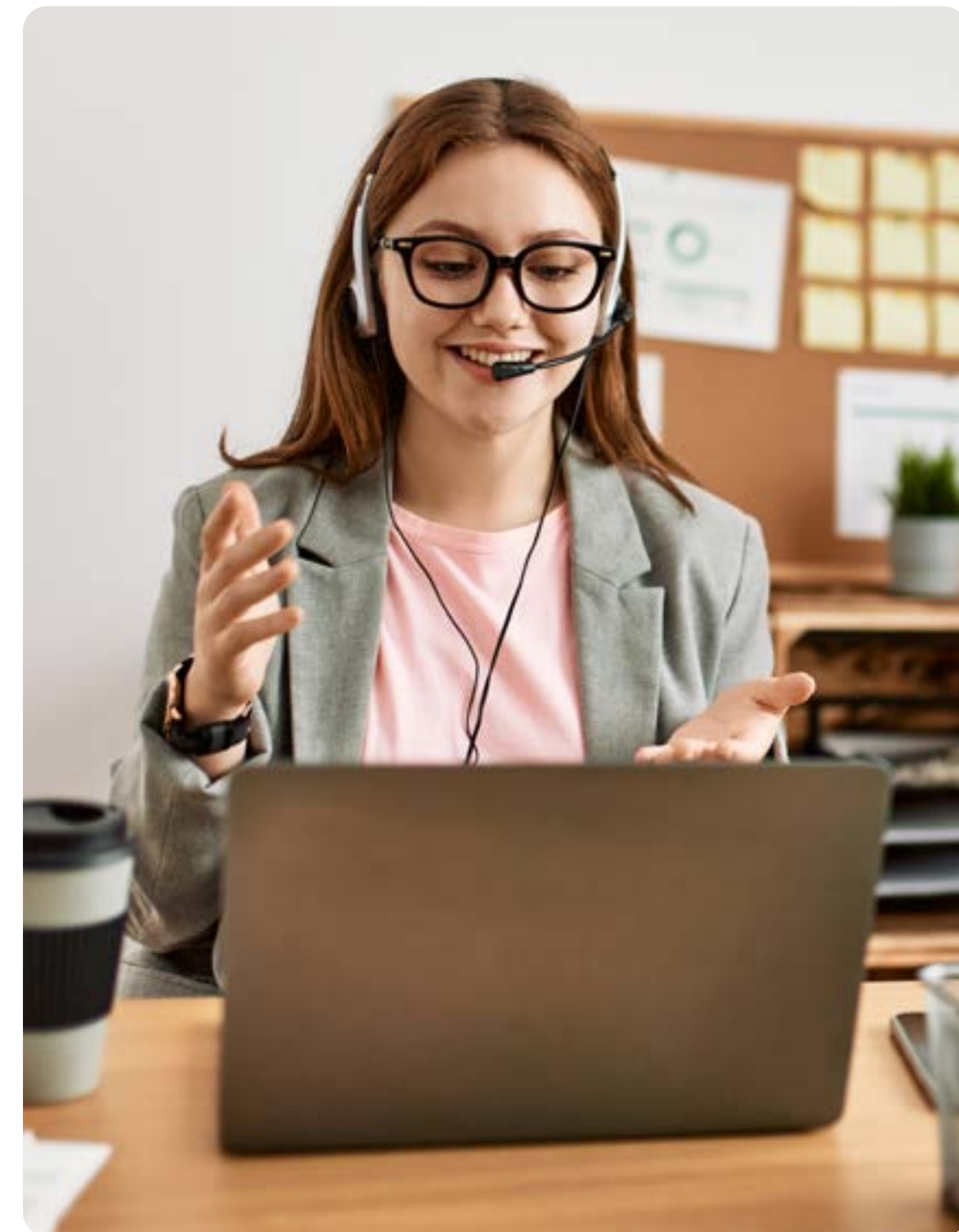


# Data share

Unify your CXone data, stored securely within Snowflake AI Data Cloud, with your broader enterprise data to power AI, analytics, and operational intelligence.



## The fragmented data landscape

Customer interaction data is often fragmented across channels and systems and delayed by complex ETL processes, making it hard to unify CX insights with the rest of the enterprise. These siloes prevent the ability to connect service performance with business outcomes like customer retention, operational efficiency, and revenue growth.

## The NiCE-Snowflake partnership

The NiCE-Snowflake partnership helps organizations maximize the full value of CXone data by enabling seamless, secure data sharing across the front, middle and back office via Snowflake AI Data Cloud. The partnership brings together NiCE CXone's industry-leading CX AI and Snowflake's best-in-class data cloud to help enterprises securely unify customer interaction data, accelerate analytics, and power smarter AI-driven decisions across the business.

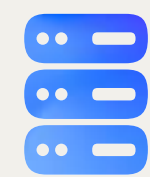
## Put your CX data to work across your enterprise

NiCE Data Share gives your organization direct, secure access to historical interaction data so you can unify CX data with additional enterprise data, accelerate analytics, and power AI-driven decision-making. Built on secure cloud-native data sharing, Data Share eliminates brittle APIs and complex ETL pipelines, helping teams move from delayed reporting to near real-time insight.

