verato®

Trusted Identity Intelligence for Snowflake

The Challenge

Financial services organizations are working on critical strategic initiatives, from beneficiary management to omnichannel customer support, that rely on complete and trusted data to succeed. Disconnected systems of record, engagement, and insight make it difficult to share and consume complete, trusted 360-degree views of clients and customers. This leads to challenges in accurately analyzing data and delivering exceptional client and customer experiences.

The Solution

Verato and Snowflake, the AI Data Cloud company, are working together to help joint customers inform strategic decision-making and drive innovations by solving one of the most foundational challenges in analytics and AI: delivering high-fidelity identity data for precision analytics.

With timely, bidirectional data synchronization between Verato and Snowflake, financial services organizations can now unify identity data at scale—delivering trusted identity intelligence in Snowflake.

Better Together – Connecting Verato and Snowflake unlocks:

More Accurate AI and Analytics: Feed clean, unified identity data into Snowflake Cortex and advanced analytics models for better insights and automation.

Trusted 360-degree Views: Resolve and enrich fragmented identity data across financial data sources, CRMs, and more to build unified, trusted profiles of clients and customers. Access the data directly in Snowflake to power analytics and AI use cases with a trusted identity foundation.

Solutions for Snowflake – How it Works

Joint customers of Verato and Snowflake are now able to bidirectionally sync identity data between Verato and their Snowflake environment through the use of Snowflake Secure Data Sharing and our Snowflake Native App.

Snowflake Native App: Now on Snowflake Marketplace, the Snowflake Native App from Verato allows joint customers to send Snowflake data into Verato without the need to build or maintain APIs. The Snowflake Native App drastically increases time-to-value for data ingestion while decreasing the burden on engineering teams.

Snowflake Secure Data Sharing: Securely share Verato data back into your Snowflake environment to power more accurate analytics and AI in Snowflake.

Customer Spotlight: Serving one of the largest asset managers in the US

Our Solutions for Snowflake are already delivering a significant impact for customers. One financial services company with nearly $6 trillion in assets under management uses our Solutions for Snowflake to remove the performance bottlenecks of API-based identity resolution and eliminate the barriers to integrating identity data across more than 150 million identities. Now, all data teams—from analytics to AI—work from the same trusted profile in Snowflake.

Key Results

Improved customer experience with cross-channel experiences offering tailored products, proactive support, and user-friendly digital interfaces
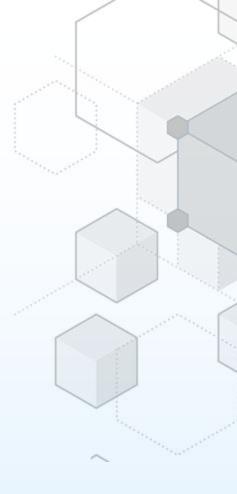
Improved customer retention during transfer events, with 90% of beneficiary assets retained

Learn more

Visit Verato.com to explore how Verato can power your Snowflake initiatives.

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Verato®, the identity intelligence experts, powers exceptional experiences everywhere by solving the problem that drives everything else — knowing who is who. Verato MDM Cloud™, the next generation of master data management, delivers unprecedented identity intelligence and interoperability by combining the most accurate identity resolution and enrichment with advanced insights, identity verification, and data governance. Verato re-imagines master data management to be purpose-built and nimble to drive a complete and trusted 360-degree view of people, organizations, and networks across complex ecosystems with unmatched speed-to-value, enterprise-grade performance, and customer success. More than 75% of the US population flows through Verato, powering a single source of truth for identity across the critical industries of healthcare, life sciences, financial services, public sector, and beyond.

For more information, visit **verato.com.**

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