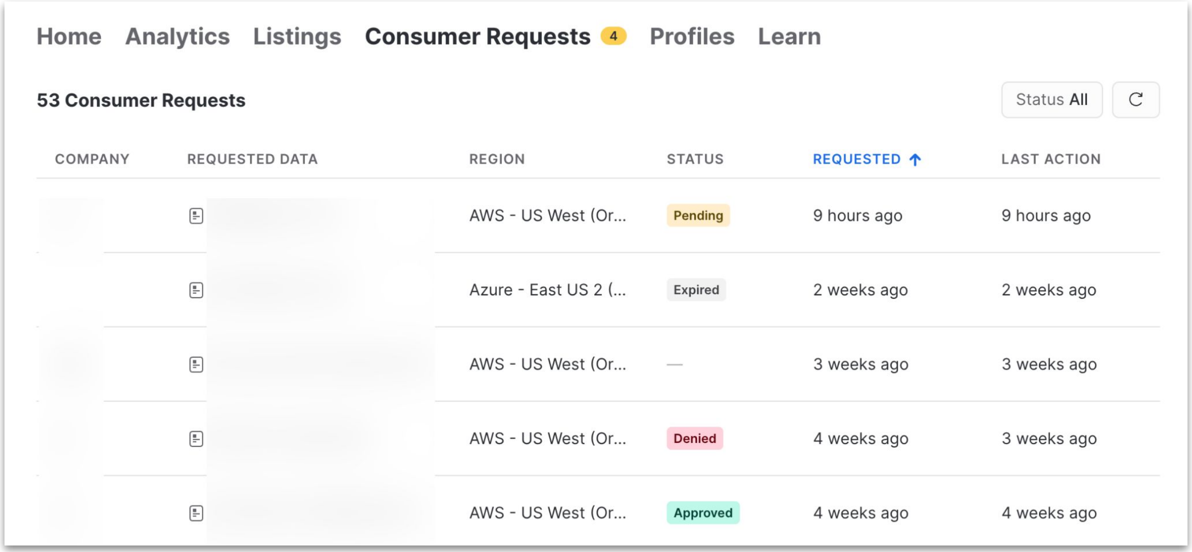
- ➔ Fulfill Consumer Requests
- ➔ Go To Market Overview
- ➔ View Leads
- ➔ View Usage Metrics
- ➔ Monetization Usage Metrics

# Fulfill Consumer Requests

**Step 1:** Navigate to Data > Provider Studio > Consumer Requests to view your pending consumer requests.

**Step 2:** Reach out **via the email address** that the consumer provided in the Request and agree upon the product that you will be fulfilling.

**Step 3:** Create a new private listing and attach the consumer's product



# Go To Market With Snowflake

See our comprehensive **GTM Guidebook for Data Cloud Products**

## 1. Sign up for Snowflake Partner Network

Log in to or sign up for the Snowflake Partner Network to access co-marketing assets & guidelines.

Many providers get started with a press release, blog post, joint solution one-pager, and customer webinars/events.

## 2. Announce with Snowflake

New listings are featured weekly on #MarketplaceMonday via Snowflake's Twitter and LinkedIn.

New listings and providers are featured in the Monthly Product Release Blog and the Monthly Partner Roundup Newsletter.

## 3. Share Your Listing with Customers & Prospects

Follow our Provider Website Best Practices. Add your listing link to your website and share with customers:
app.snowflake.com/marketplace/listing/<your_listing_id>

- *Existing Snowflake customers* will land on your listing
- *Non Snowflake customers* will be able to sign up for a Snowflake trial account and then land directly on your listing upon sign up

## 4. Follow Up with Leads

Keep an eye on which customers are using your data in the marketplace through usage metrics.

Follow up with leads to build up your pipeline of Snowflake-based customers.

