



**AUTOMATION SHOWDOWN:**

# **Snowflake Native Apps vs. Non-Native**

## Executive Summary

In an age where data is the lifeblood of organizations, it's baffling to see companies invest so much into Snowflake, only to turn around and undermine the investment by moving data outside of it. This approach is not just counterproductive; it's become a dangerous standard that introduces unnecessary cost, complexity, and risk.

Data leaders know **nothing good comes from moving data**. That's why the introduction of Snowflake Native Apps is so profound – run your business applications directly within your Data Cloud **without ever moving data**.

[80%](#) of organizations are planning to enhance their workflow automation strategies in the coming years. The industry is poised for a reckoning: Non-native vs. Native.

For those invested in Snowflake, the choice is clear. This report explains why.

## By the Numbers: The Transformative Impact of Snowflake Native Apps

	Native	Non-Native Workflows
Configuration & Deployment	1 Day	3-6 months
Security Review	1 Week	2 months
Governance Set-Up	Instantaneous	1 month
Minimum to Start	None	500 users, \$200k
Implementation Costs	Zero	\$1.5m in internal support costs
Integrations	Zero	Dozens
Ongoing Support	1-2 part-time employees	5-10 full-time employees

## Automation Showdown: Snowflake Native App vs. Non-Native

Process automation is an [increasingly popular](#) topic for organizations looking to boost productivity and performance while cutting costs at the same time. [96% of executives](#) believe that automation is critical to achieving their organization's goals.

But despite being a strategic imperative, significant barriers to deploying automations persist, most attributed to technical challenges like process fragmentation, long, expensive implementations, and challenges with [integrations](#).

It makes sense. Enterprise workflows are complex: A single process can include dozens of individual tasks, stakeholders, and endpoints across different systems. As a result, legacy workflow automation solutions were built to mirror that complexity.

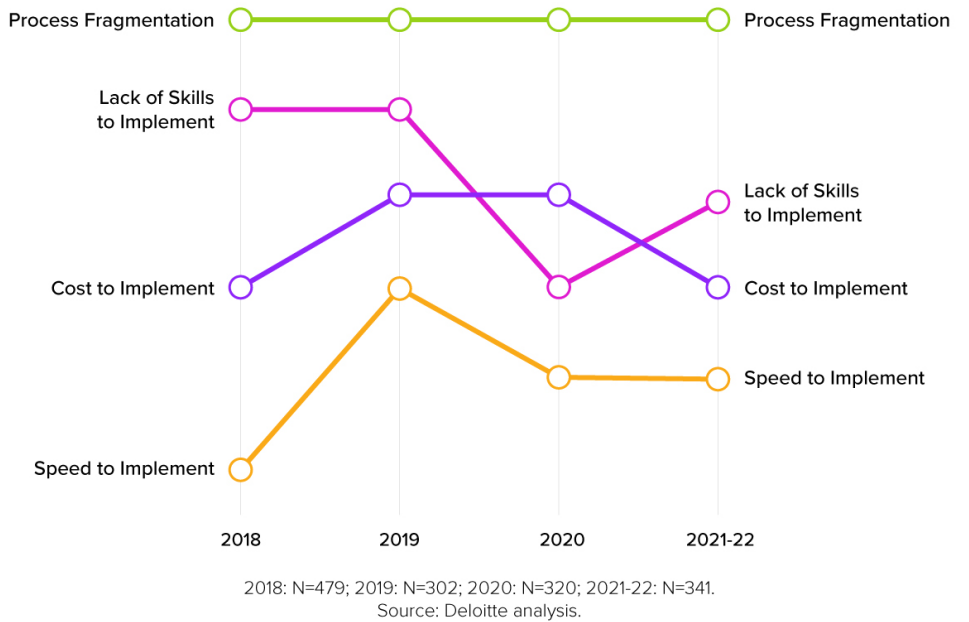
Turns out imitation isn't always flattering.

These solutions were built to leverage an intricate system of data connectors, integration layers, and APIs to move data from source systems to their own environment, where workflows are built and executed. The problem is that moving data introduces its own set of problems.

The Snowflake Data Cloud and its ecosystem solved these challenges by eliminating the complexity of managing large-scale applications and data pipelines. But instead of fully embracing this vision, most workflow automation applications continue to operate outside the Snowflake ecosystem.

Fortunately, a new type of workflow app built natively in Snowflake is emerging to challenge the status quo of legacy, non-native workflows. This guide will evaluate the differences between these solutions based on the following criteria: Time to Value, Cost of Ownership, and Data Governance and Security.

## Barriers to Scaling Intelligent Automation



[Deloitte Analysis: Top barriers to scaling intelligent automation.](#)

## The Case for Snowflake Native Apps

Moving data outside of Snowflake to power **non-native applications** is counterproductive, almost paradoxical. Despite the time and effort put into centralizing data in Snowflake to make it more accessible, non-native applications create new siloes with fragmented data, introducing unnecessary complexity, costs, and risks.

**Snowflake Native Apps**, on the other hand, bring workloads to your data, allowing customers to discover and install applications with a few clicks – or build their own. These apps are inherently safer, more cost-effective, and more performant than non-native applications for one reason: data is never moved from Snowflake.

