DELIVERING ROI FOR THE AGENTIC ENTERPRISE

4 ways Snowflake, Accenture and AWS accelerate ROI for AI



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INTRODUCTION

Agentic ROI Depends on Execution

Enterprise AI spending is accelerating — and so is the pressure to deliver ROI. Leaders have invested heavily in AI, but according to "The ROI of Gen AI and Agents 2026" report, they are estimating a 41% failure rate for agentic initiatives launched over the next 36 months.

That's not a speed bump. That's nearly half of all projects burning cash and credibility.

The divide between AI investment and actual outcomes isn't due to lack of ambition or effort; it's an infrastructure issue. Before any agent takes a single action, organizations are spending enormous time and budget on data movement, governance reconciliation, manual pipeline maintenance and infrastructure overhead. This "operational tax" can erode ROI before you deploy a use case, much less put agents and AI apps into production at scale.

> **32% of enterprises already have agentic solutions in production, and 25% expect to have agents in production within 12 months.**
>
> *Source: "The ROI of Gen AI and Agents 2026" report*

The agentic era is about autonomous execution. Agents need to plan, decide, act and coordinate continuously across your business. That requires a platform that can align enterprise data, reasoning engines and operational workflows.

The Snowflake AI Data Cloud is built for exactly that: a unified platform that brings together governed enterprise data, AI models and apps under a single agentic control plane.

Working alongside strategic partners like AWS and Accenture, Snowflake helps organizations eliminate the operational tax with scalable infrastructure, expert implementation and an integrated platform built for the agentic shift. This ebook names four challenges that can stall AI initiatives and shows how the AI Data Cloud removes them to help deliver ROI for the agentic enterprise.

> **The Agentic Enterprise: From Strategy to ROI**
>
> **Want to dig deeper into how agentic AI is changing the game? Hear from AI practitioners and experts from Snowflake, AWS and Accenture as they weigh in on how organizations are transforming AI momentum into measurable business results.**
>
> Watch now

ROI CHALLENGE #1

Data Fragmentation

Agents need consistent, real-time context to make decisions. But in many enterprises, the data required for AI lives in multiple systems, cloud providers, legacy applications and partner systems, each with its own format, access rules and siloed version of the truth. Connecting those fragmented data sources and keeping them in sync creates a never-quite-finished engineering problem.

58%

of respondents say their AI initiatives are slowed by fragmented systems.

62–65%

find it “challenging” or “very challenging” to break down data silos, prep data for AI and monitor data quality.

Source: ROI of Gen AI and Agents 2026 report

There’s another aspect of data fragmentation that impacts ROI: what data means. Most organizations are missing a semantic layer across their data estate. Without this shared understanding, teams may be querying the same data under different definitions and assumptions and agents may produce conflicting answers from the same underlying facts. No one wants the CFO and VP of sales to get different answers when they ask an agent for the previous quarter’s revenue totals.

“Which critical decisions today are slowed or weakened because data is technically available but operationally inaccessible? You already know the data exists — structured or unstructured, it’s there. The challenge is delivering operational access to that data.”

—GERIES ABOUAYASH
Head of North America Industries Solutions Architecture,
AWS

ROI accelerator: A unified data foundation

A unified data foundation accelerates AI ROI by replacing disconnected information with a single source of truth, shortening time to value by reducing manual data preparation and providing the trusted, connected data necessary to scale agentic initiatives. Snowflake unifies your data by breaking down silos across clouds, defining shared context and facilitating consistent access across teams, tools and agents.

Connect your data

Snowflake's zero-copy integrations enables fast integration with the enterprise systems your business relies on. Prebuilt zero-copy connectors, including the SAP® BDC connector available exclusively on AWS as well as connectors for Salesforce, Workday and more, enable you to connect to data where it lives. **Model Context Protocol (MCP) connectors from Natoma**, available natively in the AI Data Cloud, allow you to securely expose communication tools like Slack and Gmail to AI models.

AI-powered migration, native Postgres support and scalable integrations via Snowflake Openflow streamline the process of getting data into Snowflake. Once the data is available, solutions such as **Snowflake Data Sharing and Data Clean Rooms** allow you to securely share and use data products across departments and partners, opening opportunities to accelerate insights and unlock new revenue streams.