# View Leads

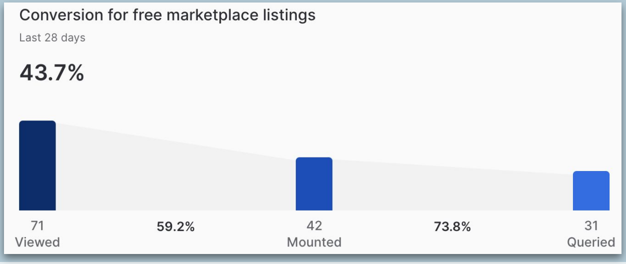
## Business User

You can view leads in Provider Studio, such as Reach, Engagement, Active Consumers, and Conversion Funnel.

### Conversion Funnel

**Viewed > Mounted**: Indicates browsing to expressing interest. Mounts suggest there is intent. If you're not seeing conversion, adjust your listing metadata, use data dictionaries etc.

**Mounted > Queried**: A stronger signal of expressing interest. Queries suggest strong intent. A lead's quality depends on usage activity and other qualifiers (company name, email address, snowflake edition etc.) If you're not seeing conversion, follow up with consumers asap.




## Technical User

You can use the data from the *DATA_SHARING_USAGE* schema to view new leads.

The below query is an **example** of how you can see consumers who have clicked to Get your listing:

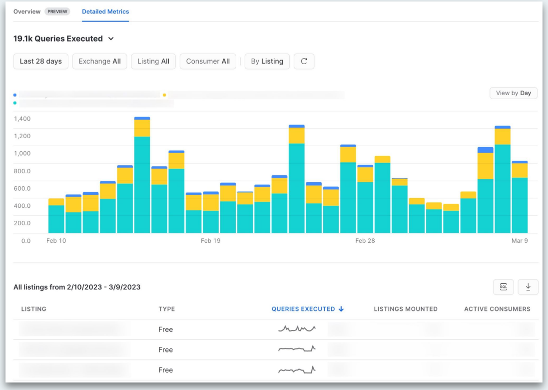
```
SELECT event_date,
consumer_metadata:first_name::varcharAS
consumer_first_name,
consumer_metadata:last_name::varcharAS
consumer_last_name, consumer_email,
listing_display_name, consumer_account_locator,
consumer_organization, snowflake_region
FROM
snowflake.data_sharing_usage.listing_events_daily
WHERE event_type = 'GET'
ORDER BY event_date DESC;
```

**Reference Link:** Snowflake Documentation - UI

# View Usage Metrics

## Business User

You can view usage metrics in Provider Studio to determine if consumers are actively querying your data.




Click on the listing name to see consumer names & emails for follow up.

