atlan + ❄ snowflake

From Ready to Real: Operationalize AI with Atlan + Snowflake

The fastest path from AI ambition to AI advantage? A new foundation for trust.

All businesses want the same things: faster innovation, smarter decisions, and secure, compliant data. But legacy governance keeps getting in the way — slowing teams down, stalling AI initiatives, and eroding trust.

Models fail when data can't be trusted. Regulations move faster than your controls. And scattered, inconsistent environments are anything but AI-ready.

In a world where copilots act and models decide, context and trust must become infrastructure. That's why leading Snowflake customers choose Atlan to connect people, policies, and production AI — turning governance into a catalyst for becoming truly AI-native.

Together, Atlan and Snowflake offer the foundation for modern trust: automated, intelligent governance; guardrails for safe, compliant AI; and discoverable, certified data products ready for human and machine decision-making.

Explore the Atlan + Snowflake Experience Hub →

Rebuilding Governance for the
AI-Native Enterprise

Here's how Atlan + Snowflake deliver the governance foundation your AI-native enterprise needs—operational, embedded, and built for scale.

1. AI-Native Governance Across Snowflake Horizon and Polaris

Bi-directional tag sync: Ensure consistent governance and security across Snowflake with one-click, complete governance — no exceptions

Unified governance for Horizon & Polaris: Apply uniform compliance standards effortlessly across Snowflake's collaborative and open-table environments

Active metadata integration: Embed rich governance context directly into team workflows, empowering users to stay compliant without friction

✦ **Outcome:** Simplified compliance, accelerated innovation.
Move faster, collaborate confidently, and trust your governance at scale.

2. Do More with Cortex AI — Without the Risk

Metadata trust engine for Snowflake Cortex AI: Seamlessly integrate metadata into Cortex's semantic models for transparent, trusted, and compliant AI results

Accelerate AI adoption with trusted data: Automate lineage, quality, and compliance to ensure every AI project scales safely from pilot to production

AI governance console: Scale AI adoption while maintaining complete lineage traceability and compliance, without reducing speed

✦ **Outcome:** Faster AI innovation, fewer compliance bottlenecks, more predictable successes. Trustworthy AI, operationalized at enterprise scale.

3. Data Products That Drive AI-Powered Decisions

Data product marketplace with Snowflake Listings: Curate, govern, consume, and reuse data products — your Amazon for business-ready data
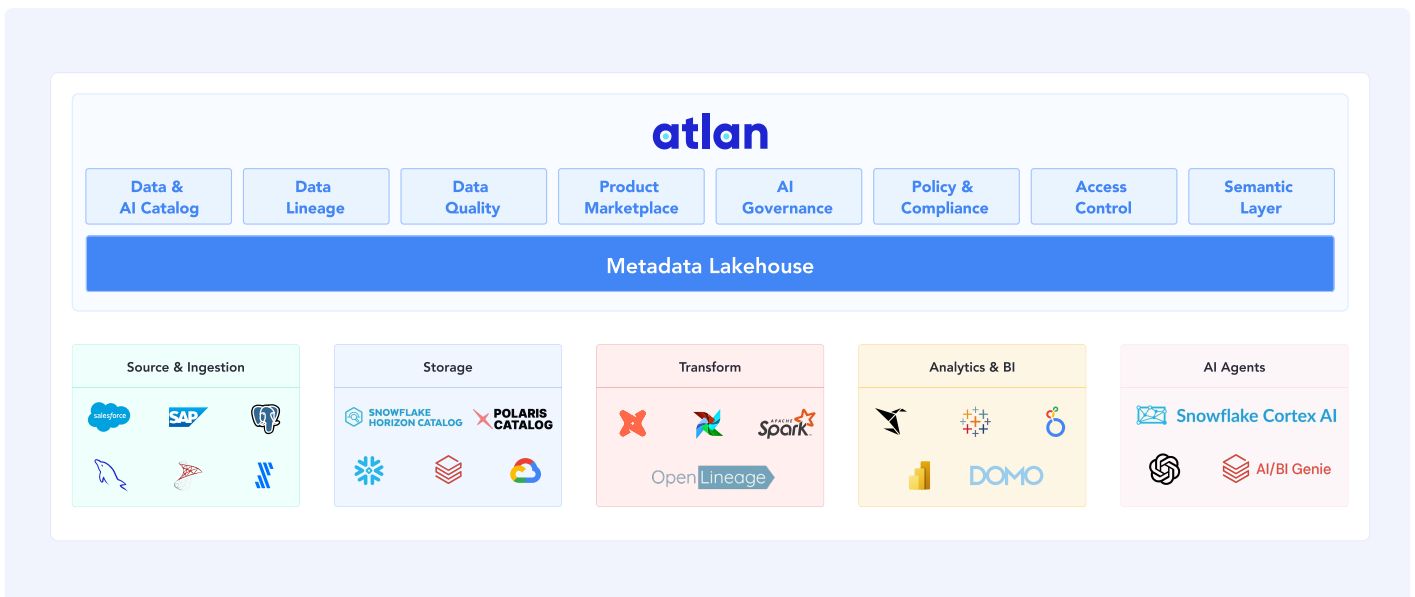

Data quality powered by Snowflake Metric Functions: Business-first, cloud-native, data quality ensuring data is always fit-for-purpose

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Context-rich discovery: Make data products instantly discoverable with comprehensive context, quality metrics, and seamless collaboration

Outcome: Instant adoption, widespread trust, and rapid time-to-insight. Drive business value faster with Snowflake, powered by Atlan.

