

THE POST-GO-LIVE GROWTH PLAYBOOK

Snowflake Partner Playbook

Turn every successful Snowflake go-live into a recurring optimization relationship.

Package services. Run continuous governance. Prove partner value with APEX.

9 Offers Services ready to package	1 Monthly Loop Repeatable delivery model	30 Days Launch your first pilot
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Assess → Optimize → Govern → Expand

BUILD THE PRACTICE

- 01 Diagnose post-project drift
- 02 Package recurring services
- 03 Run a monthly cadence
- 04 Prove executive outcomes
- 05 Scale delivery with APEX

PROJECT Create the customer	GOVERNANCE Keep the customer	OPTIMIZATION Expand the customer	PROOF Defend the value
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THE PATTERN EVERY PARTNER RECOGNIZES

You Won the Project. Why Did the Revenue Stop?

The migration succeeded. Your engineers moved on. Six months later, spend is climbing — and you are called back only when something breaks.

Go-live Success is declared	Handoff Your team rotates off	Cost drift Workloads multiply	Reactive return You re-enter as support
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SIX MONTHS AFTER IMPLEMENTATION

Compute	More warehouses, shared workloads, idle capacity
Data products	More dbt models, pipelines, and dashboards
AI	Cortex and agent workloads without ownership
Storage	Clones, retention, and unused data compound
Governance	Alerts exist; closure does not

THE PARTNER OPPORTUNITY

Own what happens after go-live.

Turn assessments into sprints, sprints into monthly governance, and governance into executive proof and expansion.

Practice gap: Being the migration partner of record is not the same as being the partner of record for value.

The premise: Implementation creates the customer. Continuous optimization keeps and expands the relationship.

PARTNER ACTION
Use the go-live → handoff → drift → reactive-return sequence to open the next customer conversation.

EVIDENCE TO LEAVE BEHIND
A one-page account hypothesis naming the likely drift domains, missing owners, and executive trigger.

DIAGNOSE BEFORE YOU PITCH

Visibility Is Common. Verified Closure Is Not.

Use this four-level model to qualify the account and position the next engagement.

L1	Monitoring	<i>"We know what happened."</i>	Sell a baseline + ownership map
L2	Recommendations	<i>"We know what should change."</i>	Sell a prioritized sprint
L3	Accountability	<i>"We know who owns it."</i>	Sell monthly governance
L4	Enforcement	<i>"We know it was fixed."</i>	Sell continuous improvement

SIX DISCOVERY QUESTIONS FOR THE FIRST CONVERSATION

Who owns Snowflake optimization after go-live?	Which team receives cost anomalies today?
How are recommendations assigned and tracked?	Can you prove credits saved after a change?
Which AI and storage workloads lack budgets?	What does leadership see each quarter?

Qualification signal: If the customer cannot name the owner, cadence, and proof artifact, there is a recurring engagement to design.

PARTNER ACTION

Score one current customer against all four maturity levels before proposing tooling or services.

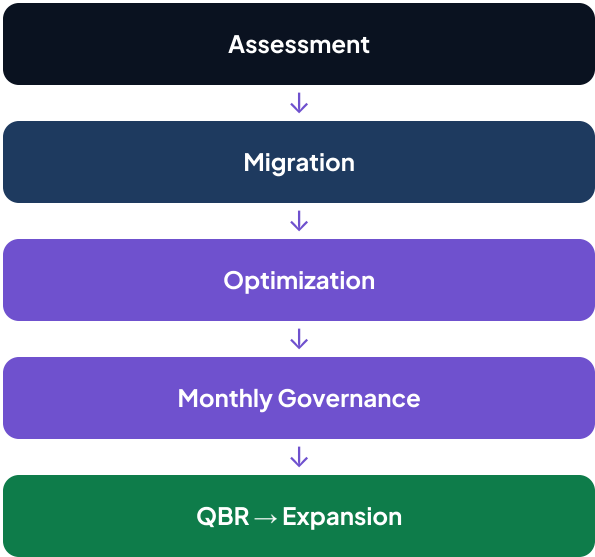
EVIDENCE TO LEAVE BEHIND

A maturity scorecard with the next level, required owner, and recommended entry offer.

ENGINEERING REALITY BECOMES COMMERCIAL OPPORTUNITY

Cost Drift Never Stops. Neither Should Optimization.

DRIFT DRIVER	WHAT CHANGES	PARTNER MOTION
New teams	Roles and warehouses multiply	Ownership review
dbt changes	DAGs deepen and refresh more	Performance sprint
BI growth	Refresh storms increase	Warehouse review
Shared compute	Boundaries and chargeback blur	FinOps governance
AI adoption	Token spend lacks attribution	AI governance
Storage growth	Unused data accumulates	Lifecycle review



Assessment Fixed-fee discovery	Sprint Time-boxed savings	Governance Monthly retainer	Expansion New domains and accounts
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Commercial reframe: Do not sell “ongoing support.” Sell a defined optimization operating system with cadence, artifacts, and executive outcomes.

