

— A HOW-TO GUIDE FOR SNOWFLAKE CUSTOMERS

# From business intelligence to process intelligence

Same Snowflake data, analysed where it lives. A live map of how your business runs — and of the AI agents now working inside it.

## **Mature, don't migrate**

Move from “what happened” to “how and why it happened” using the data you already report on.

## **Your data stays put**

QPR ProcessAnalyzer runs as a native app inside your own Snowflake account, designed so data need not be extracted or replicated.

## **Mine AI agents to control them**

Map agent activity alongside ERP transactions and govern AI with your real process.

**Featuring QPR ProcessAnalyzer, native app on Snowflake Marketplace**

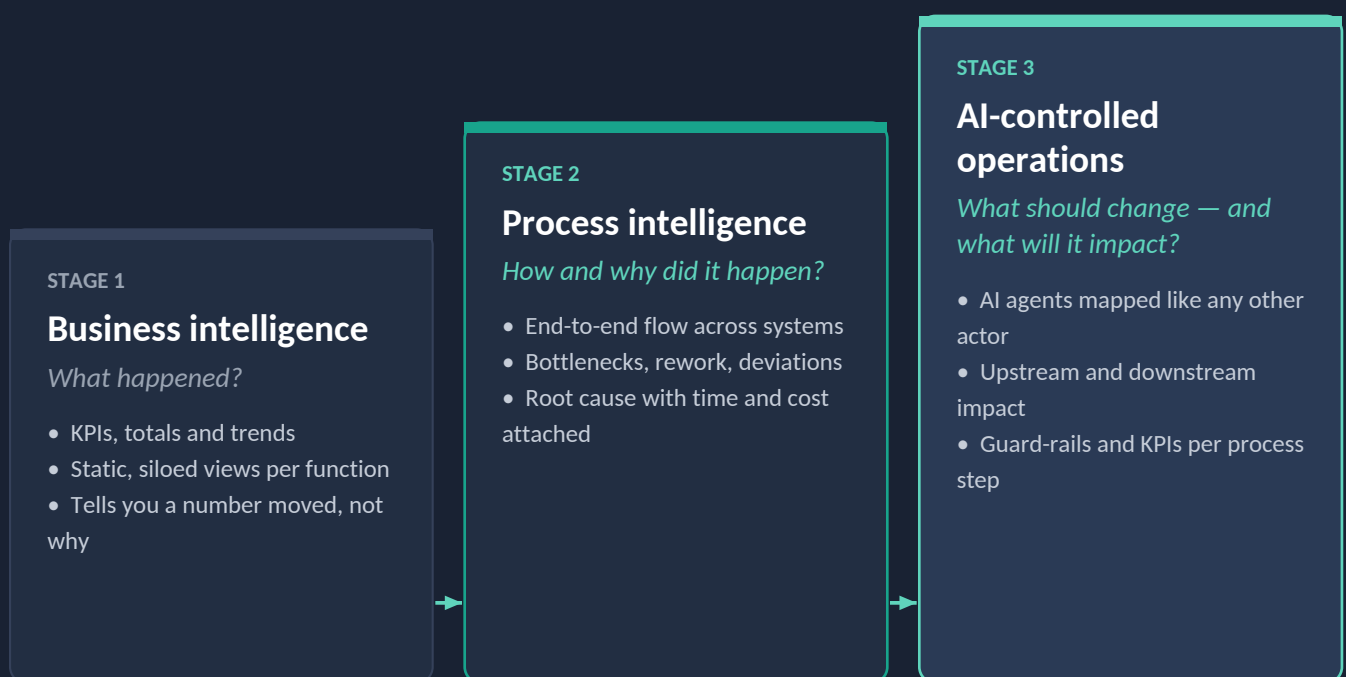
Available to purchase through Snowflake MCD for eligible companies

Prepared by TOCH Consulting, official UK partner of QPR · October 2026 · [gary.chitan@tochconsulting.co.uk](mailto:gary.chitan@tochconsulting.co.uk)