See next slide for video walk through

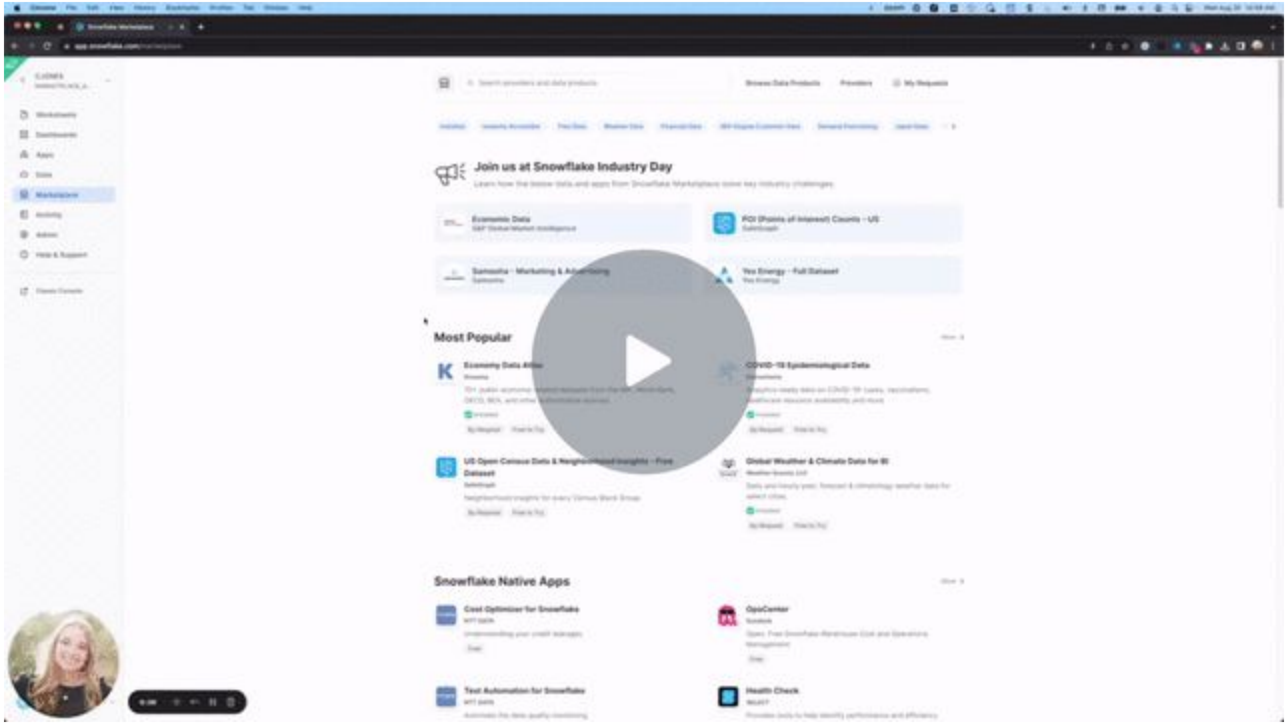
## Technical User

Detailed breakdowns of consumer usage are available in the various views in the *DATA_SHARING_USAGE* schema.

The below query is an example of how you can see number of queries consumers have run on your database. You can use this to re-engage consumers who've dropped off and follow up with highly engaged consumers.

```
SELECT lcd.event_date, lcd.listing_display_name,
led.consumer_email,
led.consumer_metadata:first_name::varchar AS
consumer_first_name,
led.consumer_metadata:last_name::varchar AS
consumer_last_name, lcd.consumer_account_name,
lcd.consumer_account_locator, lcd.consumer_organization,
lcd.snowflake_region, SUM(lcd.jobs) AS queries_run
FROM
snowflake.data_sharing_usage.listing_consumption_daily lcd
JOIN snowflake.data_sharing_usage.listing_events_daily led
ON lcd.consumer_account_locator =
led.consumer_account_locator
GROUP BY 1, 2, 3, 4, 5, 6, 7, 8, 9
ORDER BY listing_display_name, event_date DESC;
```

# Understanding Listing Performance Video




Provider Studio Analytics: Understanding Listing Performance - Watch Video

# Monetization Usage Metrics

Paid listing data is found as a set of views in the ORGANIZATION_USAGE and DATA_SHARING_USAGE schemas in the shared SNOWFLAKE database.

## Marketplace Listing Invoice Status View

The MARKETPLACE_LISTING_INVOICE_STATUS View provides information about the status of your consumer's invoices for your paid listings in the Snowflake Marketplace (only visible to providers of paid listings).

Key columns: invoice number, invoice status (open, closed, voided, rebilled), total billed amount (incl. taxes), billing contact email.

Below are a few ways you can use this view:

- Identify which invoices are open (unpaid) by: consumer, date or listing name
- Find the billing contact on file to reach out to
- Use the invoice number and total billed amount to discuss pending payments with your consumer

**To run the view:**
In Snowsight, on the left hand console, navigate to Projects >> Worksheets. Run the below:

```
SELECT * FROM
SNOWFLAKE.DATA_SHARING_USAGE.MARKETPLACE_LISTING_INVOICE_S
TATUS;
```

## Marketplace Disbursement Report

The MARKETPLACE_DISBURSEMENT_REPORT view in the ORGANIZATION_USAGE schema lets you query the history of your earnings from paid listings in the Snowflake Marketplace.

