HUMAN | **snowflake**

Direct integration for Human customers to query and analyze their HUMAN data within Snowflake

Ensuring data is fresh, easily accessible and readily actionable with other data sources, can be time-consuming and expensive. Data ingestion and storage costs are incurred to access data via APIs, cloud buckets, SFTP or other data marketplaces. This integration allows HUMAN customers to query and get value immediately within Snowflake without the cost and time.

Time and engineering resources are needed to set up initial load of data, construct data pipelines to receive updated data and conduct regular maintenance. This results in increased implementation costs and delayed time-to-value. HUMAN customers can avoid all of this, directly ingesting their HUMAN data into their Snowflake environment.

Snowflake Data Marketplace

The Snowflake Data Marketplace is a product within the Snowflake platform enabling users to browse, request, and receive access to datasets offered by third-party data providers, such as HUMAN. Today, more than 100 providers list and deliver products via the Snowflake Data Marketplace.

Why HUMAN and Snowflake

Snowflake and HUMAN partnered to eliminate friction in accessing and analyzing data from disparate silos for mutual customers. Having HUMAN content available on-platform in Snowflake means users can ask more questions of data and get the answers they need, when they need them, without limitations on data availability, freshness, or engineering bandwidth. The Snowflake and HUMAN partnership means that our mutual customers can get value from their data faster, easier and with lower financial and human capital than ever before.
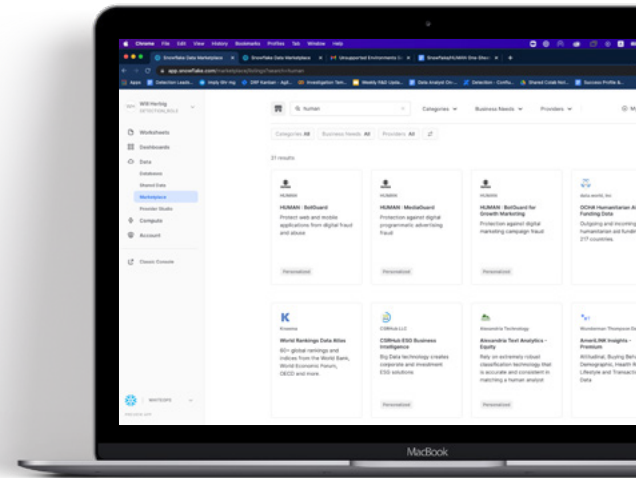
MediaGuard

Provides advertisers with robust detection and prevention capabilities to verify the humanity of advertising efforts across all channels. MediaGuard helps advertisers ensure that only real humans interact with their advertising.

BotGuard for Growth Marketing

Detects automated engagement in digital marketing and automatically prevents invalid traffic from entering ad targeting systems, CRM and downstream marketing systems to lower costs and boost marketing performance. BotGuard detects invalid site traffic in real-time without impacting page load times or user privacy.

BotGuard

Protects web and mobile applications from bots and automated attacks. BotGuard is able to detect and block today's sophisticated bots with unparallelled accuracy to ensure that only real humans interact with your applications.

HUMAN **"leads the pack with robust threat intelligence, attack detection, and vision"** among the 13 most significant emerging Bot Management solution providers.

The Forrester New Wave: Bot Management, Q1 2020

Benefits

Reduce Data Costs
Eliminate need for time and resource investments to establish and maintain data pipeline

Access Data Quickly
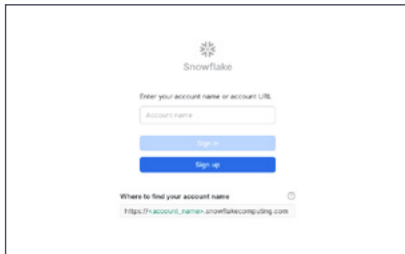Immediately access your data directly within your Snowflake environment

Increase Data Efficiency
Seemlessly utilize HUMAN data with your existing Snowflake data sources
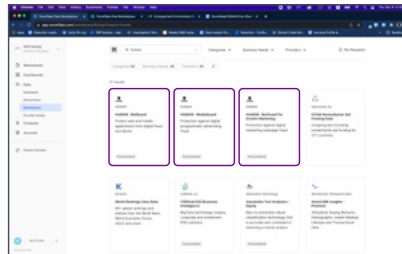
Improve Data ROI
With reduced time-to-value and more actionability makes your data more powerful
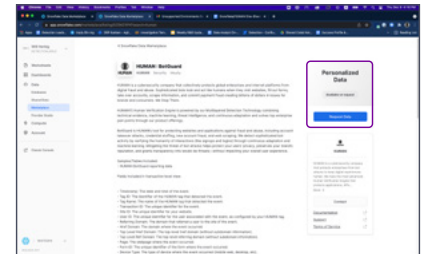
Easy to Get Started Leveraging Snowflake and HUMAN

Log into your Snowflake UI as ACCOUNTADMIN

Navigate to HUMAN's tiles in Snowflake Data Marketplace

Request access to the datasets

The HUMAN and Snowflake Data Marketplace Advantage

Easy Deployment and Integration
- Access via data provisioning request within Snowflake
- Reduce need for costly integration and maintenance to access and refresh data
- Deploy without needing engineering support or wasting time

Quick and Efficient Utilization of Data
- Immediately access and query HUMAN data in your Snowflake environment
- Integrate into deeper analyses, business dashboards and automated processes
- Seamless user experience for all levels as compared to other platforms

The Most Effective Bot Detection Methodology
- Powered by the Human Verification Engine™, HUMAN delivers industry-leading accuracy and low user friction in "human or not" decisions
- HUMAN verifies the humanity of 10 Trillion interaction per week, harnessing internet scale, visibility and a decade of experience to protect clients, including the largest internet platforms
- Satori Threat Intelligence and Research Team proactively identifies and reverse engineers new threats to continuously update detection techniques with new indicators against emerging threats

About HUMAN

HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. We have the most advanced Human Verification Engine that protects applications, APIs and digital media from bot attacks, preventing losses and improving the digital experience for real humans. Today we verify the humanity of more than 10 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who's Real, visit **www.humansecurity.com.**