FROM REPORTING TO RUNNING THE BUSINESS

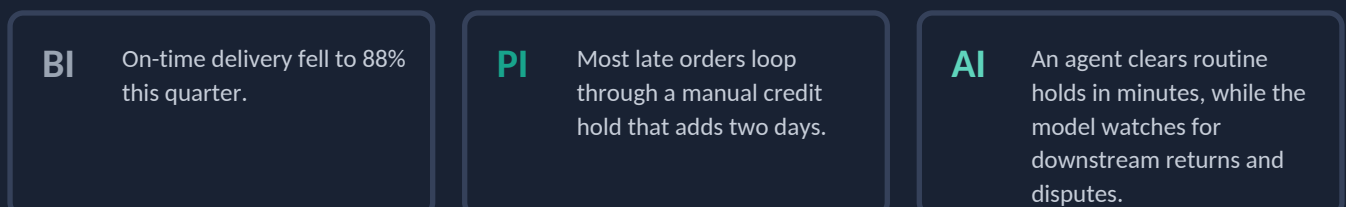
# Your Snowflake data can answer far bigger questions than your dashboards ask

Most Snowflake customers use their data for **business intelligence**: reports and dashboards that show what happened. The same tables already hold every order, invoice, ticket and approval — each with an ID and a timestamp. That is exactly the event data **process intelligence** needs. Maturing is not a new data project; it is a new way of reading the data you already own.



SAME SNOWFLAKE DATA AT EVERY STAGE • NOTHING COPIED, NOTHING RE-PLATFORMED

ONE KPI, THREE STAGES (ILLUSTRATIVE)



## Why maturity matters now

AI agents are being deployed into processes most organisations have never actually measured. Without stage 2, there is no baseline to judge an agent against. Without stage 3, nobody sees the rework, delays or exceptions an agent creates two steps downstream. Process intelligence is the bridge between the data you report on and the AI you want to trust.

## THE HIDDEN COST OF COPYING YOUR DATA

# Why pay to move data you have already paid to consolidate?

Some process mining platforms require your data to be extracted and replicated into their own environment before analysis can start. Where that is the case, a Snowflake customer may need new pipelines, may pay to store and process the same data twice, and must govern a copy that sits outside Snowflake. QPR ProcessAnalyzer takes a different approach: as described by QPR, it runs as a native app **inside your own Snowflake account**, so the analysis comes to the data.

|                       | PLATFORMS THAT REQUIRE REPLICATION                     | QPR PROCESSANALYZER IN SNOWFLAKE                   |
|-----------------------|--------------------------------------------------------|----------------------------------------------------|
| Where your data lives | Extracted and replicated into the vendor's environment | Remains in your Snowflake account                  |
| Pipelines             | Typically new connectors or ETL to build and maintain  | Views over tables you already have                 |
| Security & governance | A second copy to secure under a separate model         | Snowflake access controls, policies and audit      |
| Freshness             | As current as the most recent replication              | As current as your Snowflake data                  |
| Storage & compute     | May add storage and processing costs elsewhere         | Runs on the platform you already use               |
| Procurement           | Usually a separate vendor contract                     | Snowflake Marketplace; payable via MCD if eligible |
| AI agent activity     | Another data feed to export and replicate              | Analysed in place, alongside transactions          |

Comparison of general deployment approaches as at October 2026. Capabilities vary by vendor and change over time; QPR ProcessAnalyzer characteristics are as described by QPR Software.

