feuji

WHY DO ENTERPRISES MOVE THEIR DATA TO SNOWFLAKE?

Whitepaper

Snowflake massively reduces the scattering of data and reduces chaos.

Table of Contents

Various large enterprises across all industries are moving their data to Snowflake. This is happening because it allows you to democratize data internally and externally. It makes drawing insights a lot simpler and gives good returns on your investment.

Forrester reports on the implementation of Snowflake show benefits that business leaders, decision makers, technical teams, and the entire organization can benefit from. The only reason organizations are not making the move is because they have a problem with pace. Any migration takes time. It requires specialized talent. In a competitive market, both are hard to find.

We live in a world that has hypercompetitive, fast-paced industries. Without the right data and insights, key decision makers might make the wrong decisions. But to enable that, you need to bring all the dispersed data together. But to do that, you need to bring all that data together.

It is easier said than done. Decision makers would love to make the perfect decisions and make them at the right time. But very often, it is difficult to do this because data is scattered with people and clouds across the organization. It reaches decision makers in a form and manner that slows them down, and often makes no sense.

What if we could bring that all data together to make better decisions? What if we could do it with speed, security, and seamlessness? What if we could do it with the click of a button?

Migrating to Snowflake: Key takeaways

Forrester reports that you can expect an ROI of 612%, and a 50% reduction in time to roll out your products when you migrate to Snowflake. It also increases your security compliances. Snowflake allows you to comply with GDPR, CCPA, and other related compliance standards. Snowflake proposes on its website that maintenance costs are also near zero.

Considering the benefits that we just discussed, would you still do it? What are the potential challenges you would face? How would you overcome them? What are the risks and how would you mitigate them? That is what this whitepaper is going to be all about. We do not want this to be just another whitepaper, but an enabler. We want this to be a decision maker's guide.

The Situation Today

A Gartner study indicates that by 2023, more than 33% of large organizations will have analysts practicing decision intelligence, including decision modeling. To succeed, your enterprise needs a strategy to store, analyze, distill, and drive useful insights from a unified cloud. A well-planned migration —and a strategic one— allows you to make this happen.

Larger organizations have larger sets of data in more discrete forms across various platforms. A careful migration requires strategy to drive the obvious advantages. Invariably, in the long term, you will save a lot of time by using Snowflake to load data and reduce the effort of IT support teams.

But enterprises are resisting it because of the slow pace that they invariably must deal with—as is the case with any migration. This is where an accelerator comes into play. It reduces the time organizations spend to deal with the inevitable, yet necessary migration.

The Business Benefits from Moving to Snowflake

From a business-value perspective, Snowflake allows you to discover what you need fast, and keep your data secure. Once implemented, it allows you to democratize data analytics across your business so users at all levels, with varying expertise, and at varied locations, can make data-driven decisions. The maintenance of data is also relatively less. In fact, on its website, Snowflake says it is a "near-zero management platform that delivers virtually unlimited scale and concurrency".

A Forrester Total Economic Impact Study on the impact of Snowflake's Cloud Data Platform provides some interesting insights on what the average enterprise saves in terms of cost and gains from implementing Snowflake. The report suggested that organizations implementing Snowflake can gain massive returns on investment and experience a reduction in the time to roll out their products.

Other than an ROI of 612%, and a 50% reduction in time to roll out their products, here are some of the key benefits companies realized:

Up to
$5 million
through accelerated
time-to-market

An increase in profit up to
$4.8 million

Improved decision-making from faster access to data
$3.7 million

Simplification of data operations:
$2.11 million

Infrastructure and database management savings:
$5.95 million

The Technical Benefits from Moving to Snowflake

Built on top of the Amazon Web Services, Microsoft Azure, and Google cloud infrastructure, Snowflake is special because it is flexible, easy to install, and user-friendly. There is no hardware or software to select, install, configure, or manage. So, your teams can focus on what they do best. Its architecture makes it very competitive when enterprises think about data migration to a unified data warehouse.

Snowflake's architecture contains three layers—and they are all independently scalable: storage, compute, and services. The Snowflake architecture allows storage and compute to scale independently, so customers can use and pay for storage and computation separately. This separation allows enterprises to only pay for the resources they need and use.

It also has a sharing functionality that allows organizations to bring effectiveness as well as efficiency. Teams can easily and quickly share governed and secure data in real time. Irrespective of the size of your organization, you can store and manage big data quickly, securely, and at low cost.

From a technical standpoint, Snowflake's database storage layer has a hybrid of shared-disk and shared-nothing architectures. The fact that Snowflake combines the two models means it has a central repository for data that is accessible from all compute nodes, and it processes queries using MPP clusters. This allows you to unify data warehouses, data lakes, and other data while meeting GDPR and CCPA compliance.

What are the Challenges Enterprises are Facing while Migrating?

Any migration poses challenges— which is why organizations do not make a move until a risk mitigation plan is in place, and they are confident that the migration will not disrupt concurrent business activity. Business leaders want to know if there will be an improvement in productivity, and more importantly, a sizeable return on investment. This is also the reason why organizations prefer making migrations in phases.

While all these challenges exist, and can be managed, there are three challenges when you are making the critical migration. Whether you are moving from a legacy on-premise data center, or moving your data from a varied cloud setup, to get the Snowflake migration up and running requires you to:

Have the right talent with expertise and experience

Have the right tools that will improve the pace

Have the right technology that will ensure the security

We will talk about mitigating these challenges and risks in our subsequent whitepaper on the risks you face when you move to Snowflake. If you would like to contact us, feel free to drop a note to info@feuji.com or by using the contact form: www.feuji.com/contact

CONTACT US

USA | Costa Rica | India

info@feuji.com