Snowflake Salesforce Integration

Snowflake is one of the best data warehousing platforms in the world. It has many features and is extremely user-friendly. However, it does so much more once it's integrated with Salesforce. Below, you will learn about the various ways the two tools are combined to help you maximize the use of your data and save more time.

What Is Salesforce

Salesforce is a flexible and customizable software as a service solution that helps businesses with Customer Relationship Management (CRM).

This software is one of the world's largest ecosystems. Salesforce is continually being updated by top developers adding more features and the latest tools.

What Is Snowflake?

Snowflake is a cloud-based platform that helps businesses and organizations manage their databases. Snowflake users get access to the cloud and other tools which enable them to share live data with their clients.

Some advantages of using Snowflake include advanced security features, increased flexibility, and reducing the risk of data silos.

Snowflake + Salesforce

Organizations that wish to combine Salesforce and Snowflake do not have to battle with slow data movement. Manually preparing, transforming, and exporting CRM data is quite complicated and a thing of the past. That's why Salesforce and Snowflake have partnered together to help you load data directly from Snowflake using Salesforce's in-built connector.

Salesforce is highly customizable and allows for integrations of third-party apps that you wish to begin or continue using.

Salesforce Connect

To get more out of Salesforce and Snowflake, use Salesforce Connect. Salesforce Connect enables users to seamlessly integrate data across systems by letting users view, query, and modify data stored outside Salesforce.

To use Salesforce Connect, log in to your Snowflake account and select the objects you want to sync. This process allows the data objects, their relationships, and fields to appear in Salesforce.

Salesforce Connect lets users utilize their data more by using Salesforce platforms, e.g., Tableau, to get more business insights and visualizations. The integration's primary goal is to enhance user experience and help users manage their database in an automated, organized, and secure way.

With the integration in place, users get to the best of both worlds. This means that they conduct their business processes smoothly and use less time while working with data.

Third-Party Integration Tools

There are plenty of third-party integration tools that help you connect Salesforce and Snowflake. These tools are user-friendly with a drag and drop interface that make creating integration flow simple. Also, some of these third-party integration tools are cloud-based, removing the need to do an on-premise install.

Snowflake Data Cloud and Salesforce

Snowflake recently launched a Data Cloud ecosystem to help users centralize data management. Salesforce can now use these data features to gain valuable insights. The integration between Salesforce and Snowflakes Data Cloud integration allows for advanced analytical features, flexible data research, data queries, and creating customizable dashboards and reports.

The integration provides users with the ability to use AI scanning in the database, and sales forecasting, among other automated processes.

New Advanced Analytics

Einstein Analytics

Einstein Analytics is Salesforce's AI platform. Snowflake and Salesforce integration helps you to access Einstein Analytics direct data for Snowflake. Instead of having to copy Snowflake data, users can query Snowflake directly, making integration easier. They can use data from various sources, e.g., IoT, Web apps, mobile sources, and more.

The Einstein analytics sync out is simple to use. It exports raw Salesforce data using Tableau CRM to Snowflake via the Tableau CRM output connector for Snowflake.

Final Thoughts

The Snowflake and Salesforce integration's primary aim is to provide a more data-driven experience to both Snowflake and Salesforce users. With the Snowflake Salesforce integration, users of both platforms can transfer and access their data easily, resulting in valuable insights which assist in making important business decisions. Overall, business intelligence and artificial intelligence tools like Tableau and Einstein help improve user experience.