**Query to run the view:**

```
SELECT * FROM
SNOWFLAKE.DATA_SHARING_USAGE.MARKETPLACE_DISBURSEMENT_REPO
RT;
```

## Monetized Usage Daily View

The MONETIZED_USAGE_DAILY View lets you query the history of daily consumer usage for each listing, including charges accumulated for the usage

**Query to run the view:**

```
SELECT * FROM
snowflake.organization_usage.monetized_usage_daily;
```

# FAQ

- → Provider FAQ: General
- → Consumer FAQ

# Provider FAQ: General

| Questions | Answers |
|---|---|
| *Who is my AccountAdmin/OrgAdmin?* | Please file a support ticket using these instructions |
| *I don't have my login credentials. How can I get access to my account?* | Please file a support ticket using these instructions |
| *How are search results ranked on the marketplace?* | The algorithm will include all listings with keywords searched and rank based on stable edges/number of jobs ran. |
| *How can I sync leads from the Marketplace with my CRM?* | There currently is no native integration for this. You can access all lead information programmatically though the *DATA_SHARING_USAGE schema* and create your own pipelines from Snowflake to your CRM. |

**For additional FAQs, please see the Snowflake Marketplace Provider Best Practices.**

# Consumer FAQ

| Questions | Answers |
| --- | --- |
| *How can my consumer know when my data is updated?* | The provider must set up Change Data Tracking on the shared objects. Then the consumer can set up Streams, which will allow them to see which records changed and when. |
| *My prospect would like to understand how much Snowflake will cost to use my data product. How can I answer their question?* | Snowflake on-demand accounts are billed monthly in arrears. We (the provider) pay for the storage. You only pay for the compute. How much compute resources (ie. queries) you use is really up to you. Compute usage is billed on a per-second basis, with a minimum of 60 seconds. There is no additional cost. You can cancel at any time. See the Snowflake pricing page for more information. |
| *My consumer is having trouble accepting my terms of service, what's wrong?* | ● They'll need to be in the OrgAdmin role (documentation)<br>● They can change their role in the top left screen where their username is located.<br>● If they do not have OrgAdmin permissions, they can will need to find someone on your team that does. |

**Also refer to our Consumer Playbook**

# ADVANCED TOPICS

# Govern Customer Access Using Secure Views & Functions

Certain data products that you offer may need to be limited in scope to the specific rows or slices of your overall product that are available to any given customer. You can govern this access by defining secure views and secure table functions that expose only your desired rows to consumers.

**Reference Links**

[Snowflake Documentation - Working with Secure Views]

[Snowflake Documentation - User-Defined Functions]

## Create Secure Views

If you need to filter results from a larger table to deliver a customized data extract for a given customer, you can define a secure view that will share only the rows identified in the view definition.

Consumers do not have access to your view definition, so you do not have to expose your operational logic and data structures.

```
create secure view customer_view as
select * from my_schema.my_table where
customer_id = 'my_customer';
```

```
-- Consumer Query:
select * from customer_view;
```

## Create Secure Table Functions

If you only want to share data outputs without providing underlying data to your customers, you can define a secure table function that will return the output of your specified query.

Consumers do not have access to the underlying raw data in this table and do not have access to the function definition, so you do not have to expose your raw data or data structures.

```
create secure function my_function(ip_address varchar)
returns table(ip_address varchar, country varchar)
language sql
as $$
  select ip, country from my_schema.my_table
    where ip = ip_address
$$;
```

```
-- Consumer Query:
select * from table(my_function('1.1.1.1'));
```

# Managing Changes to Your Data Product

When making potentially breaking changes to your data product (e.g. adding, dropping, or updating table, view, function, column, and schema names) we recommend contacting your customers in advance to inform them about behavior changes and when possible, providing a migration or grace period. In most cases, a 30-day migration period is sufficient and is consistent with Snowflake's behavior change process.

