# Snowflake and Redpoint: A Winning Combination

## Unlock the full potential of your data with the Redpoint CDP, operating natively in Snowflake

The Snowflake Data Cloud helps companies optimize use of their marketing technology stacks, lower costs and extract more value from enterprise data. Redpoint is the only enterprise CDP that performs the full breadth of CDP capabilities directly in Snowflake. With no data replication, Redpoint provides an industry-leading unified view of the customer for activation to any end point and for any business or CX use case.

The composable Redpoint CDP on Snowflake's Data Cloud is the fastest, most flexible way to maximize both customer data value and existing MarTech:

## Complete CDP Functionality

Redpoint is the only enterprise CDP that offers complete CDP functionality without any data persisting outside of Snowflake, all in an easily deployed, no-code environment. Automated data quality and ingestion, tunable identity resolution, segmentation and activation are all completed in the Redpoint CDP as core functionality. Redpoint also supports ingesting transactional data. This unique integration provides for the ability to execute marketing campaigns directly within Snowflake.

## Data-in-place

Redpoint operates directly in Snowflake as a "data-in-place" product; the CDP works directly against data

that resides in Snowflake. No data movement and no data replication equates to reduced cost, better performance and lower security risk.

## Control and Flexibility

Redpoint manages the CDP software as a service, and companies retain control of their data in Snowflake, providing out-of-the-box data governance, minimal IT overhead, and unmatched speed and performance in a true plug-and-play data ecosystem. Organizations may also deploy Redpoint software as a CDP in a private cloud or on-premises; Redpoint is the only CDP that works with Snowflake in any data environment.
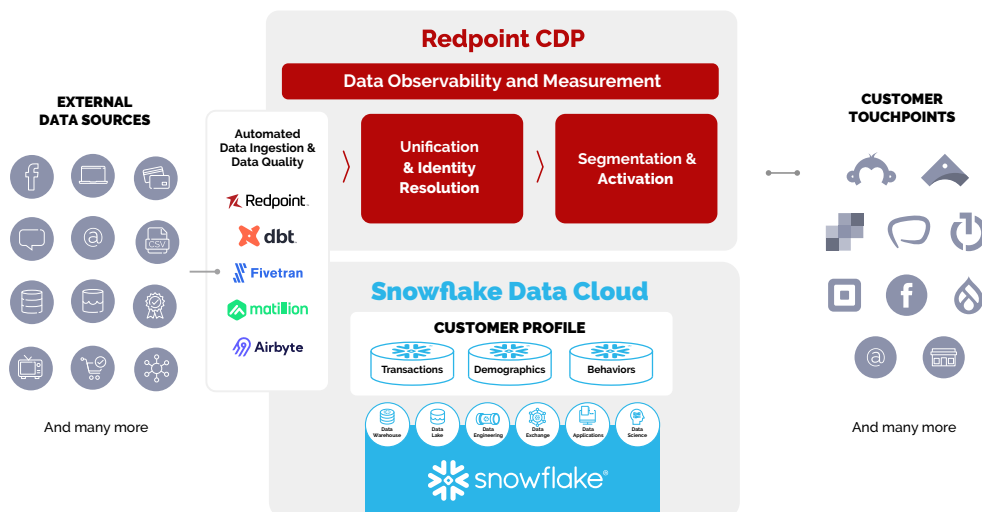
## Redpoint: Composability Done Right

Redpoint's composable CDP on the Snowflake Data Cloud gives you flexibility—without complexity—so you can do your job easily, with the most accuracy and at the lowest possible cost. Redpoint makes sure your data is always ready for business use, letting you put things together in a balanced way to optimize your business goals and achieve your marketing and CX use cases.

## Key Capabilities of the composable Redpoint CDP:

### Maintain Control, Your Way
Build a customized solution around your specific needs and use cases by mixing and matching Redpoint solutions (Redpoint CDP, Orchestration, Real-Time Interactions) and capabilities (data quality, identity resolution, segmentation and activation) with your preferred customer data and MarTech solutions. Whatever you decide, your data can stay in Snowflake without replication.

### Embrace Change
Move fast and adapt on the fly to changing market, regulatory and customer needs by never being at the mercy of another team's bandwidth. With the Redpoint CDP running on Snowflake, suppressions, list management, customer insights and activation are seamlessly done in one environment—and coding is never required. Your customers move fast, and so should your marketing technology.

### Reduce Work, Increase Performance
Unlock emerging use cases like GenAI by leveraging data quality and identity resolution as core Redpoint CDP functionality. Pristine data flows to your stream-lined connections, making everything work more efficiently and producing better, more trustworthy results. Unlike other CDPs that ignore data quality or force you to handle it downstream, with Redpoint you never have to manually manage your data tasks, reducing your workload and eliminating complexity.

### Take advantage of the Snowflake ecosystem
Shorten time to value—and still reap the benefits of clean, accurate data. The Redpoint CDP works directly with everything in a Snowflake environment—including data, AI, machine learning, analytics, BI and reporting tools—so you have everything you need at your fingertips to think like an ambitious marketer.

> **With Redpoint providing a pristine 'single customer view' CDP and Snowflake providing a high performance Data Cloud Platform, the combination has empowered (our customer) to boost revenues with minimal cost by enabling a superior customer experience—the right message sent at the right time via the right channel to every one of its customers"**
>
> **- RAJIV CHHATWAL, SENIOR MANAGER OF DIGITAL TRANSFORMATION AND INNOVATION AT CAPGEMINI**

## ✕ Redpoint™

**To learn more, visit**
**www.redpointglobal.com**

### About Redpoint Global
Redpoint helps innovative companies ignite the full potential of data to drive superior customer experiences across the enterprise. The Redpoint CDP creates the most complete, timely and accurate unified customer profile to power any business use case, using industry-leading data quality and identity resolution combined with dynamic, no-code segmentation and activation. Marketers and CX leaders rely on Redpoint to fuel hyper-personalized experiences that yield tangible ROI in customer acquisition, engagement, loyalty and retention.

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