PARTNER ACTION
Map every drift signal to a recurring service rather than treating it as an isolated technical issue.

EVIDENCE TO LEAVE BEHIND
A lifecycle map connecting assessment, sprint, monthly governance, QBR, and expansion.

PRODUCTIZE THE PRACTICE

Nine Services Customers Can Understand and Renew

Lead with the business outcome. Let the platform enable delivery behind the scenes.

01 · MONTHLY

Snowflake Health Review

Continuous waste, risk, and ownership review.

02 · QUARTERLY

Cost Governance Review

Executive decisions on spend and accountability.

03 · MONTHLY / QTR

AI Workload Governance

Ownership and budgets for Cortex and agents.

04 · SPRINT

Warehouse Optimization

Reduce idle, shared, and oversized compute.

05 · QUARTERLY

Storage Governance

Control clones, retention, and unused data.

06 · MONTHLY / QTR

Executive Cost Reporting

Leadership-ready value and risk narrative.

07 · 2-4 WEEKS

Optimization Sprint

Time-boxed action with verified savings.

08 · QUARTERLY

Performance Review

Protect SLAs without reflexive oversizing.

09 · QUARTERLY

FinOps Review

Tags, budgets, attribution, and chargeback.

Sell retainers as governance — not a bucket of consulting hours.

Sell sprints as verified outcomes — not staff augmentation.

BEST LIGHTHOUSE ACCOUNT

A customer 3–12 months after go-live, with rising spend, multiple workload owners, executive pressure, and no monthly optimization cadence.

PARTNER ACTION

Select two entry offers for a lighthouse account; do not launch the entire catalog at once.

EVIDENCE TO LEAVE BEHIND

A one-page offer sheet with buyer, outcome, cadence, scope, and required customer role.

MAKE THE CATALOG EASY TO BUY

Start With Four Commercial Bundles

FOUNDATION RETAINER

Health + Executive Reporting

Monthly review, owned backlog, savings register, and concise leadership brief.

GOVERNANCE SUITE

Foundation + QBR + FinOps

Add quarterly decisions, budget guardrails, tagging, and accountability.

OPTIMIZATION ACCELERATOR

Sprint + Warehouse + Performance

A focused entry offer that creates the first verified savings record.

AI & STORAGE EXPANSION

Next-Wave Governance

Expand into Cortex, agents, storage lifecycle, and multi-account governance.

SCOPE EVERY RECURRING OFFER AROUND FIVE DECISIONS

DECISION	DEFINE BEFORE PRICING	WHY IT PROTECTS MARGIN
Coverage	Accounts, workloads, and domains	Prevents uncontrolled scope
Cadence	Weekly, monthly, quarterly rituals	Makes delivery repeatable
Ownership	Partner vs. customer responsibilities	Prevents approval bottlenecks
Proof	Savings, closure, and QBR artifacts	Makes value renewable
Expansion	Triggers for AI, storage, and accounts	Creates the next SOW

Commercial rule: Price the operating outcome and governed scope — not the number of dashboards or hours consumed.

PARTNER ACTION

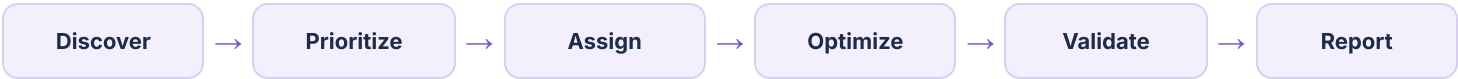
Define coverage, cadence, ownership, proof, and expansion triggers before setting the fee.

EVIDENCE TO LEAVE BEHIND

A scope boundary and RACI that protects delivery margin and prevents approval bottlenecks.