## Cost of Ownership

Moving data between systems gets expensive fast, requiring large technical teams to build and maintain an infrastructure of integrations, ETL, and middleware environments. Additionally, the very act of moving data requires compute, adding more costs over time.

This is where the benefits of never moving data compound quickly. And in the case of native applications, the benefits start at the moment of discovery. Snowflake Native Apps can be purchased and installed directly from the [Snowflake Marketplace](#), eliminating lengthy vendor procurement processes almost entirely.

That means that Snowflake native workflows are faster and cheaper to deploy than non-native workflows because they don't require lengthy implementations or ongoing maintenance. They only require read-only access to data tables to allow users to configure process automations, making them faster and more scalable by default. Simply grant access to Snowflake and go live in seconds.

## Non-Native Workflows

- Significant set-up required
- Data transfer expenses moving data back and forth from Snowflake

## Snowflake Native Workflows

- Instant go-live
- Zero managed services or Implementation fees
- Zero wasted license fees with consumption-based pricing

## Time to Value

Workflow automation tools exist to streamline repetitive tasks, create efficiencies, and boost productivity, for technical and non-technical teams alike. So the ability of relevant stakeholders to easily use and administer these solutions and build workflows quickly cannot be overstated – but it's often oversold.

One example is the low-code interfaces of non-native workflow solutions that promise to be easy to configure and administer. But in reality, they typically require significant up-front preparation and support from technical teams. This results in workflows and processes that are locked behind proprietary [languages or tooling](#), where only technical individuals can access them for future use.

Snowflake native workflows, on the other hand, are designed from the ground up to enable technical and non-technical users to quickly get started.

For example, business users can access a template library of pre-built workflows across a variety of popular use cases in inventory management, risk management, software license management, and more! If an application doesn't exist, users can quickly build their own workflows in a fully drag-and-drop, no-code interface. And because data never moves, teammates can access and build upon each other's workflows.

The best part is that, unlike legacy systems which struggle to show tangible results, Snowflake native workflows contain built-in metrics that quantify the business value of each automation.

## Non-Native Workflows

- "Low-code" solutions with complicated and confusing user interfaces
- Significant technical effort for upfront set-up
- Continued technical support for updates and modifications

## Snowflake Native Workflows

- Intuitive, user-friendly interface
- True no-code interface
- Expansive library of pre-built workflows

## Data Governance and Security

Your business is at risk anytime you move data. Period.

Snowflake applications benefit from role-based controls that allow administrators to determine what tasks the app can perform and the data it can perform on. For example, in the case of Snowflake native, workflows require view-only permissions for Snowflake data and never have direct access.

It's a seamless process that maintains governance without sacrificing speed.

No matter how you slice it, non-native apps are inherently insecure and undermine data governance initiatives by moving data outside Snowflake.

## Non-Native Workflows

- Moving data creates data silos with separate governance controls
- Require integrations and connectors that offer more endpoints for vulnerabilities

## Snowflake Native Workflows

- Auto-inherit Snowflake security model and data governance policies.
- Organizations can't access your data, only apps can
- Complete transparency at all times

## All Data, All Workloads, and Now, All Workflows, too.

More than [80%](#) of organizations plan to increase their investment in workflow automation solutions in the coming years. Yet, with so many similar options out there, picking the best one isn't straightforward.

Here's a quick way to narrow it down: Are you using Snowflake? If you are, workflows designed specifically for Snowflake are more affordable, quicker, and safer.

Enter Elementum, the only workflow platform built natively with Snowflake. Elementum's [Data Driven Workflows](#) transform static Snowflake data into dynamic workflow automations.

- **Proactive Data Mining.** Data Driven Workflows continuously mine Snowflake data to identify patterns, relationships, thresholds, SLAs, and anomalies, which trigger automations.
- **No-Code Workflow Builder.** Speed up execution with real-time, data-based actions, by automatically assigning and escalating tasks, generating notifications, and initiating approval chains. Achieve end-to-end automation with API-out commends to systems like SAP, Oracle, and Salesforce.
- **Comprehensive App Marketplace.** Users can choose from a library of over 50 pre-built workflow templates for popular use cases like vendor onboarding, inventory management, software license management, new product introduction, risk management, and more.
- **Built-in ROI Calculators.** Quantify the ROI for each workflow and showcase the savings from each automation

All of this, of course, without moving data. Simply grant Elementum user access to Snowflake, choose the tables you want to join for your applications and start building workflows in minutes.

Ready to get started? Go to [www.elementum.com](http://www.elementum.com) to request a demo today, or email us at [info@elementum.com](mailto:info@elementum.com).



*Elementum empowers our customers to leverage cutting-edge technologies on Snowflake's unified platform. We're thrilled to facilitate workflow creation, alerts, and automation using Elementum on Snowflake's Data Cloud."*

- Rosemary DeAragon  
Global Head of Industry, Retail & CPG at Snowflake



Elementum is the future of business automation, delivering secure, rapidly deployable, and fully customizable no-code workflows natively within Snowflake. By harnessing the power of your data, Elementum eliminates manual processes, paving the way for faster execution, fewer errors, and superior decision-making, all done directly within Snowflake without ever moving your data. Make Elementum your partner for driving efficiency across all critical business operations.