



AI 전략을 성공으로 이끄는 데이터 파운데이션과 구축 방법

이수현, Snowflake Tech Evangelist

February 2024



Today's Speaker



Soo Lee

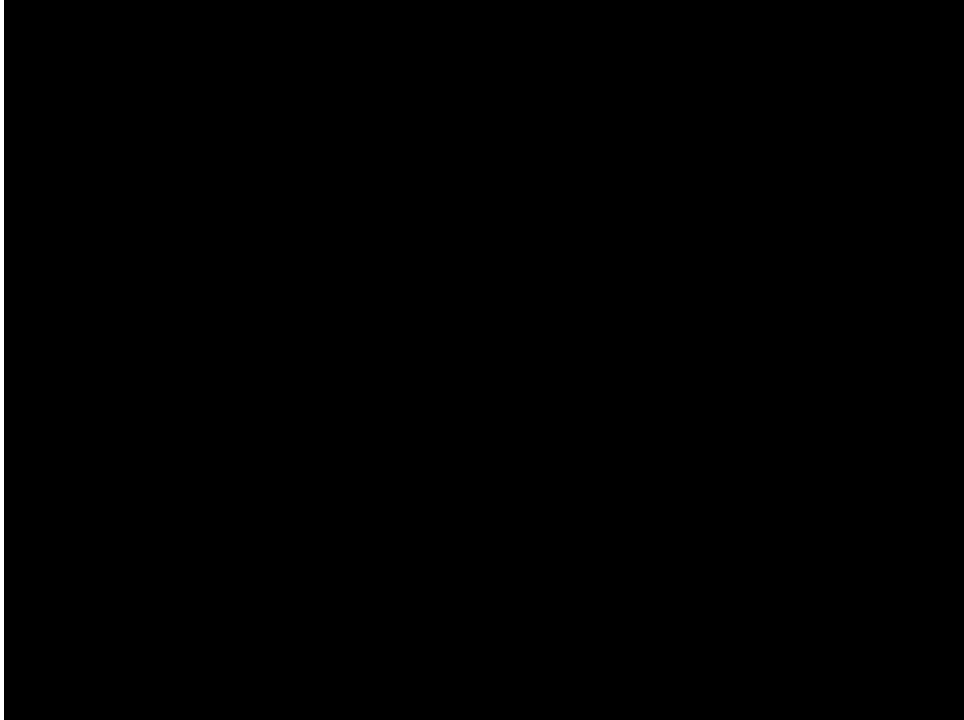
Tech Evangelist
Snowflake Korea

Today's Agenda

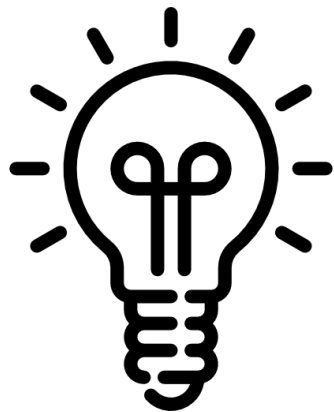
- > AI 시대의 트렌드 이해하기
- > 성공적인 AI 전략이란?
- > 스노우플레이크 데이터 클라우드 소개
 - Snowflake Architecture
 - Snowflake Marketplace
 - Snowflake Cortex
 - Snowflake Native App Framework
- > Demo