A DELIVERY CADENCE CUSTOMERS CAN SEE

Every Month Runs the Same Closed Loop



STEP	REQUIRED ARTIFACT	ROLE	ACCOUNTABILITY
Discover	Opportunity backlog	Practice lead	Offer, margin, executive relationship
Prioritize	Impact / effort shortlist	Delivery lead	Cadence, quality, backlog
Assign	Owner + due date map	Engineer	Discovery, fix, validation
Optimize	Change and decision log	Customer owner	Approval and internal routing
Validate	Before / after evidence	Executive sponsor	QBR decisions and expansion
Report	Savings register + QBR brief		

PRACTICE KPIs THAT PROVE THE SERVICE IS WORKING

Opportunity coverage
Spend reviewed across governed scope

Ownership rate
Priority items with named owners

Closure time
Days from discovery to resolution

Verified impact
Credits and risk documented after change

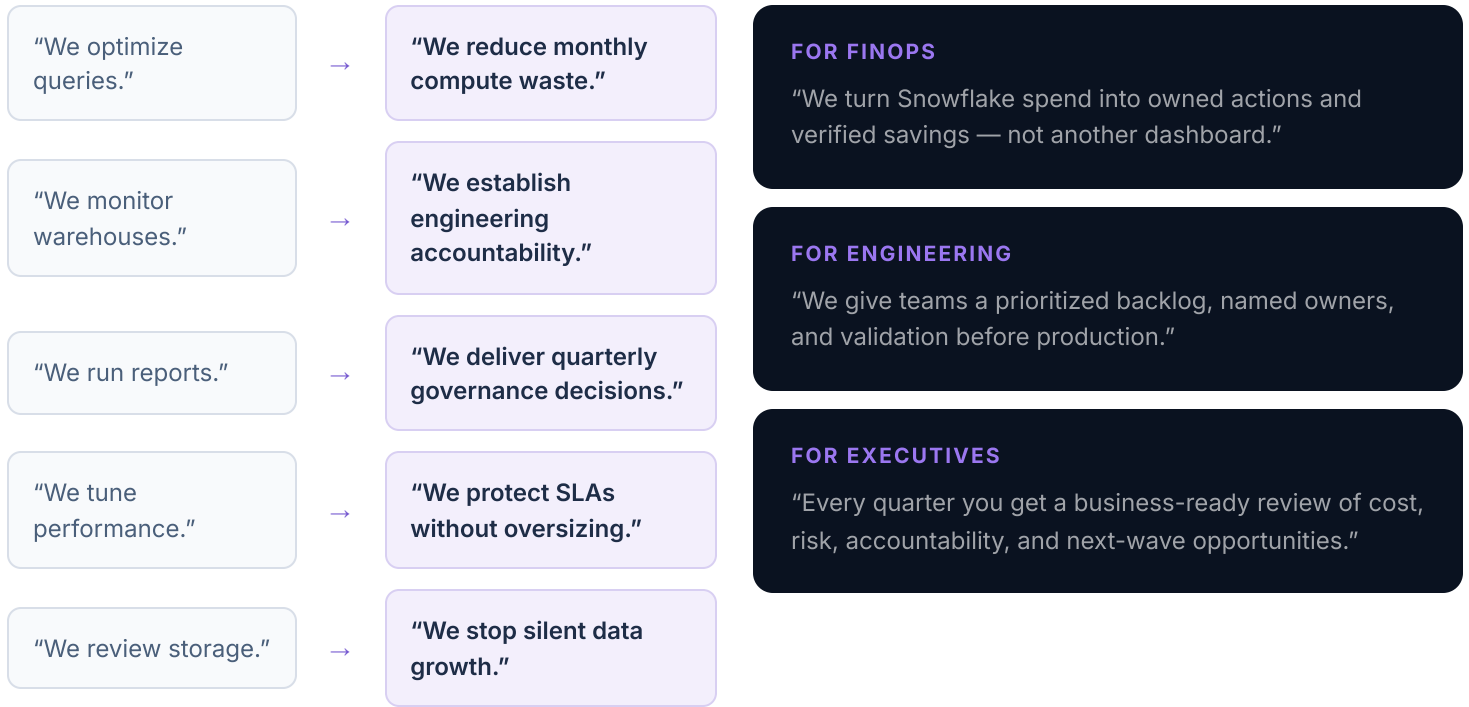
Practice rule: Validation and documentation are not administrative extras. They are the product the customer renews.

PARTNER ACTION
Schedule the weekly, monthly, and quarterly rituals before the first optimization sprint begins.

EVIDENCE TO LEAVE BEHIND
A shared calendar plus templates for backlog, ownership map, savings register, and QBR brief.

CHANGE THE COMMERCIAL CONVERSATION

Stop Selling Activities. Sell Defensible Outcomes.



THE QUARTERLY EXECUTIVE SCORECARD

Spend movement	Owned actions	Verified value	Next expansion
What changed and why	Open, closed, and blocked	Savings and risk avoided	AI, storage, or accounts

Why this wins: Technology language invites comparison shopping. Outcome language creates an executive budget and a renewal narrative.

PARTNER ACTION

Rewrite the proposal so every technical activity resolves into a business outcome and decision.

EVIDENCE TO LEAVE BEHIND

An executive scorecard covering spend movement, owned actions, verified value, and next expansion.