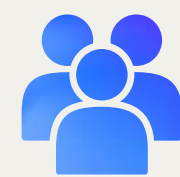
## Secure and Flexible

Snowflake's data cloud provides a secure, read-only sharing architecture through Data Share, meaning data is x. In addition, the flexible architecture supports cross-cloud, cross-region data sharing.

### How Data Share works



Same data powering CXone dashboards feeds the Data Lake – one source of truth



Data is curated and governed by NiCE



Access your data via secure transport layer provided by Snowflake



Query your CXone data immediately – no data movement needed

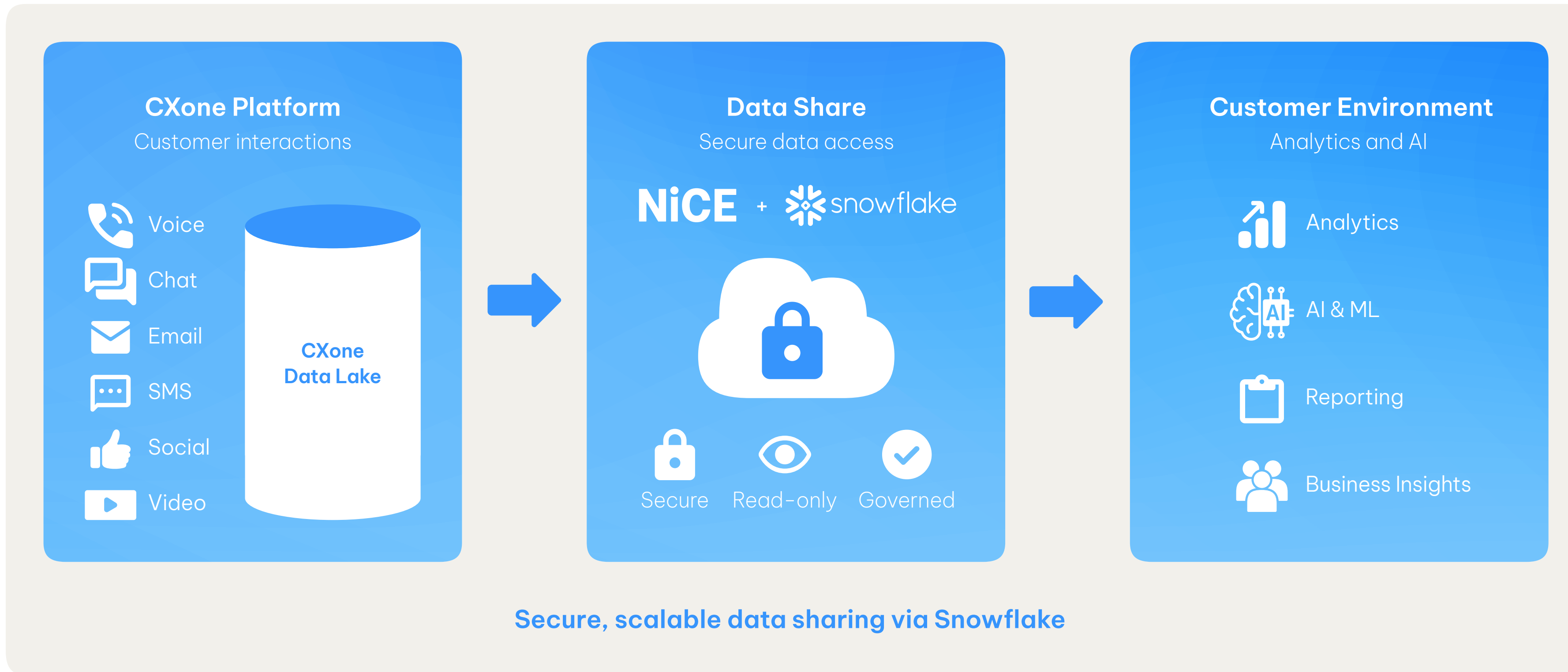


## Features

- **Zero-ETL data sharing:** reduces reliance on APIs and custom pipelines.
- **Direct, secure access to historical CX data:** Snowflake Secure Data Sharing provides read-only access to shared objects
- **Cross-cloud and cross-region sharing:** powers true global collaboration from a shared, trusted data lake.

## Benefits

- Accelerates time-to-insights with near real-time data availability for analysis and decision-making.
- Breaks down data silos by unifying CXone data with CRM, billing, workforce, and operational data.
- Powers AI and automation with structured and unstructured customer interaction data.
- Maintains a single source of truth with strong data governance and security frameworks.
- Supports enterprise initiatives that extend from the front office into middle and back-office workflows.



### Power enterprise AI with CX data

Activate structured and unstructured customer interaction data for advanced analytics and AI use cases, including proactive engagement and more intelligent resolution workflows.

“The NiCE-Snowflake integration allows enterprises to activate customer insights across departments, enhancing the ROI of both AI and data investments while driving agility and consistency in customer interactions.”



## NiCE

### About NiCE

NiCE (NASDAQ: NICE) is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