AI 시대의 트렌드 이해하기



AI is the New Electricity & will be the New iPhone

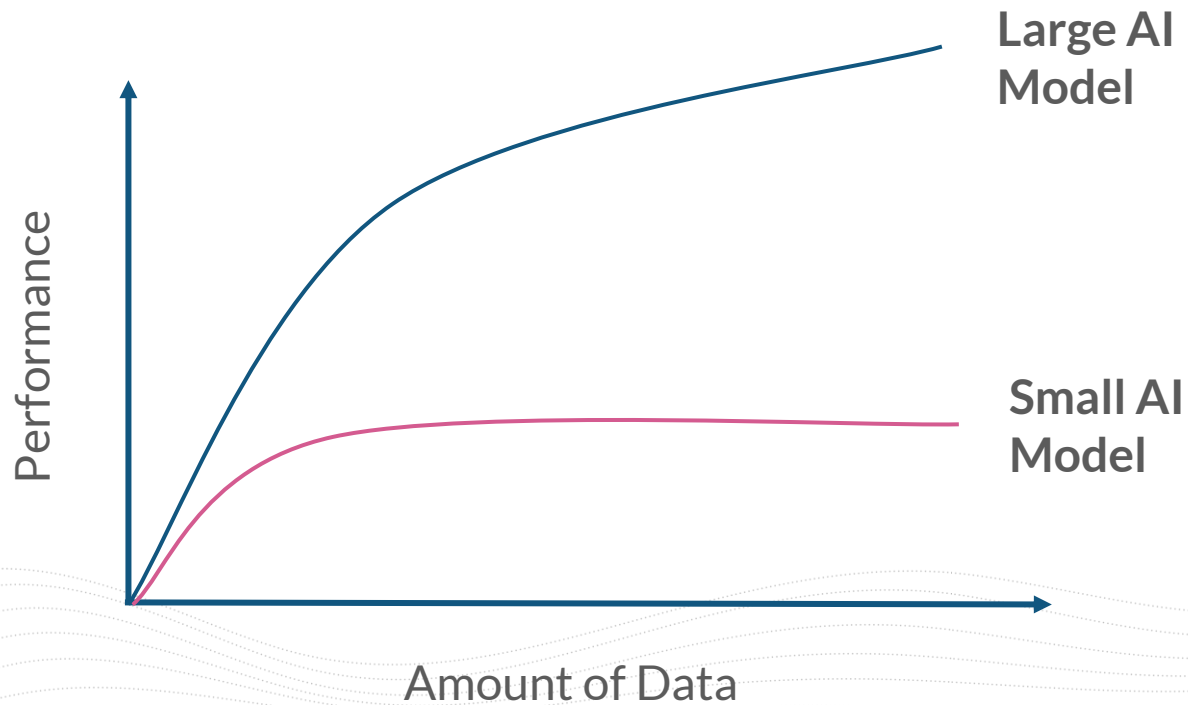


200년 전 발명된 전기



16년 전 발명된 아이폰

AI Trend



Gen AI & LLMs are revolutionizing AI App Development

Traditional
ML / AI

Get
Data

1개월

Train AI
Model on
Data

1개월

Deploy
(Run) Model

3개월

Prompt-based AI

Specify
Prompt

몇 분 / 시간

Deploy
Model

몇 시간 / 일

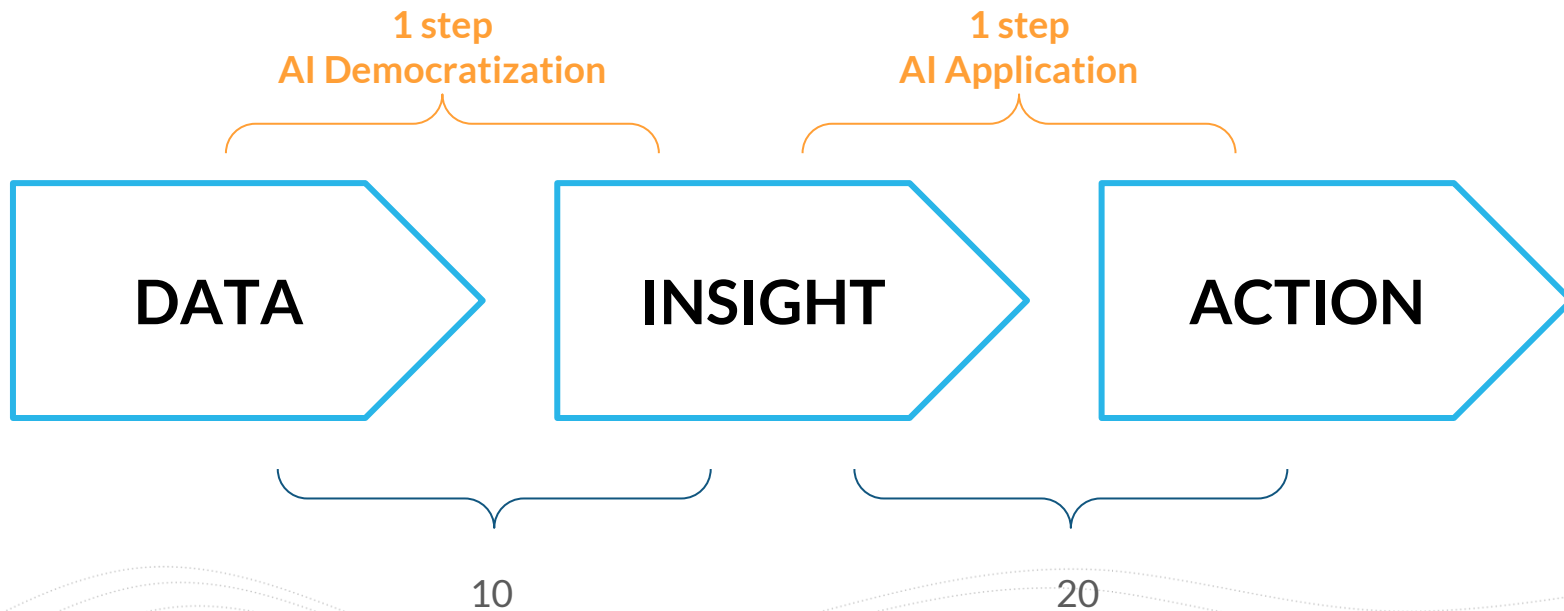
From Model-Centric to Data-Centric AI

$$\text{AI} = \text{Code} + \text{Data}$$

Algorithm / Model

$$\text{AI} = \text{Code} + \text{Data}$$

Gen AI & LLMs are Transforming the Enterprise



성공적인 AI 전략이란?