Four principles for ROI-grounded AI

Maintaining focus on ROI in the rapidly evolving agentic landscape can be a challenge. Benny Du, Accenture's Snowflake Business Group Advanced AI Global Lead, recommends four principles for staying grounded.

1. Anchor yourself in business outcomes. Accenture's approach starts with business outcomes and works back to the data architecture, so projects have a clear purpose that aligns with business goals. "We're not just chasing shiny objects," says Du. "We need to dig a little bit deeper to really think about the how and the why."

2. Get the right mix of foundation models and agentic framework. There are many types of agents and orchestration networks. Identify what's best suited to your specific project and goals before committing to a stack.

3. Maintain a strong data foundation. "You can't do AI properly without having a modern data foundation in place," Du explains. An AI-ready data foundation collapses data silos and makes data accessible so you can generate insights quickly and business leaders can make better decisions, faster.

4. Prioritize a unified architecture. An integrated enterprise framework allows you to run demanding workloads next to your analytics, all in one place, which reduces complexity and simplifies operations — and can boost ROI.

Define meaning and govern context

Bringing data together is the first step; the next step is giving it a shared meaning across tools and teams, so AI outputs and actions are based on the same trusted definitions.

Semantic Views create the robust semantic layer an agentic enterprise requires: a governed, shared business vocabulary across all data assets so AI agents reason from consistent definitions, reducing risk of hallucinations and building user trust.

Snowflake Horizon Context, part of Snowflake Horizon Catalog, provides the critical governance for the semantic layer. It gives AI agents a metadata-enriched understanding of data inside and outside Snowflake, anchoring definitions in the platform to create a consistent source of meaning. Together with **Semantic Studio**, which allows teams to define metrics, dimensions and KPIs inside Snowflake and applies that semantic model across the agents you build, it reduces the chance of agents inventing their own versions of the truth.

Interoperate across clouds

Snowflake's interoperable lakehouse lets teams work with data without having to move it, helping to reduce replication and governance gaps while delivering an open, high-context foundation for agentic AI:

- **Production-ready support for open standards including Apache Iceberg™ V3 and Apache Polaris™ (incubating)** prevents vendor lock-in while preserving data quality and lineage.
- **Native integrations with AWS Glue and Amazon Kinesis** enable customers to transform and ingest data where it lives, with high-performance pipelines that scale to meet demanding AI workloads.

"One of the business outcomes we've delivered with Snowflake is reducing operational complexity and cost. Our team has been able to focus on other areas rather than managing complex or expensive infrastructure."

—GREG ROODT
Head of Data Platforms,
Canva

ROI CHALLENGE #2

The Governance Gap

Governance is nonnegotiable for enterprise AI. But when governance is layered on top of existing architecture after data is in motion and agents are built, it can add overhead and introduce risky (and costly) coverage gaps.

As autonomous agents expand into sensitive processes like regulatory reporting, customer data management and financial risk modeling, the risk of shadow AI — agents acting with no accountability trail — becomes a governance problem that silently compounds with every deployment.

56%

of organizations report at least one significant challenge related to governance and compliance.

Source: "The ROI of Gen AI and Agents 2026" report

ROI accelerator: Governance as a value driver

Good governance improves ROI because teams can reuse trusted data, deploy faster, reduce approval friction and avoid costly remediation.

Snowflake builds in governance and resiliency capabilities from the ground up. Because these elements are integrated at a foundational level, they extend to the agents and apps you build on Snowflake, so you don't have to choose between moving fast and staying compliant.

Snowflake Horizon Catalog embeds lineage, governance and security capabilities at the data layer so they're available from Day 1. It's a universal data and AI catalog that delivers end-to-end visibility across your data estate — including Iceberg tables in the AWS Glue Data Catalog — so teams know where data comes from, who can access it and how it is being used by agents and analytics workloads.

Snowflake Trust Center serves as a centralized AI security posture management platform. It enables always-on security and threat protection, with built-in encryption and automated threat detection and risk remediation that runs continuously or on a pre-defined schedule with minimal configuration overhead.

Snowgrid is a global governance fabric that spans clouds and regions, providing a single, consistent security and compliance layer with integrated business continuity and disaster recovery capabilities that help minimize the risk of data loss and downtime for mission-critical AI applications.



