See the *Whole Picture* with Sifflet & Snowflake

Contextual Observability That Goes Beyond the Stack

Snowflake has transformed how organizations store and access data, making it easier than ever to ingest, scale, and share data across teams. But as your stack expands, complexity grows. So does the risk of broken pipelines, stale dashboards, and silent errors in the metrics that power your business.

Data reliability isn't just a technical concern, it's a business imperative. Whether you're fueling AI models, executive dashboards, or customer analytics, quality issues don't stay isolated. They ripple across decisions, revenue, and customer trust.

That's where Sifflet comes in.

Sifflet brings business context into the heart of data observability. It doesn't just tell you something's broken. It shows you why it matters—who it impacts, what's downstream, and how to fix it. From ingestion to insight, Sifflet helps Snowflake users ensure their data is not just accurate, but accountable.

Business-Aware *Observability*, Purpose-Built for Snowflake

While most data observability tools focus on technical signals alone, Sifflet connects the dots between technical metadata and business logic, bridging the gap between engineers, analysts, and decision-makers.

With Sifflet, your team gets:

- **High-signal alerts** enriched with context: lineage, usage, freshness, ownership
- **Fast root cause analysis** across tools and domains
- **Actionable insights** tied to the data products your business actually uses

Whether you're a data engineer supporting hundreds of models or an analyst defending your dashboard, Sifflet ensures you're always a step ahead.

Why Choose Sifflet for Snowflake?

Prioritize What Matters Most

Not all anomalies are equal. Sifflet ranks incidents based on **business impact**, so the metrics your CFO cares about get fixed before those powering a dormant report.

Map Lineage with Business Logic

See how data flows through **stages, streams, and models**, and how it ends up in Looker, Tableau, or your internal KPI dashboards. Track everything from **column-level drift** to cross-domain dependencies.

Let Context Do the Heavy Lifting

Sifflet cuts through the noise with intelligent, high-context alerts that connect symptoms to stakeholders. No more chasing ghosts in the warehouse.

🤔 How it Works

1. Connect Your Snowflake Instance
Our deep metadata scan immediately brings pipeline, query, and usage context into view.

2. Define Key Data Products
Tag what matters, from revenue dashboards to churn models, and assign ownership.

3. Start Monitoring & Diagnosing
Get proactive alerts tied to real-world business impact, not just raw metrics.

4. Share Insights Seamlessly
Use Sifflet's Data Sharing to integrate observability insights into your analytics environment, so your team can monitor the monitor.

Trusted by Data-Driven Teams

Sifflet helps Snowflake customers across industries solve for:

- **Operational blind spots** in financial reporting and executive dashboards
- **Silent model degradation** in AI and machine learning workflows
- **Trust breakdowns** between data teams and business stakeholders
- **Manual, time-consuming root cause analysis** across fragmented tooling

Built for Enterprise Scale

Sifflet is ISO 27001 and SOC 2 certified, with flexible deployment options including fully managed cloud and private VPC.

www.siffletdata.com

"Sifflet gives us deep, contextual observability across our pipelines..."

"With Snowflake and Sifflet working together, we've unlocked a new level of trust in our data. Sifflet gives us deep, contextual observability across our pipelines, helping us proactively catch and prioritize issues that would otherwise disrupt critical reporting and decision-making. The integration is seamless and it's empowering both our technical teams and business stakeholders to move faster with confidence."

— Head of Data of a major manufacturing company

Make Snowflake Your Most Trusted Asset

With Sifflet, observability becomes a bridge, not a blocker, between your data team and the business.

Try Sifflet on Snowflake !

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