In order to have an
AI Strategy, we have to
have a **Data Strategy**

- *Frank Sloatman, Snowflake CEO*

Data Strategy on Snowflake Data Cloud

Data Foundation

기업 환경의 사일로를 제거하여
모든 데이터와 워크로드를
안전하게 통합하고
TCO 절감 효과 제공

Accelerate AI Success

모든 사용자가 기업내 데이터를
안전하게 보호하면서,
AI 및 LLM 기술을 통해
새로운 비즈니스 가치를 제공

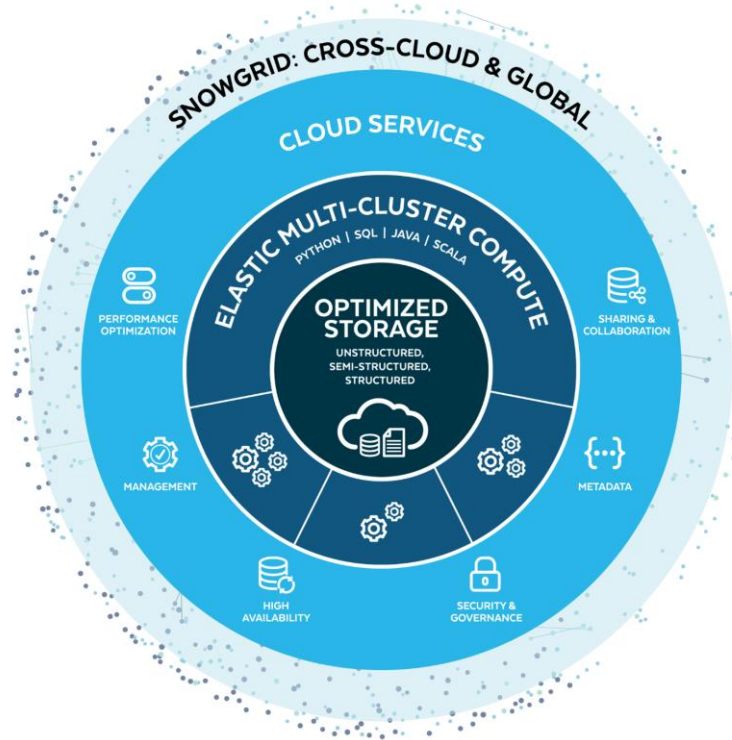
Scale with Applications

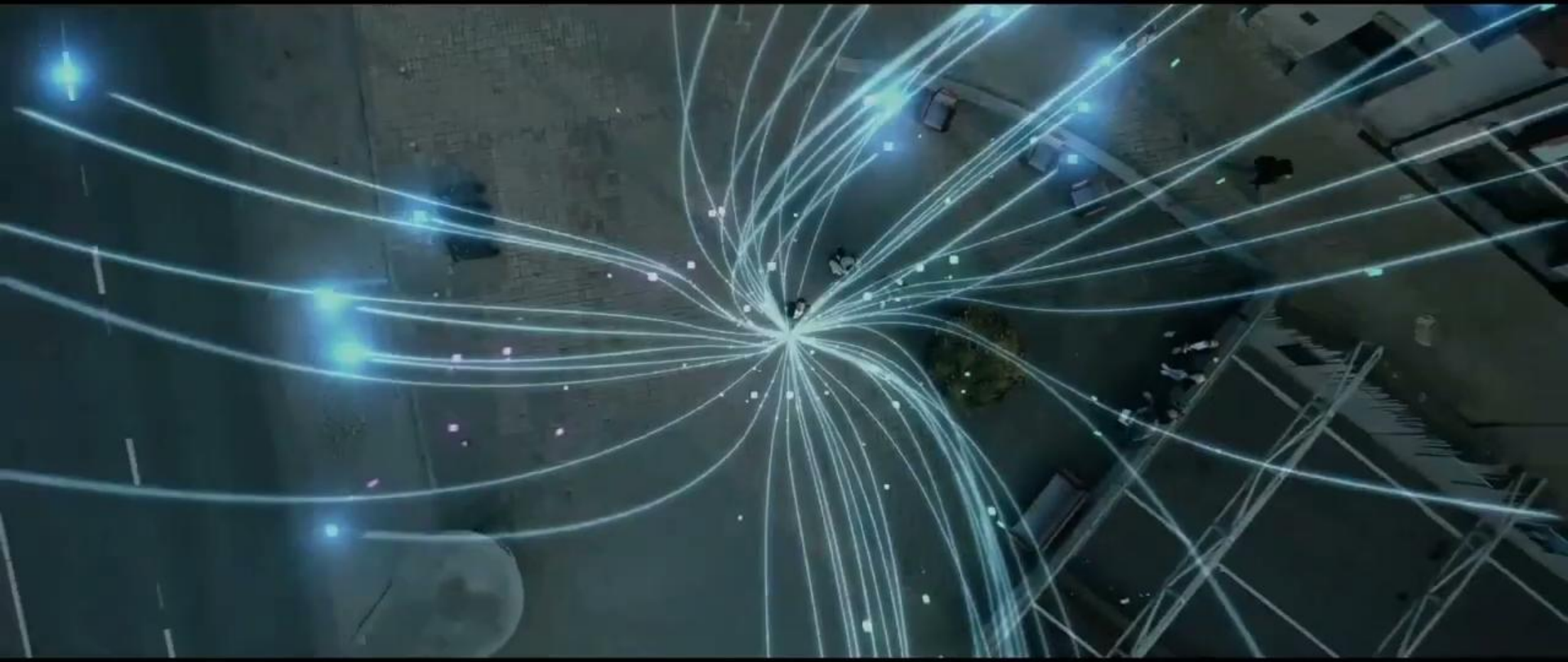
애플리케이션 개발, 배포 및 제품화를
간소화하여 더 많은 사용자들의
데이터 기반 의사 결정을 지원



스노우플레이크 데이터 클라우드

1. Snowflake Data Foundation







PROVEN BY THOUSANDS OF CUSTOMERS(8900+)