Delivering measurable AI outcomes: Three use cases

AI is rapidly moving from isolated models to agent-driven workflows embedded directly into core operations. Snowflake, Accenture and AWS help organizations successfully navigate this shift with a full lifecycle approach that includes a foundation of AI-ready, governed enterprise data, operationalized agents and continuous measurement tied to business KPIs. Here's what that looks like across three key use cases that apply to multiple industries.

Know Your Customer (KYC)

Continuous, AI-driven KYC helps reduce onboarding friction, strengthens compliance and facilitates earlier risk detection.

Key elements:

- Governed identity foundation
- Agentic anti-money laundering (AML)-aligned workflows
- Real-time ingestion and decision-making

Customer 360 and personalization

Transform fragmented customer data into a unified, actionable customer 360 view that powers personalization at scale.

Key elements:

- Unified, AI-ready customer data
- Real-time insights and streaming
- Customer experience frameworks aligned to growth and retention

Financial crime and fraud

Detect, investigate and respond to financial crime faster with real-time, agent-driven workflows that help reduce losses while maintaining regulatory confidence.

Key elements:

- Unified transaction, identity and behavioral data in a governed environment
- Agentic fraud detection and investigation workflows with explainable AI
- Real-time inference and orchestration to accelerate response and case resolution

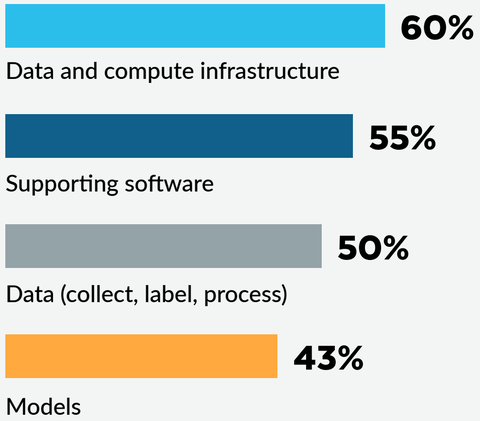
ROI CHALLENGE #3

Invisible Infrastructure Overhead

Agentic workloads are diverse, unpredictable and often experimental, which makes it difficult to manage and forecast spend and prove ROI. Direct costs may show up on invoices, but it's the costs without a line item that can have an unexpected impact. For example:

- Pricing models vary, making it difficult to get clear visibility into AI spend
- Allocating AI costs to business units is more complex than traditional infrastructure
- Monitoring AI spend (such as tokens, LLM requests and GPU utilization) requires constant attention to granular details
- Diverse and less predictable workloads can spike storage and compute usage or leave resources under-utilized
- Manual performance tuning and cluster management consume engineering time that could go toward higher-value work

Budget drivers: Where organizations see cost overruns



Percentages (%) represent cost overrun.

Source: "The ROI of Gen AI and Agents 2026" report

ROI accelerator: Intelligent optimization

Tackling this challenge involves shifting from cost-cutting to optimizing spend for demanding workloads. That includes making cost governance smarter and more accessible, and building infrastructure that removes operational complexity so teams can spend their time building an agent to close a deal or iterating on a new product concept.

Snowflake's fully-managed platform is designed to balance performance, ease of use and scalability to deliver outcomes that move the business forward, thereby accelerating ROI. Its near-zero maintenance architecture eliminates fragmented tooling and helps reduce the engineering burden.

- **Adaptive Compute** is workload-aware and dynamically adjusts to evolving and unpredictable demand without requiring manual sizing, cluster management or capacity planning. Designed for exceptional performance, scalability and ease of use, it can adapt to queries in real time, determining and allocating the compute and software resources each query needs on the fly.
- **Snowflake Optima** continuously analyzes workload patterns and implements the most effective strategies automatically — enabling queries to run faster and more cost-efficiently without added manual tuning or maintenance. Built-in cost controls help organizations optimize spend for demanding AI workloads before overruns occur.
- **Snowpark Connect for Apache Spark™** allows you to execute Spark code directly on the Snowflake engine, unifying your architecture and reducing both costly data movement and the need to provision and patch clusters. This can reduce direct compute cloud costs at scale by 10-25% and achieve 20-30% faster performance[1] for your data team.