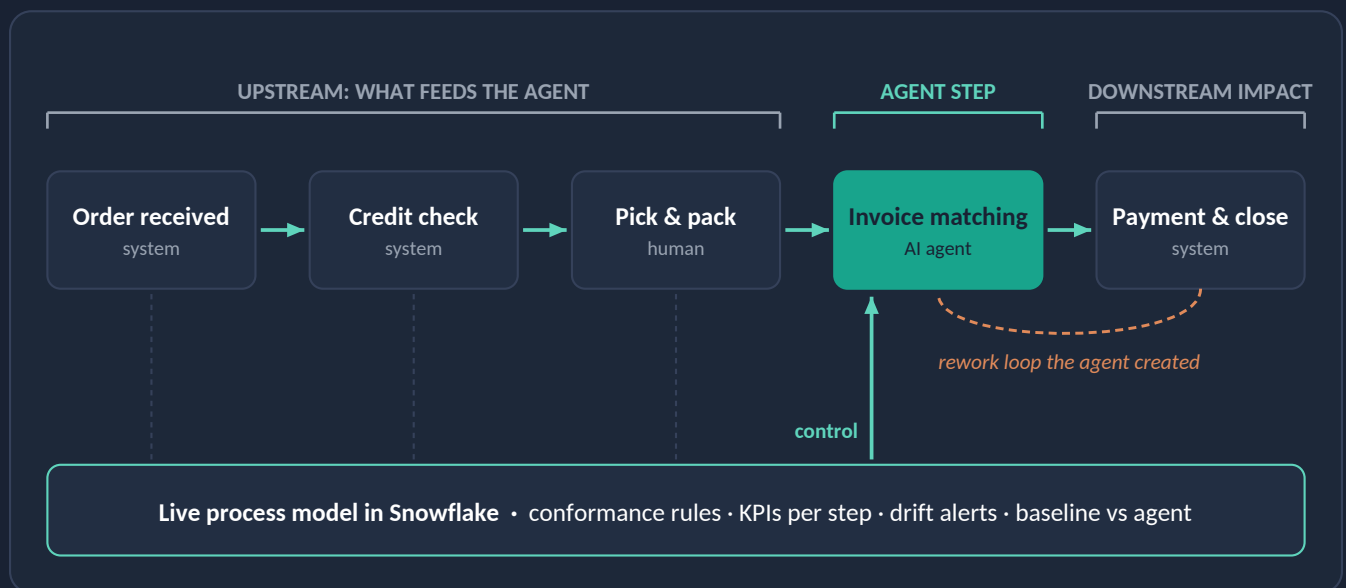
## FIVE QUESTIONS TO ASK ANY PROCESS MINING VENDOR

- 1 Does our data have to leave Snowflake before you can analyse it?
- 2 If a second copy is needed, who pays to store and process it — and who secures it?
- 3 How old is the data your AI recommendations are based on?
- 4 Can we buy you from our existing Snowflake commitment?
- 5 Can you mine our AI agents' activity alongside ERP transactions — without another export?

MINE YOUR AI AGENTS TO CONTROL YOUR AI AGENTS

# Treat every AI agent as a process participant you can see, measure and govern

AI agents now approve credit, triage tickets, match invoices and re-plan deliveries. Each action leaves an event in your logs, just like a human or system step. Where agent actions are logged as events in Snowflake, QPR ProcessAnalyzer can map **AI agent activity and transactional data together**, so your measured process becomes the control layer for AI.



## Observe

Every agent action becomes an event, mapped next to human and system steps in one model.

## Assess impact

See what feeds an agent upstream and what it changes downstream: rework, delays, exceptions.

## Control

Set conformance rules and KPIs per step. Catch drift and deviations before customers do.

## Optimise

Compare agent paths with the human baseline and decide where AI earns more scope — or less.

## Questions agent mining answers

- Is the agent following the approved path, or improvising?
- Did automated matches raise downstream credit notes, disputes or late payments?
- Where does the agent hand work back to people — and how long does it then wait?
- Is the agent faster and cheaper than the human baseline, case for case?
- Which steps are ready for an agent, and which would just automate a broken process?

## STEP BY STEP

# How to mature from BI to process intelligence on your Snowflake data

A practical path from dashboards to a governed, AI-ready view of how work really flows. TOCH can run any or all of these steps with you.

## 1 Start from a KPI your BI already tracks

Late deliveries, days sales outstanding, invoice cycle time. Pick one process where the number moves but nobody can say why.

## 2 Find the event data behind the dashboard

The tables feeding that KPI already hold a case ID, an activity and a timestamp. Add AI agent and automation logs wherever agents act on the process.

## 3 Install QPR ProcessAnalyzer from Snowflake Marketplace

A native app that runs in your own account, so there is no need to extract or replicate data or add infrastructure. Start with the 30-day free trial; eligible companies can purchase through MCD.

## 4 Model the event log as views in Snowflake

Shape existing tables into an event log without copying them. The model refreshes as your Snowflake data refreshes, under the same governance.

## 5 Discover how and why, with cost attached

See every variant, rework loop, bottleneck and deviation across human, system and AI agent steps, with time and cost on each.

## 6 Put your AI agents under process control

Use the map to decide where agents belong, assess upstream and downstream impact, set guard-rails and KPIs, and monitor against the baseline.

**Real-world speed:** QPR reports that one of its customers analysed a process in two to three hours that previously took three weeks. Results vary by organisation.