PUT CUSTOMER FIRST

AMORE PACIFIC

IDL Construction

LG U+

kakaogames


NEXON

Dataknows

laplace

SK 

LG 화학

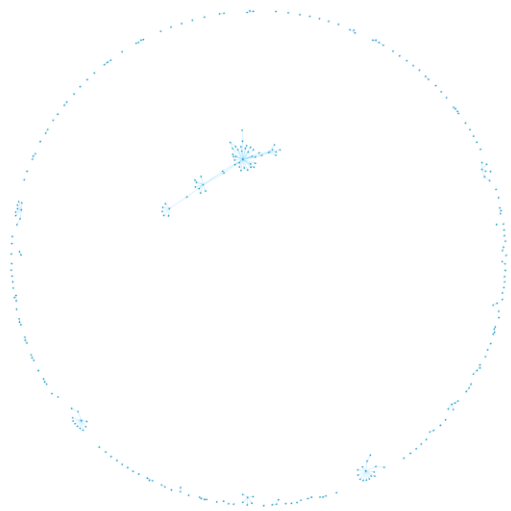

KYOBO 교보문고

TimF

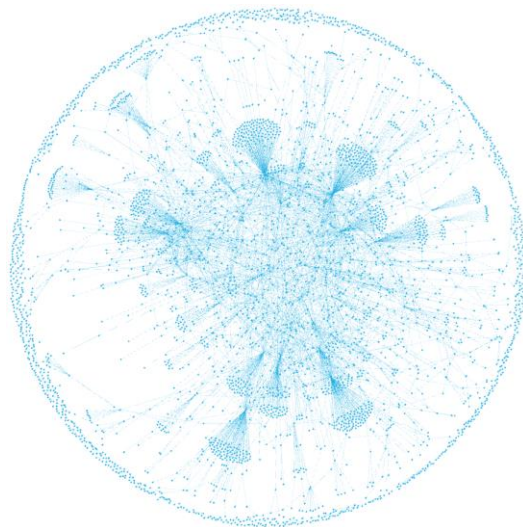
 강남언니



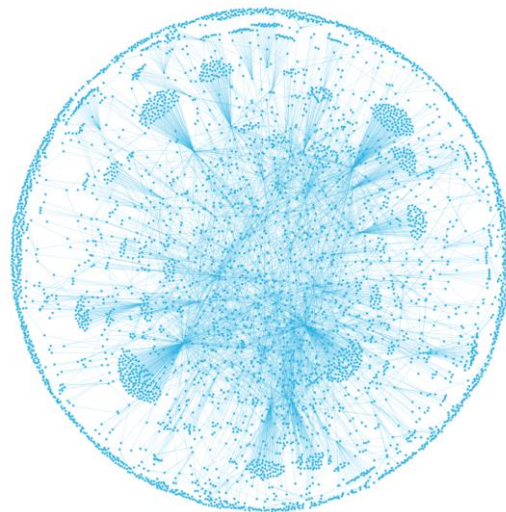
Snowflake Data Sharing의 성장



April 2020



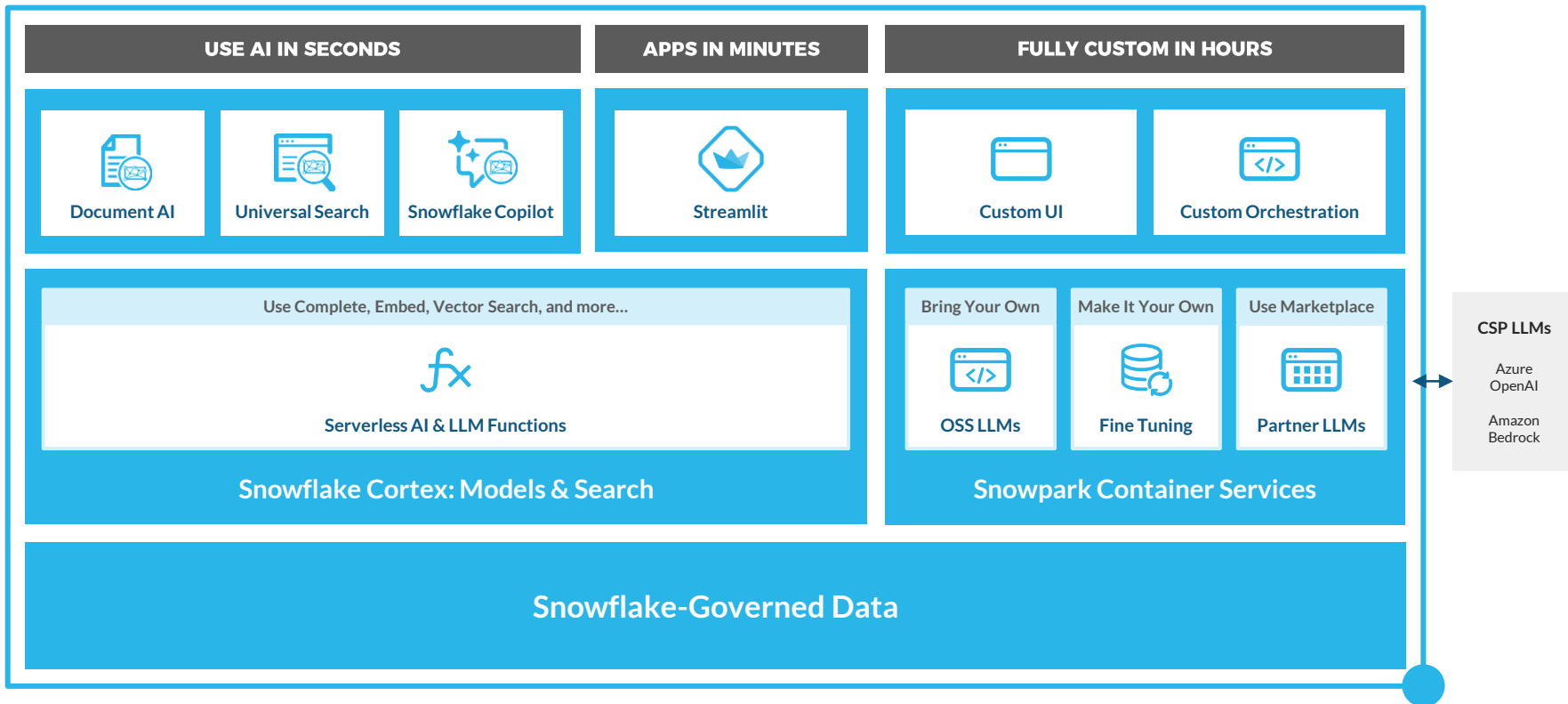
January 2023



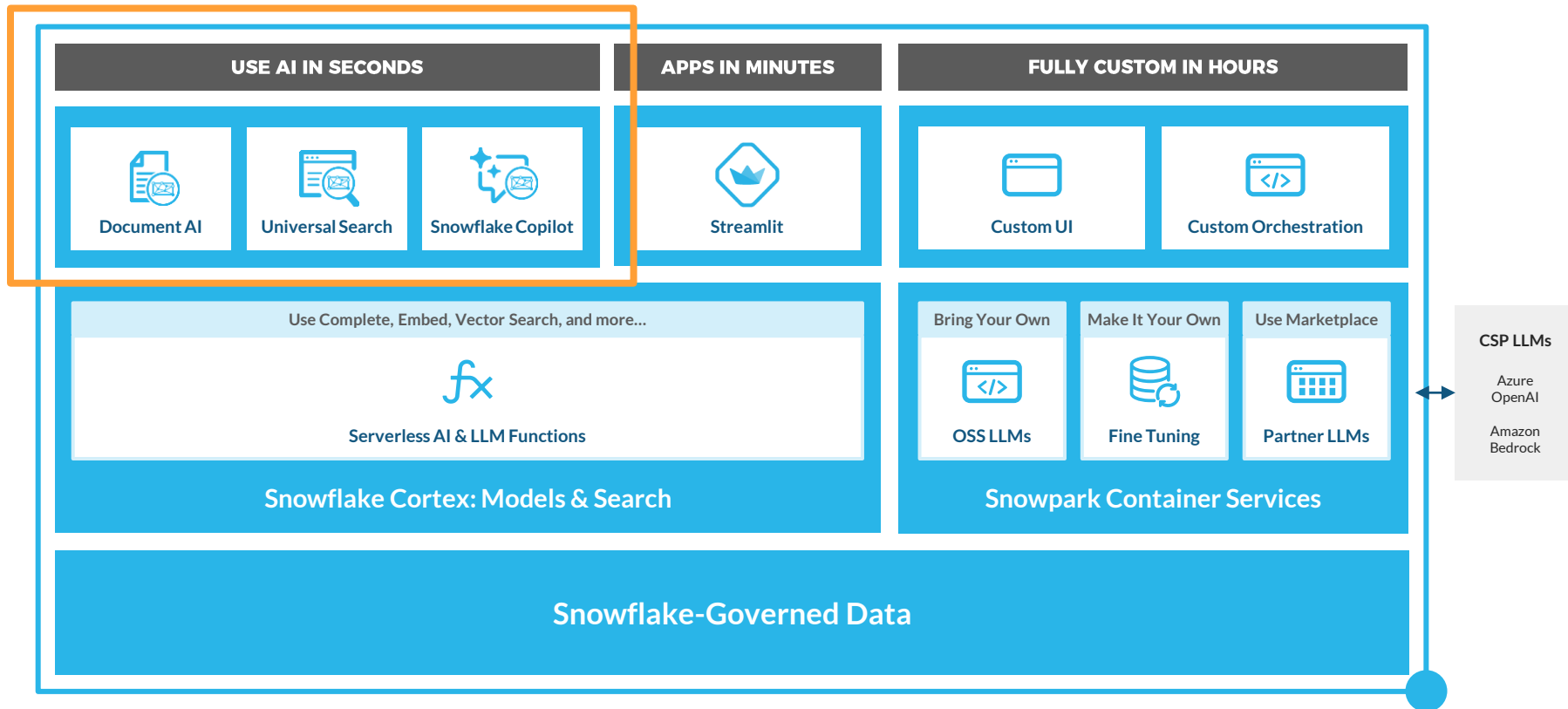
April 2023

* Visualization based on actual Data Cloud sharing activity as of April 30, 2023 , October 31, 2023 , and April 30, 2023 respectively.

2. Snowflake for Gen AI & LLMs: Snowflake Cortex



Use AI in Seconds



Document AI

WHAT IS IT

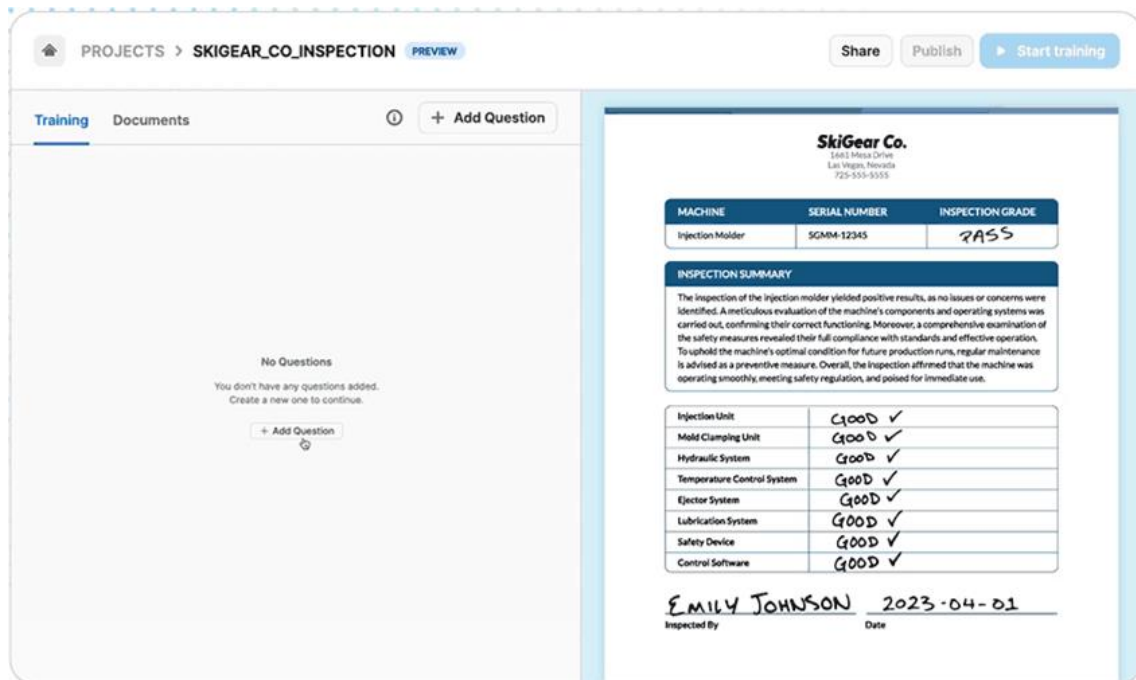
Snowflake에서 자체 개발한 Built-in된 LLM을 사용해 비정형 문서에서 콘텐츠를 쉽게 추출하는 새로운 개념의 워크플로우입니다.

WHY USE IT

AI 전문 지식이 없더라도 비정형 문서에서 새로운 분석 가치를 추출할 수 있습니다.

HOW TO USE IT

프로그램 코드 개발 없이 Snowflake에서 제공하는 UI에서 자연어 기반으로 질의하고, 자동으로 답변을 받을 수 있습니다.



UNIVERSAL SEARCH



User
USER_ROLE

Worksheets

Dashboards

Streamlit

Apps

Data

Marketplace

Activity

Admin

Help & Support



Search databases, schemas, tables, views, data products, and documentation



Welcome to Universal Search

You can now search across multiple database objects in your Snowflake account. Read the [documentation to learn more](#).

SNOWFLAKE COPILOT

A screenshot of the Snowflake Copilot interface. The interface is displayed within a browser window. At the top, there is a navigation bar with a back arrow, the text "Worksheets", a tab labeled "Snowday Demo", and a plus sign. Below this, there is a toolbar with a "PUBLIC" label, "SP_WAREHOUSE", a "Share" button, and a play button. The main area shows a SQL query editor with the text "CYBERSYN_GITHUB_ARCHIVE.CYBERSYN" and "Settings" at the top, and "Latest Code Version" with a search icon on the right. The query itself is "select col from table where created = :daterange" on line 1. At the bottom right, there is a button labeled "Ask Copilot".