**Reference Links**

[Snowflake Documentation - Usage Views]

[Snowflake Documentation - Release Notes]

## Updating or Renaming Objects

**Recommended Process:**

1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Create a new object (e.g. view, table, column, function, etc) without dropping the old version of the object (e.g. CONTACTS_V2)
3. Contact customers to let them to test the new version of the object and when you plan to change over to the new version
4. When the stated deadline arrives, drop the old object (e.g. drop table CONTACTS;) and update the name of the new object to the original object name (e.g. alter table CONTACTS_V2 rename to CONTACTS;)
5. Trigger cross-region replication as needed

## Dropping Objects

**Recommended Process:**

1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Contact customers to let them know when you plan to drop the object
3. When the stated deadline arrives, drop the object
4. Trigger cross-region replication as needed

## Updating Historical Data

Most customers prefer that historical data remain consistent, so that this can be used for backtesting or consistency in historical analyses. If you plan to regularly update historical data, we recommend making this clear in your listing and/or data dictionary.

**Recommended Process for One Time Updates:**

1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Contact customers to let them know when you plan to publish restated data
3. Update historical data based on your stated timeline
4. Trigger cross-region replication as needed

# Supporting Your Consumers

Per our Provider Policies, we require that you respond to consumers within 3 days. For technical issues, you can direct the customer to open a Snowflake Support case.

**Reference Links**

Submit Snowflake Support Case

Snowflake Documentation

## When Consumers Reach out to You

Examples:

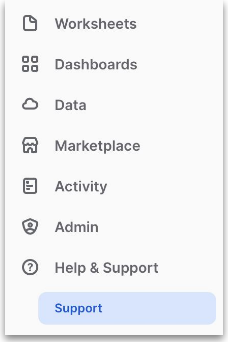
- Data not up-to-date / refreshed
- Rows / columns / views missing
- How to improve query performance
- How to interpret data dictionary

## When Consumers Reach out to Snowflake Support

Examples:

- Missing or incorrect elements in UI
- Snowflake commands returning incorrect data / stats
- Snowflake account login issues

*Customers can open cases in the Snowflake UI by navigating to **Help & Support > Support***



# Implement Custom Roles & Privileges

To manage Snowflake Marketplace listings, custom roles require the following privileges:

- CREATE DATA EXCHANGE LISTING
- CREATE SHARE

To attach a share to a listing, the role must have ownership of the share and ownership or modify privileges on the listing. The role must also have the USAGE/SELECT privileges on the database, schema, table(s), view(s), and/or secure function(s) WITH GRANT OPTION.

To view usage metrics, the role should have imported privileges on the SNOWFLAKE database.

The Marketplace Provider Accelerator includes a **sp_accountadmin_creatempadminuser()** stored procedure that automatically runs these steps.

If you would like to run all commands manually instead:

```
create role marketplaceadmin;
grant create data exchange listing on account to role marketplaceadmin;
grant create share on account to role marketplaceadmin;
grant usage on database my_db to role marketplaceadmin with grant option;
grant usage on schema my_db.my_schema to role marketplaceadmin with grant option;
grant select on table my_db.my_schema.my_table to role marketplaceadmin with grant option;
grant imported privileges on database snowflake to role marketplaceadmin;
grant usage on warehouse my_warehouse to role marketplaceadmin;
grant role marketplaceadmin to role accountadmin;
grant role marketplaceadmin to user my_user;
```

**Reference Links**

Snowflake Documentation

Github - Marketplace Provider Accelerator

```
call sp_accountadmin_creatempadminuser();
```

# Questions?

If you are a **brand new Provider** looking for guidance on how to get started, contact Marketplace Operations.

For **all other inquiries**, contact Snowflake Support.

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