Under the hood

How Trust and Context Power the AI-Native Stack

From pipelines to prompts, Atlan embeds the context and controls — lineage, policies, definitions, and ownership — that build trust into every layer of your AI-native stack

$100B at Stake: How North Scaled Governance with Snowflake and Atlan

North processes over $100 billion in annual transactions and supports hundreds of thousands of merchants. But with more than 225,000 data assets and a fast-growing Snowflake + Sigma environment, visibility and governance became critical.

By adopting Atlan as its active metadata platform, North unlocked enterprise-wide visibility, improved data trust, and scaled self-service — without compromising control.

$1.4 million
in projected annual efficiency gains

200% growth
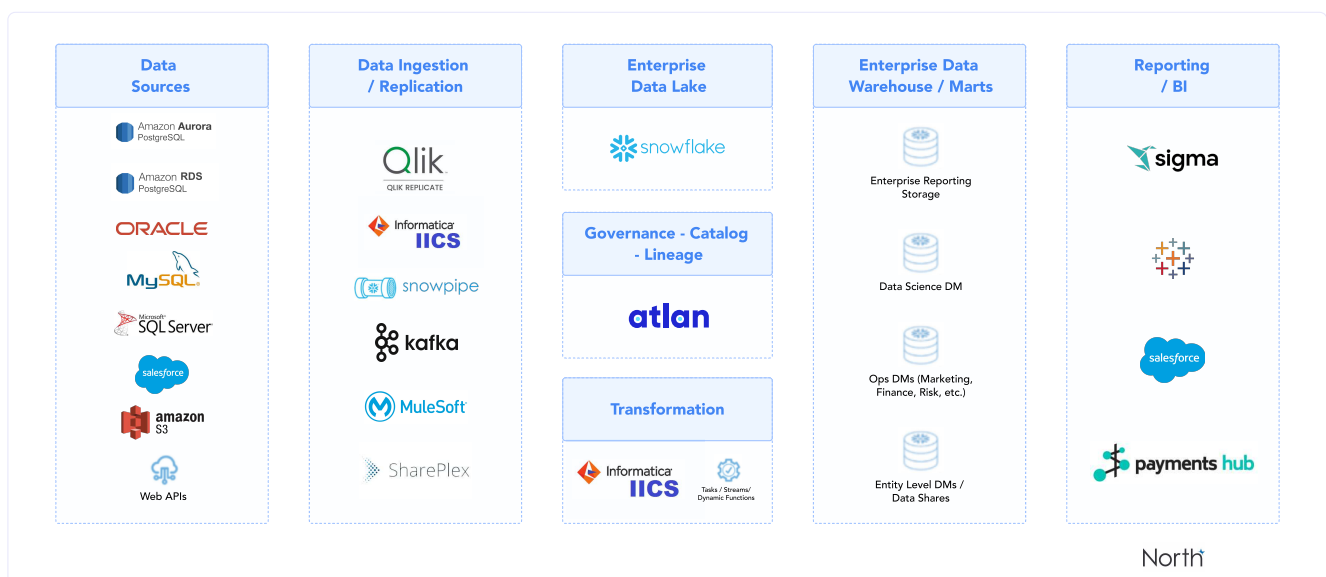in Sigma adoption across the business

700% increase
in tagged Snowflake assets, mitigating millions in potential risk

"Eliminating duplicate work—or eliminating engineers unknowingly fixing the same problem—those efficiency gains add up fast."

Daniel Dowdy
Director, Big Data Analytics at North

The Architecture Powering $100B in Transactions —
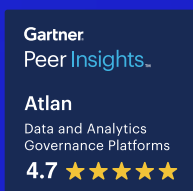With Atlan + Snowflake at the Core of Trusted Data and Governance

atlan

Forward-Looking Businesses Are Thriving With Atlan + Snowflake

Nasdaq   AUTODESK   FOX   HubSpot

Dropbox   ZIP   Dr. AirWair Martens   tide

About Atlan

Atlan is the next-generation platform for data and AI governance. With Atlan, data and business teams can easily find, trust, and govern AI-ready data. Backed by top investors including GIC, Insight Partners, Sequoia Capital India, and Salesforce Ventures, Atlan features deep integrations across the modern data stack and is trusted by the likes of Cisco, Autodesk, Unilever, Ralph Lauren, FOX, News Corp, Nasdaq, NextGen, Plaid, and HubSpot to enable major AI and data democratization initiatives. To learn more about Atlan, visit our website and follow us on X (@AtlanHQ) and LinkedIn.

Gartner Peer Insights

Atlan
Data and Analytics Governance Platforms
4.7 ★★★★★

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