



FROM LEGACY SYSTEMS TO LEADING INSIGHTS

Leveraging Intelligent Migration for Effective Use Cases

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Executive Summary

Data is the cornerstone of strategic decisions and innovation in today's business landscape. Migrating to Snowflake, an advanced cloud-based data platform, represents not just a shift but a transformative leap. Snowflake liberates businesses from the limitations of traditional data warehousing, offering unparalleled scalability, performance, and integration capabilities. By consolidating various data sources into Snowflake, organizations unlock a treasure trove of valuable insights that enable real-time analytics and drive tangible improvements in business outcomes.

The innovation of AI capabilities within Snowflake opens a world of opportunities for innovation and growth. These cutting-edge features amplify the potential of data-driven insights by automating data analysis and decision-making processes, enabling advanced predictive analytics and intelligent recommendations. The latest enhancements, such as the Snowflake AI Data Cloud, further simplify AI adoption by building powerful AI tools directly into the platform to drive collaboration, data app building, and power diverse workloads. Partnerships with organizations such as NVIDIA highlight Snowflake's commitment to democratizing AI, while native applications and data scientist notebooks streamline workflows and enhance data security. Adopting Snowflake with its robust AI capabilities signifies a strategic transformation to future-proof operations, positioning organizations at the forefront of the AI-powered, data-driven economy.

To take full advantage of Snowflake's new capabilities and harness AI's transformative power, migrating your most important data into Snowflake is essential. This move will bring applications and AI directly to your data, unlocking unprecedented innovation and strategic growth opportunities. The future belongs to those who embrace the Snowflake AI Data Cloud—a leap that sparks new ideas and possibilities, paving the way for a revolutionary approach to data-driven leadership.



Ensuring Trustworthy Data

To successfully migrate data into Snowflake, it's crucial to intelligently identify the correct data to migrate and ensure it is well-prepared for use within the Snowflake AI Data Cloud. This preparation process involves employing data forensics to identify and verify the accuracy and usage of the data, which are critical components. By understanding who is using the data, what they are doing with it, and whether it is trusted and compliant, organizations can accelerate adoption and ensure accountability, security, and usability within Snowflake.

The Challenge of Visibility

A significant challenge in data migration is the lack of clear visibility into the data before migration. Identifying and managing the data becomes problematic without a clear vision, leading to inefficiencies and potential issues post-migration. Identifying and managing data before migration is essential to ensure an efficient and timely migration process while maintaining trust with customers and stakeholders.

The Importance of Reliable Data

The goal is to move swiftly and create a competitive advantage through AI use cases, but this requires trust in the data. Here are some industry-specific examples:

- **Manufacturing:** Predictive maintenance models rely on accurate sensor data to preempt equipment failures, minimizing downtime and saving costs.
- **Financial Service:** AI-driven fraud detection systems need reliable transaction data to effectively identify fraudulent activities and protect the institution and its customers.
- **Retail:** AI-powered personalized marketing campaigns demand trustworthy customer data to tailor offers, drive engagement, and boost sales.

Each of these examples underscores the necessity of dependable data to harness AI's full potential in driving business success. Ensuring that data is accurate, timely, and compliant not only facilitates smooth migration to the Snowflake platform but also builds a solid foundation for advanced AI applications.



Strategic Adoption

Once the data is migrated to Snowflake, adopting Snowflake is crucial for modernizing an organization's data infrastructure and improving data performance and accessibility. Effective change management ensures all stakeholders are aligned, well-informed, and monitored using data-driven KPIs to provide complete and governed adoption after migration.

Organizations can promote a culture of flexibility and continuous learning to facilitate a smoother transition, reduce resistance, and increase user acceptance. This ensures that users are comfortable and skilled with the new system, leading to better business outcomes through more efficient data management and faster access to actionable insights.

Prioritized Data for Adoption

During a migration, a well-planned and organized migration strategy is essential. It should prioritize critical data and involve a thorough understanding of all data sources and their relationships. This is crucial to drive adoption and overcome the challenges posed by data scattered across multiple systems or locations. Poor planning and execution of a migration can damage the organization's reputation and erode customer trust. Therefore, a meticulous approach to migration is vital to ensure successful consolidation and seamless integration into Snowflake.

Driving Long-Term Success

Regular data updates are essential for long-term success, ensuring data freshness and trust over time. This approach includes:

- Removing outdated and unused data: Simplifying operations by eliminating cumbersome legacy systems.
- Making the organization more agile and responsive: Fully harnessing Snowflake's potential for strategic advantage.

Continuous Improvement

After migrating and adopting the new data in Snowflake, it is important to continuously monitor and optimize your Snowflake environment. Continuous improvement post-migration allows for greater flexibility and scalability, ensuring that your data environment remains optimized and efficient, ready for innovative use cases.

With Snowflake's strong ability to handle large data volumes in real-time, organizations can continuously collect and analyze new data sets. This process allows them to make better-informed decisions based on the most current and relevant data.

Key Benefits

- **Real-Time Data Handling:** Snowflake's capability to manage large data volumes in real-time ensures that you always work with up-to-date information.
- **Better Decision-Making:** Organizations can make more informed decisions by continuously collecting and analyzing new data sets, leveraging the most used and up-to-date data.

Overcoming Compatibility Challenges

A significant challenge during migration is ensuring compatibility between old and new systems. Overcoming these compatibility issues is crucial as it drives better adoption of Snowflake and enhances operational efficiency. Ensuring that data from legacy systems integrates smoothly with Snowflake can lead to more streamlined processes and optimized data management.

Scalability and Flexibility

Snowflake's cloud-native architecture enables automatic scaling. As your data and analytics requirements expand, the platform can accommodate the increased demand without interruptions. This scalability ensures that your data environment can grow seamlessly with your organizational needs.

