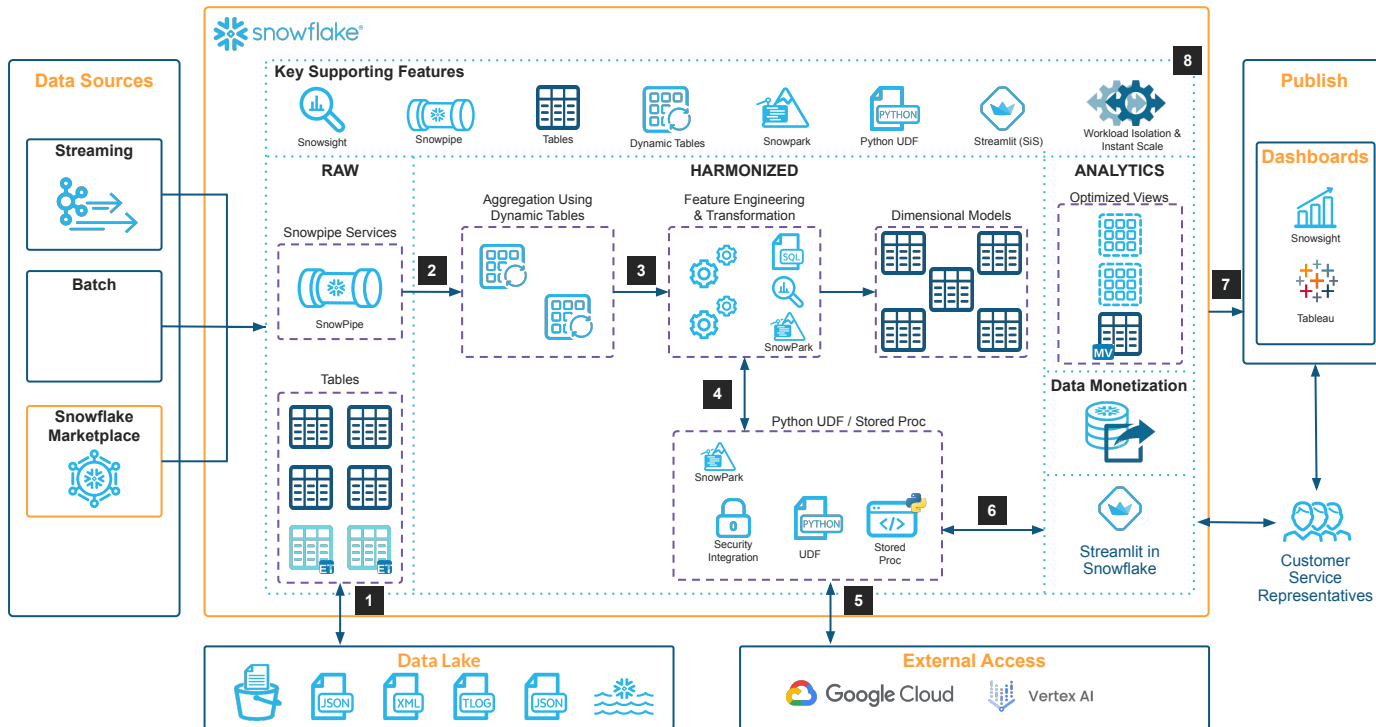


Snowflake & Google Vertex Generative AI

Reference Architecture



Use Case Flow

- 1 Data Lake:** Cloud storage contains website customer review data
- 2 Snowpipe:** Auto ingests data from Data Lake
- 3 Dynamic Tables:** Automatically processes and transforms raw data
- 4 Snowpark:** Python UDFs and Stored Procs use Secure Integration and Secrets for External Access integration
- 5 External Access:** Enables API calls to Google Vertex Generative AI services
- 6 Streamlit in Snowflake:** Customer review SiS app for use by customer service representatives
- 7 Dashboards:** Visual analytics provided by Snowsight and Tableau dashboards
- 8 Key Supporting Functions for Use-case**