< Worksheets Snowday Demo +

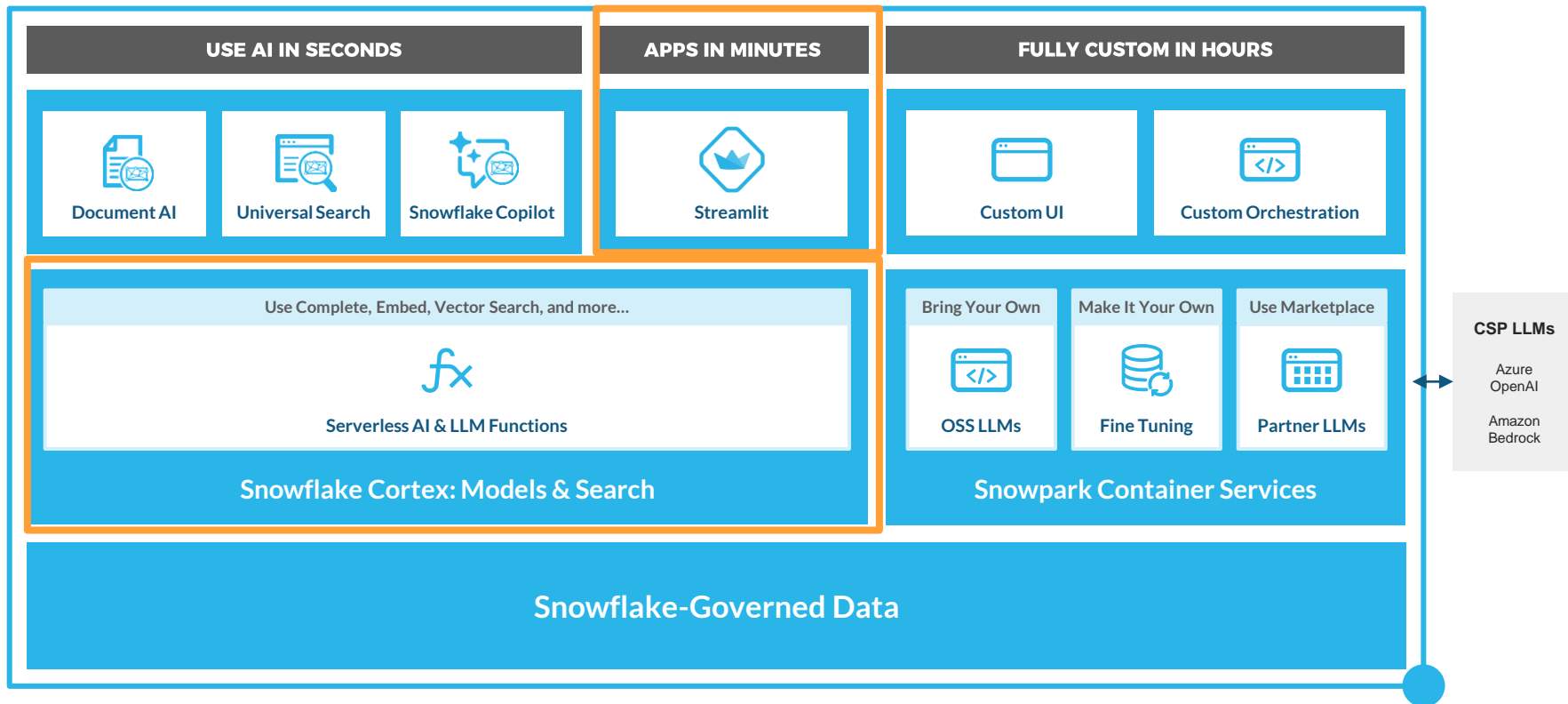
PUBLIC SP_WAREHOUSE Share

CYBERSYN_GITHUB_ARCHIVE.CYBERSYN Settings Latest Code Version

```
1 select col from table where created = :daterange
```

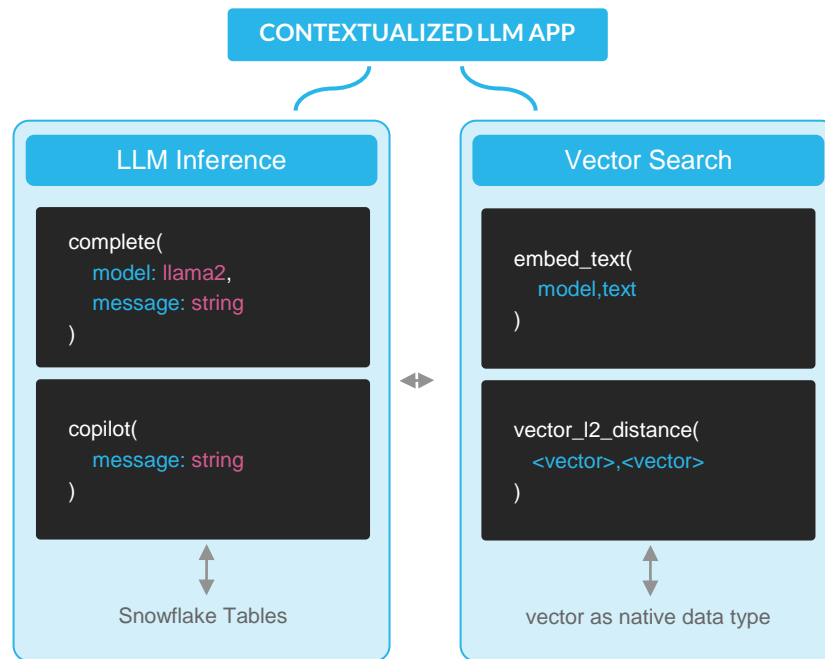
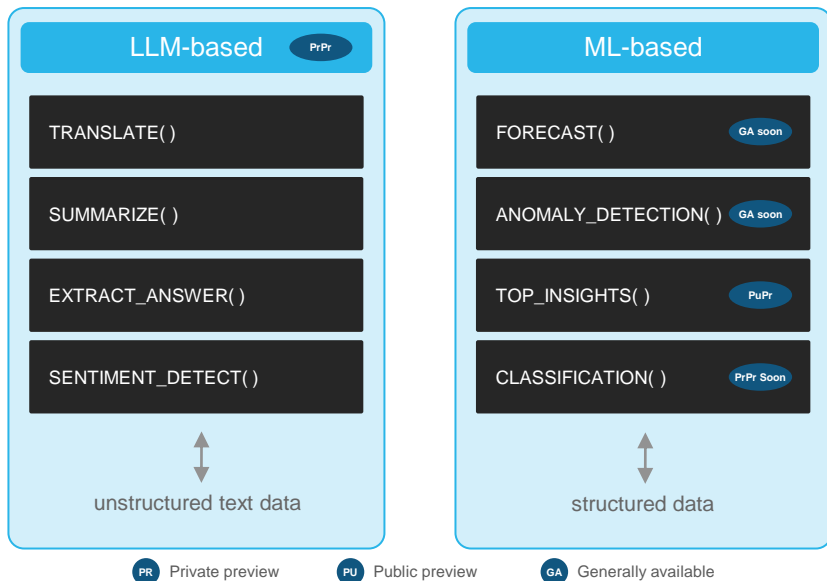
Ask Copilot