Snowflake is also embedding AI into cost management tooling and providing the governance capabilities you need to keep AI investments in check. This includes enabling **natural-language cost analysis and anomaly explanations** via Snowflake CoCo skills and a redesigned Account Overview control center that puts AI-generated insights at the center of the cost workflow.

Granular **AI Services views** and **tag-based budget and per-user quota guardrails** (public preview) offer detailed insight into AI spend and the ability to automate enforcement actions when users approach or exceed their limits — valuable tools for organizations that want to promote AI experimentation while closely managing spend to improve returns.

Snowflake and AWS: Infrastructure to accelerate agentic AI adoption

Delivering exceptional performance for customers is a key tenet of the longstanding Snowflake and AWS relationship. The recent strategic collaboration expansion emphasizes the depth of this commitment, with Snowflake using AWS Graviton processors to deliver significant price-performance improvements for customers, and utilizing high-performance, GPU-accelerated Amazon EC2 instances for AI model training and inference.

"As AI becomes more autonomous, data architecture becomes the competitive differentiator. Together, AWS and Snowflake help customers build the trusted data foundation needed to scale AI."

—GERIES ABOUAYASH
Head of North America Industries Solutions Architecture, AWS

ROI CHALLENGE #4

Deployment Delays

Data engineers and developers are at the center of every agentic initiative — and they are stretched thin. 89% of organizations agree that data engineering is the key capability needed to ensure AI projects succeed, according to “The ROI of Gen AI and Agents 2026” report, but engineers don’t have access to fresh, reliable data or the tools and skills they need to match rising business demand for AI.

Slow time to deployment is a compounding tax that’s paid in delayed value: Every month an agent spends in staging is a month of unrealized returns. The answer is not simply hiring more engineers. You need an environment where your engineers have access to connected and governed data, agentic copilots, streamlined tooling and platforms that handle operational complexity so developers can focus on the problems that require human judgment.

Snowflake, AWS and Accenture’s playbook for deploying intelligent agents faster

- Snowflake-native LLMs and Cortex capabilities
- Pre-built Accenture agent components
- AWS automation for provisioning and monitoring

Learn more in our Data Cloud Now interviews:

How Accenture Scales AI from Pilots to Enterprise Impact

Building Production-Ready AI That Delivers ROI with AWS

ROI accelerator: Simplified data development lifecycle

Snowflake's platform provides the access to governed, AI-ready data and the AI model agility engineers need to compress workflows and shrink the time it takes to move from an AI pilot to a production-ready application or agent. It features a host of capabilities aimed at simplifying and accelerating the development lifecycle — which also accelerates ROI.

Snowflake CoCo is the keystone. It provides an AI-powered coding experience natively embedded in the Snowflake platform, helping developers write, debug and optimize code faster. The natural language interface makes it easy to experiment and test new ideas, fostering innovation that can lead to groundbreaking products and services. It integrates with open standards and connects directly to the data layer, so suggestions are rooted in the actual structure and context of your enterprise data estate. It also extends to external environments like AWS Glue, Postgres and more, helping to shrink migration timelines.

Snowflake Cortex AI enables model flexibility. Competitive advantage comes from how you combine models with your unique, proprietary data, and Cortex AI's fully managed service helps simplify both that process and the process of building AI apps. Developers can swap models and cloud providers within Snowflake's governed environment based on cost and performance without moving data out of the organization's security perimeter.

Snowpark allows developers to work with data using Python, Java and Scala directly within Snowflake. They can process data in place without moving it, reducing pipeline complexity and accelerating the path from raw data to production.

As teams start to see the value of autonomous agents as collaborators, the scope of tasks and projects they can accelerate expands. The Snowflake, Accenture and AWS playbook — connecting governed data foundations to agents with continuous measurement, redesigning workflows from start to finish and simplifying them before automating — helps ensure that the agents organizations deploy can tackle real business problems and not just automate broken processes.

> "For years, we have been building complex pipelines to move data in and out of expensive software, just to access our own data. With Snowflake and Elementum, we saw a clear path forward. We are building AI directly on our data and reinventing how the company runs, from R&D to manufacturing to commercial. This is how Sanofi becomes the first biopharma powered by AI at scale."
>
> **—EMMANUEL FRENEHARD**
> Chief Digital Officer,
> Sanofi

BRINGING IT ALL TOGETHER

The Agentic Control Plane

Freeing teams from repetitive work so they can focus on decisions that require human expertise and judgment is a fundamental part of addressing all of the ROI challenges in this ebook. It's also the primary goal of the agentic enterprise.