Identifying and Optimizing Data for Business Objectives

By identifying critical data and continuously optimizing and keeping it fresh, organizations can better achieve their business objectives. Fresh, relevant data supports more accurate analytics and reporting, improving strategic decision-making and operational efficiency.

Staying Ahead of the Competition

Continuous monitoring, optimization, and promoting repeatable user adoption of your data post-migration can help organizations stay ahead of the competition. This approach ensures that you get the most out of your data, maintaining a competitive edge and driving business success.

Organizations can ensure their Snowflake environment is continually optimized, efficient, and ready to support innovative use cases and growing data demands by focusing on continuous improvement, overcoming compatibility challenges, and keeping data fresh.

Snowflake AI Data Cloud Use Cases

Migrating off legacy systems onto the Snowflake AI Data Cloud platform unlocks many opportunities to utilize Generative AI (GenAI) for innovative and impactful use cases, such as:



Retail

- **Customer Sentiment Analysis:** Use customer sentiment data to guide marketing decisions.
- **Recommendation Engines:** Build personalized product recommendations by combining purchase histories and external data.



Manufacturing

- **Quality Control:** Improve processes by analyzing quality inspection reports.
- **Root-Cause Analysis:** Identify the causes of sensor and machine errors.

Media & Marketing

- **Ad Campaign Optimization:** Optimize ad campaigns in real-time.
- **Vendor Performance:** Identify vendors meeting key performance indicators (KPIs).
- **Budget Reallocation:** Adjust budgets based on performance metrics.



Financial Service

- **Fraud Detection:** Analyze insurance claim documents to identify fraud.
- **Portfolio Insights:** Provide wealth advisors with actionable insights based on customer portfolio data.



Healthcare

- **Documentation Reduction:** Minimize documentation while enhancing lab and site operations.
- **Research Acceleration:** Speed up medical research and drug discovery.



Public Sector

- **Fraud Prevention:** Detects fraud and reduces waste.
- **Program Effectiveness:** Evaluate the success of government programs.

How Peak Performance Can Help

Snowflake Native App Peak Performance, powered by Snowflake and powered with the Data Intelligence of Alation helps boosts enterprise visibility by accelerating migrations, optimizing Snowflake performance, and driving trusted data adoption.

Ensuring Trustworthy Data: Peak Performance provides comprehensive data intelligence, enabling organizations to gain visibility into all connected data sources and databases. This ensures that the correct and relevant data is identified and prepared for migration, supporting data forensics efforts to verify data accuracy, trustworthiness, and compliance.

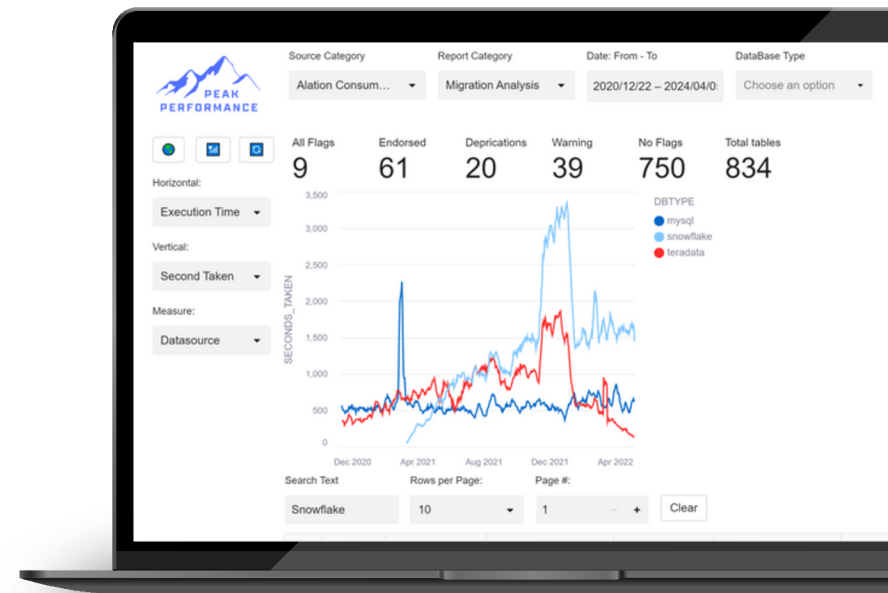
Overcoming Visibility Challenges: The app offers enterprise-wide visibility into the health, cost, and performance of the Snowflake environment. This holistic view facilitates better identification and management of data before migration, reducing inefficiencies and potential issues post-migration.

Compatibility between Systems: Peak Performance tracks migration progress and monitors performance metrics to ensure compatibility between legacy systems and Snowflake. It identifies and resolves integration issues, enhancing operational efficiency and ensuring smooth data transition. Advanced analytics on CPU usage, execution times, and query performance further optimize data operations.

Prioritizing Data: By delivering detailed insights into data usage, Peak Performance helps prioritize critical data during migration. It helps organizations plan and organize migration strategies effectively, ensuring a thorough understanding of all data sources and their relationships, thus minimizing risks and maintaining customer trust.

Continuous Improvement: Post-migration, Peak Performance ensures continuous monitoring and optimization of the Snowflake environment. The app tracks data freshness, optimizes credit consumption, and improves storage and query efficiencies, keeping the data environment scalable and flexible. It also promotes ongoing user adoption and operational efficiency through user and query analytics.

Incorporating Peak Performance into your Snowflake environment addresses these challenges comprehensively, unlocking the full potential of your data investments, driving sustained competitive advantage, and achieving long-term business success. For more information, visit the Snowflake Marketplace and check out [Peak Performance](#).





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