Build Apps in Minutes



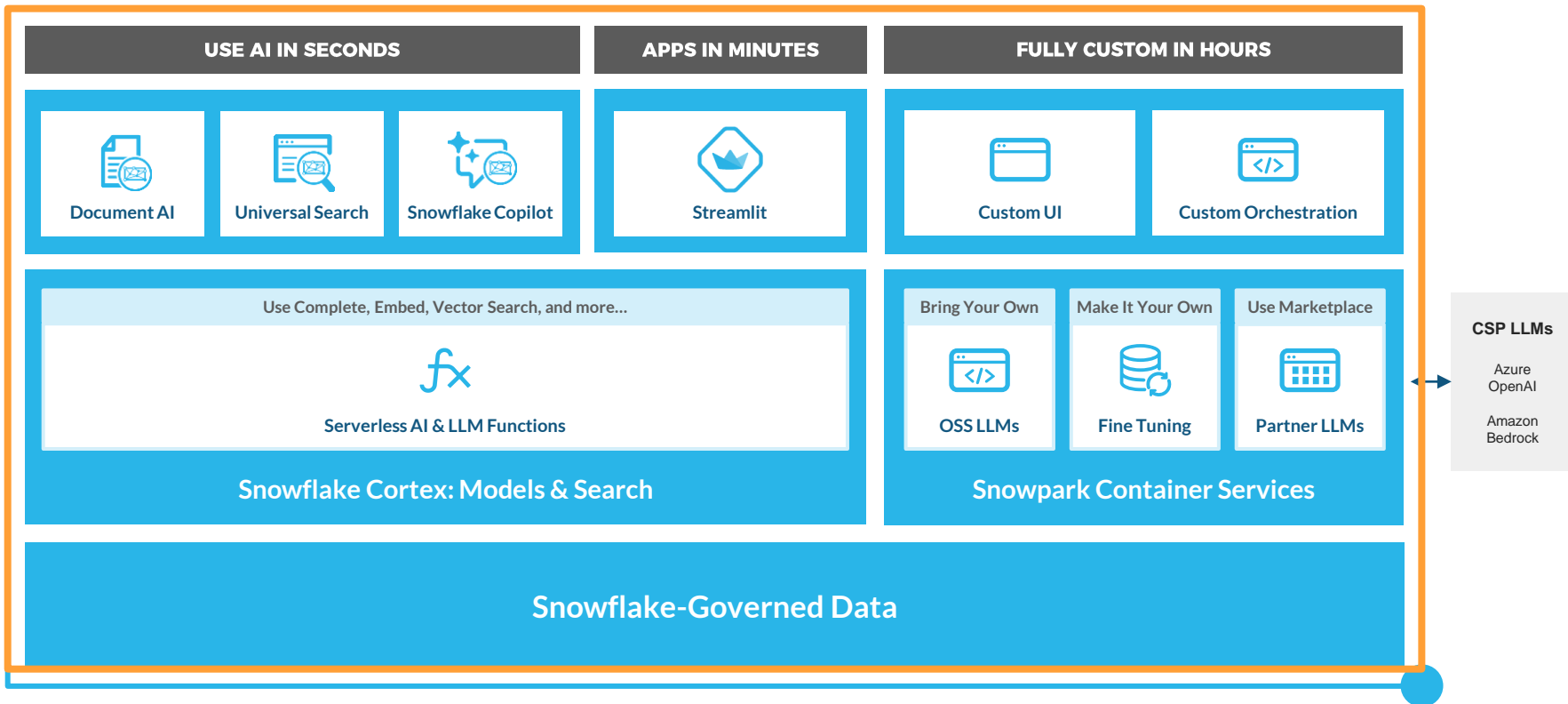
Snowflake Cortex Functions

Specialized Functions



General Functions

3. Fully Customize the App in Hours




NVIDIA 와의 협업을 통한 Generative AI Application 개발 지원



SNOWFLAKE

Native App Framework

 snowflake | MARKETPLACE

 Search providers and data products


[Browse Data Products](#)

[Providers](#)