FICTIONAL COMPOSITE · NOT A CUSTOMER CASE STUDY

What a Recurring Engagement **Actually Looks Like**

WEEK 1	Maturity assessment Ownership gaps + top opportunities	Q1 · ESTABLISH Make ownership visible Baseline, first sprint, monthly cadence, and proof trail.
WEEK 2	Cost baseline Spend by workload, team, and domain	
WEEK 3	Optimization sprint First verified impact package	Q2 · EXTEND Govern AI workloads Add model, token, team, and budget accountability.
MONTH 2	Monthly governance Backlog, owners, and savings register	
MONTH 3	Executive review First leadership scorecard	Q3 · CONTROL Attack silent growth Storage, lifecycle, and shared-compute governance.
Q2-Q4	Domain expansion AI → storage → multi-account roadmap	Q4 · EXPAND Plan year two from proof Use the verified record to expand scope and accounts.

ARTIFACTS THAT MAKE THE ENGAGEMENT TANGIBLE

Opportunity backlog Ranked by impact and effort	Ownership map Named teams and due dates	Savings register Validated before / after evidence	Executive brief Decisions, proof, next opportunity
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Practice test: If the team cannot produce these artifacts every cycle, the offer is still a project — not a recurring practice.

PARTNER ACTION Pre-book the first four quarterly reviews so domain expansion is designed into year one.	EVIDENCE TO LEAVE BEHIND A 12-month roadmap with Q1 foundation, Q2 AI, Q3 storage, and Q4 expansion milestones.
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INTRODUCE THE PLATFORM AFTER THE PRACTICE IS CLEAR

APEX Makes the Operating Model Repeatable at Scale

Sell the partner-led practice first. Use APEX as the system of record for discovery, accountability, proof, and closure.

TRACE
Map the spend
Credits to workloads, teams, and owners.

ASSIGN
Route the action
Context, priority, owner, and deadline.

PROVE
Validate impact
Simulate before and document after.

ENFORCE
Close the loop
Deadlines, escalation, and outcomes.

PARTNER SERVICE	APEX ENABLES	PARTNER DELIVERS
Health Review	Continuous opportunity discovery	Prioritization and customer decisions
Optimization Sprint	Context and pre-deploy simulation	Engineering judgment and execution
Monthly Governance	Ownership, status, and closure workflow	Operating cadence and escalation
Executive Reporting	Verified savings and audit trail	Business narrative and expansion plan
Multi-Customer Scale	Repeatable workflows across accounts	Practice quality without linear toil

APEX does not replace consulting judgment. It removes manual discovery and proof reconstruction.

Partner value: Deliver the same governed experience across more customers.

PARTNER ACTION
Separate what APEX automates from the consulting judgment and customer leadership your team provides.

EVIDENCE TO LEAVE BEHIND
A service-to-platform responsibility map covering Trace, Assign, Prove, and Enforce.

MOVE FROM PLAYBOOK TO PILOT

Launch the Practice in 30 Days

WINDOW	ACTION	OUTPUT
Days 1–7	Select 1–2 lighthouse accounts	Maturity scores + sponsor map
Days 8–14	Package the entry offers	Foundation Retainer + Sprint
Days 15–21	Define roles and artifacts	RACI, backlog, proof templates
Days 22–30	Run assessment → baseline → sprint	First QBR scheduled

01 Projects create customers.

02 Governance keeps customers.

03 Optimization expands customers.

04 Accountability proves value.

05 APEX makes it scalable.

PILOT READINESS CHECKLIST

✓ Executive sponsor and platform owner identified

✓ Governed accounts and workload scope agreed

✓ Monthly and quarterly cadence scheduled

✓ Ownership and escalation model documented

✓ Savings validation method agreed

✓ Expansion triggers defined before delivery

Closing principle: The partners who win the next phase of Snowflake are the ones who never leave optimization unfinished.

PARTNER ACTION

Choose one lighthouse account and run assessment → baseline → sprint within the first 30 days.

EVIDENCE TO LEAVE BEHIND

A pilot charter with sponsor, governed scope, validation method, QBR date, and expansion trigger.



NEXT STEP FOR SNOWFLAKE PARTNERS

Build the recurring optimization practice your customers **already need.**

Bring your current service mix, account maturity gaps, and delivery constraints. We will map a partner-ready catalog, cadence, proof model, and launch plan.

Trace



Assign



Prove



Enforce

Package the offers

Turn optimization expertise into services customers understand and renew.

Run the cadence

Install a monthly loop with owned actions and executive reviews.

Prove the value

Document verified outcomes that support renewal and expansion.

Scale with APEX

Deliver consistent governance across customers without linear toil.

[Book a Partner Strategy Session →](#)

[Explore APEX →](#)