## SNOWFLAKE MARKETPLACE CAPACITY DRAWDOWN (MCD)

# Eligible companies can buy QPR ProcessAnalyzer through MCD

Under Snowflake's **Marketplace Capacity Drawdown (MCD)** programme, part of your committed Snowflake capacity is set aside for Snowflake Marketplace purchases, with billing centralised through Snowflake. QPR ProcessAnalyzer can be purchased this way. For eligible companies, that means process intelligence and AI agent mining funded from a Snowflake commitment you have already made — not a new budget line and not a new vendor onboarding.

### Who is eligible

- Companies with a **committed capacity contract** with Snowflake
- Billing location in a region where MCD is available
- Enrolled in the MCD programme (your Snowflake Account Executive handles enrolment)
- Eligible listings show a **Pay with MCD** option on the purchase page

### Why it matters

- Use committed Snowflake spend productively
- No separate contract, no second platform bill
- One platform, one bill, one governance model
- Faster from business case to first insight

## HOW TO BUY THROUGH MCD

### 1 Check your contract

Confirm with your Snowflake Account Executive that you hold committed capacity and are, or can become, enrolled in MCD.

### 2 Start with the free trial

Install QPR ProcessAnalyzer from Snowflake Marketplace and trial it for 30 days on one process.

### 3 Prove the value with TOCH

Analyse your own data with TOCH to quantify findings in money and time, including AI agent impact.

### 4 Purchase with MCD

Select **Pay with MCD** on the Marketplace listing and draw down against your commitment.

MCD terms, eligibility and regional availability are set by Snowflake and may change; confirm details with your Snowflake Account Executive.

## WHY YOU NEED TOCH CONSULTING

# The software shows you the process. TOCH makes sure something changes.

Process intelligence projects rarely fail on technology. They stall when insight has no owner, when the analysis answers questions nobody asked, or when AI is pointed at a process nobody has measured. TOCH closes that gap between a live process map and a measurable business result.

|                | SOFTWARE ON ITS OWN                               | SOFTWARE + TOCH                                              |
|----------------|---------------------------------------------------|--------------------------------------------------------------|
| Starting point | Connect data, then look for something interesting | Start from a KPI and a business question that matter         |
| Insight        | Dashboards that few people open after launch      | Findings with an owner, a value and an action                |
| AI decisions   | Automate whatever looks slow                      | Agents placed where the process proves they pay back         |
| AI governance  | Agents run unmonitored once live                  | Agent behaviour mined against the baseline, with guard-rails |
| Business case  | Benefits assumed in the sales cycle               | Value quantified in time and money from your own data        |

## WHAT TOCH BRINGS

### Process mining specialists

Process intelligence is our core discipline, not a side line of a broader IT practice.

### Official UK partner of QPR

Direct access to the QPR product and technical teams, and deep knowledge of ProcessAnalyzer on Snowflake.

### Business first

We start from your KPIs and decisions, and translate findings into business cases the board understands.

### AI agent governance

We use agent mining to decide where AI belongs and to keep it under control once it is live.

### Snowflake-native approach

We build on the data you already own in Snowflake, avoiding unnecessary copies and new pipelines.

### Senior and hands-on

A founder-led team: the people who scope the work are the people who do the analysis.

**A clear division of roles.** QPR provides the platform and technical setup inside your Snowflake account. TOCH provides the analysis, business context and change support that turn a process map into results.

## TOCH CONSULTING OFFERINGS

# Not another AI tool — the expertise to turn your data into decisions

Engage TOCH for a single step or the whole journey, from assessing where you are today to keeping processes and AI agents under continuous control.

## BI-to-PI maturity assessment

Where you sit today, what your existing Snowflake data can already support, and the shortest path to process intelligence.

## AI agent mining & control

Map agent activity alongside transactions, model upstream and downstream impact, and define guard-rails and KPIs per step.

## Snowflake event-data readiness

Shape the data already in Snowflake into a reliable event log, without copying it to another platform.

## Process discovery & optimisation

Root-cause analysis of bottlenecks, rework and compliance gaps, turned into business cases the board understands.

## MCD purchase & adoption support

From free trial to Marketplace purchase, so the investment can flow through your existing Snowflake commitment.

## Continuous process intelligence

Ongoing monitoring and regular value reviews to keep processes — and the agents inside them — on track.

## Contact TOCH for details

Book a no-obligation conversation to see your own Snowflake data as a live process map, including your AI agents, and find out whether MCD can fund it.

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