Browse Snowflake Native Apps


Availability 

Categories 

Business Needs 

Geo 

Time 

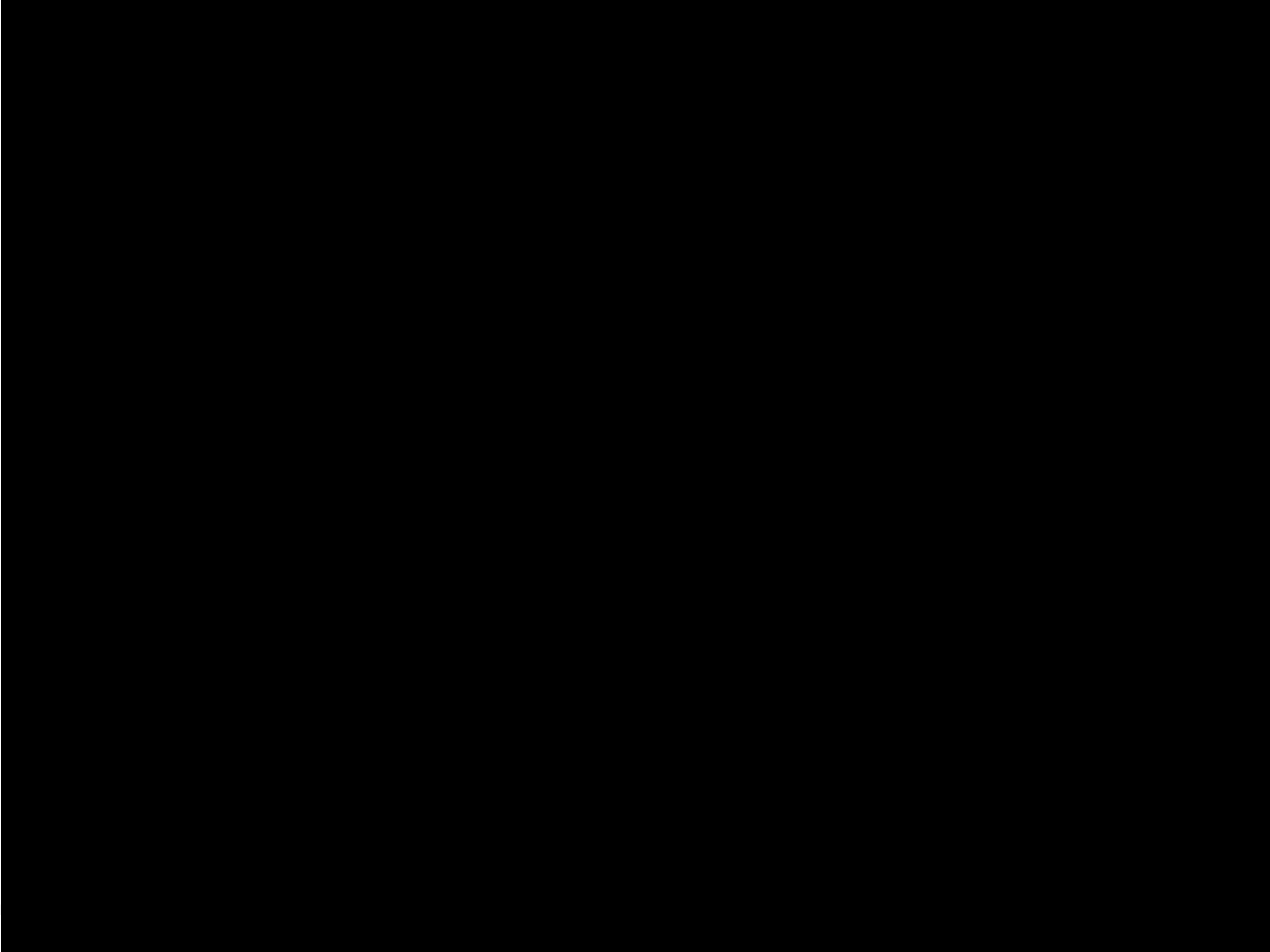
 More Filters

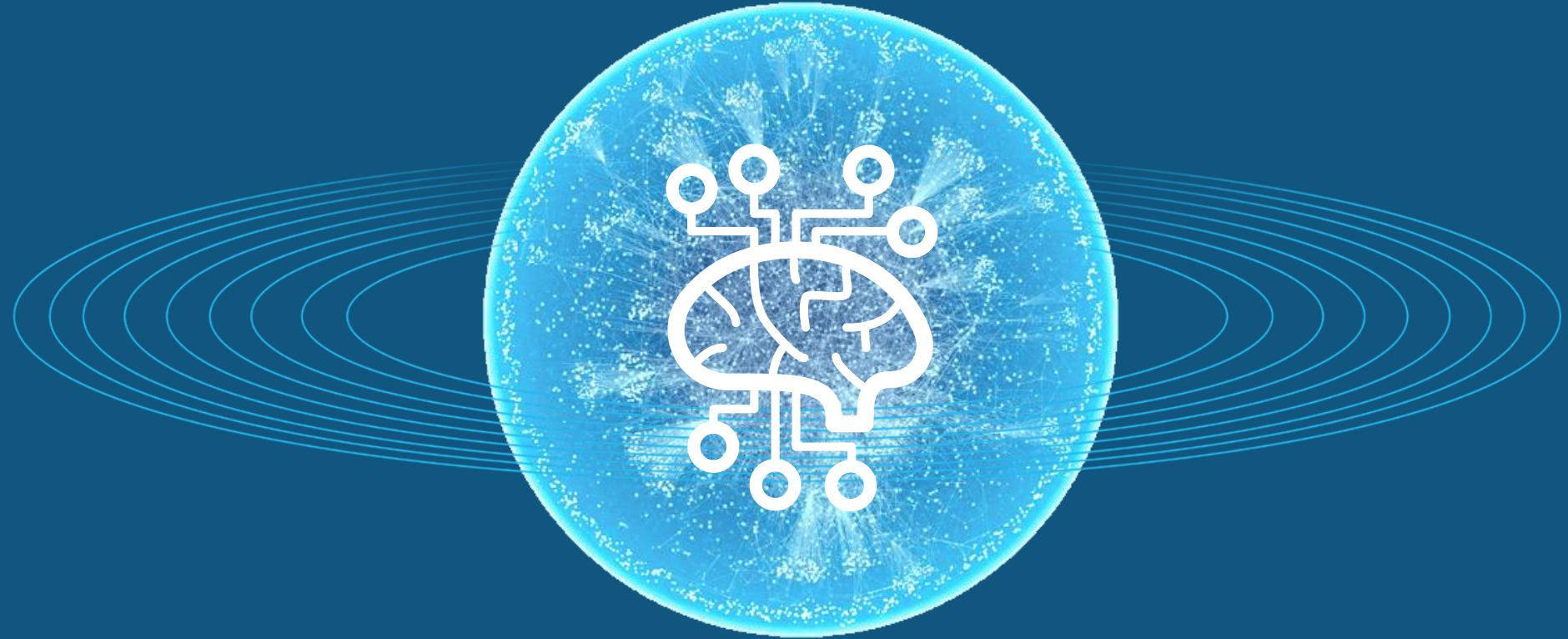


Most Popular



DEMO





THANK YOU



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