The agentic enterprise requires four components: enterprise data and context, AI models, software and apps, and a central control plane. Snowflake works across all four, providing the infrastructure to make the agentic enterprise vision a reality:

- A unified, governed data platform comprising your data and its unique context
- Interoperability with leading AI models that can reason over your data
- Native integrations with the software and apps your teams use to do their jobs
- An agentic control plane that ties data, models and apps together so agents can act in a coordinated way

The control plane is key because it coordinates data, models, apps and agents to ensure decisions and actions are anchored in business context. There are three main elements:

1. **Snowflake CoWork** is the personal agent that gives knowledge workers a way to engage with enterprise data through natural language. Anthropic models via Amazon Bedrock power these workflows, giving agents access to advanced language capabilities grounded in enterprise data. CoWork facilitates the shared context layer and puts governed, contextual intelligence directly in the hands of the people who need it.
2. **Snowflake CoCo** is the builder agent that understands the full enterprise context. Agents it deploys have a foundation of consistent and governed data definitions.
3. Underpinning both is **Cortex Sense** (private preview), which automatically learns your schemas and business context so CoCo and CoWork understand your data from the moment you connect.

Without this "mission control center," each agent may optimize locally based on its own data slice and logic, but ultimately undermine enterprise-level business outcomes. It also leads to the issue of trust: if business users don't trust the answers agents produce, they won't act on them. If they don't act, no ROI will follow.





Fanatics personalizes fans' journeys with Snowflake CoWork

Fanatics, an online global retailer of licensed sports apparel and merchandise, serves over 100 million fans each year — and those fans generate an immense amount of data. Snowflake CoWork provides the intelligent layer that delivers AI-driven benefits for multiple teams across the company:

- **A unified view of the fan experience:** Snowflake CoWork stitches together billions of data points across U.S. and international sports fans, enabling Fanatics to deliver more tailored fan experiences.
- **Expanded data access, faster decisions, greater collaboration:** Business stakeholders throughout Fanatics use Snowflake CoWork to dig into data directly, accelerating data discovery, expediting decision-making, fostering trust in the data and enhancing collaboration across teams.
- **Enterprise agents for ongoing innovation:** With a unified data foundation and the ability to run advanced analytics and AI on its data, Fanatics is continuing to build powerful, easy-to-use enterprise agents that will help the business further maximize data.

Get the full story.

CONCLUSION

From Operational Tax to Operational Advantage

The shift to the agentic enterprise is poised to reinvent how organizations operate, from top to bottom. Organizations that continue to treat data preparation, governance and infrastructure as prerequisites will keep paying the operational tax of manual, time-consuming integration, ongoing maintenance and delayed deployment timelines. Organizations that unify data, governance, models and context into one platform swap that tax for competitive advantage.

Snowflake provides the unified foundation for agentic ROI with fully governed enterprise data and context, choice of leading AI models, integration with major systems of record and an agentic control plane that coordinates it all. Working alongside AWS and Accenture, Snowflake brings together the infrastructure, implementation expertise and continuous measurement needed to move from experimentation to production and deliver ROI for the agentic enterprise.

To learn more about the AI Data Cloud and how Snowflake, AWS and Accenture help you move AI projects into production faster, check out these resources:

- Watch "The Agentic Enterprise: From Strategy to ROI" webinar
- Watch the "Snowflake Connect: AI Data Cloud" webinar and learn how to build a data strategy to scale enterprise AI and business value
- Learn about the path to production-ready AI agents and how to deploy enterprise-grade agentic AI



Snowflake is the platform for the AI era, making it easy for enterprises to innovate faster and get more value from data. More than 13,300 customers around the globe, including hundreds of the world's largest companies, use Snowflake's AI Data Cloud to build, use and share data, applications and AI. With Snowflake, data and AI are transformative for everyone.

Learn more at **snowflake.com**

(NYSE: SNOW)

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[1] *Based on customer production use cases and proof-of-concept exercises comparing Snowpark Connect versus managed Spark services.*