

# Shifting Data Platform to Snowflake for a Leading American Coffee & Beverage Company



## Location

Massachusetts, United States



## Client

Anonymized publicly-traded, US-based beverage and beverage-maker conglomerate



## Solution

XylityTechnologies implemented a Snowflake-based cloud data platform, achieving mindful migration and frictionless data integration, resulting in improved business reporting and a significant reduction in IT spend.



## Result

The solution led to a 30-50% reduction in IT spend, a two-fold improvement in business reporting, and enhancement of computation power through the high scalability of Snowflake.

## About the Client

The client is a leading publicly traded American conglomerate that produces and markets a wide range of coffee and other beverage products. Founded in the 1970s, the company has grown through both organic initiatives and strategic acquisitions to become one of the largest beverage manufacturers in the United States. In order to continue its ambitious growth plans through further mergers and expansion into new categories like iced tea and energy drinks, the client sought to modernize its aging on-premise data infrastructure. This would enable flexible insights across all business functions to support strategic decision making in areas like product development, marketing, and supply chain optimization. By streamlining data management on a cloud platform, the client could accelerate its transformation efforts.

## Client's Goal

The client aimed to transform and modernize their existing data platform, consolidate various data types from multiple sources onto a unified cloud data platform, re-engineer their architecture, and enable self-service capability for business through adequate data management and reporting services.



## The Challenge

The client faced several major hurdles with its existing on-premise setup. The myriad sources – SAP, Oracle, data warehouses – made consolidation difficult and slowed reporting.

- Incorporating data from a recent acquisition posed technical obstacles and delays to integration.
- Cold drinks and coffee divisions operated independently with separate models and KPIs.
- Business teams lacked self-service access to make timely, informed decisions.

### Key issues that needed addressing included:

- Consolidating diverse data types from transactional and analytical systems
- Designing a unified architecture supporting differing drink product lines
- Ensuring governance and quality across all functional domains
- Addressing scalability to support continued mergers and portfolio diversification

### Additional complexities involved:

- Integrating structured, semi-structured and unstructured data
- Meeting stringent governance, security and privacy requirements
- Modernizing without disrupting core finance and manufacturing processes
- Maintaining high performance for thousands of concurrent users

### To achieve its transformation vision, the client required:

- A flexible cloud platform optimized for analytics and modeling needs
- Frictionless data movement and integration into a centralized model
- Sophisticated data services enabling self-sufficient analytics by business
- Highly scalable infrastructure supporting terabytes of daily transactions

Xylity would need to design an innovative solution meeting these objectives.

## Implementation Process

- 1. Assessment:** Team analyzed client's data landscape, gathered business objectives via workshops.
- 2. Architecture Planning:** Technical experts designed a scalable architecture built around Snowflake.
- 3. Data Cataloging:** Common data entities, attributes from various systems documented.
- 4. Schema Design:** Logical and physical schemas created in Snowflake for structured layers.
- 5. Migration Strategy:** Data lift-shifted from SQL and Oracle sources to Snowflake securely.
- 6. Consolidation:** Master data and financial figures pulled into centralized views.
- 7. Data Ingestion:** Informatica Cloud set up ETL/ELT pipelines for batch and real-time loads.
- 8. Semantic Modeling:** Additional layers built using Atscale for multitenancy and governance.
- 9. Security Implementation:** Row-level access, SSO, encryption ensured compliance.
- 10. Metadata Population:** Completed data dictionary populated column descriptions.
- 11. Report Building:** Pre-packaged reports met governance and regulator requirements.
- 12. Sandbox Environments:** Testing/dev instances stood up before production rollout.
- 13. Training Delivery:** Team and clients educated on authoring/managing the platform.
- 14. Knowledge Transfer:** Documentation empowered client self-sufficiency post-go-live.
- 15. Support Transition:** Managed services assumed 24/7 operations and maintenance.



## Our Solution

Xylity designed a modern, cloud-based data platform leveraging Snowflake at its core to unify the client's disparate systems. The technical experts implemented a highly scalable data architecture optimized for analytics and flexibility. Enterprise data governance and security best practices were followed throughout development and testing.

Data from various sources like Oracle, SAP, and data warehouses were lifted and shifted to Snowflake using proven migration methodology. Master data, financial figures, and manufacturing data were consolidated into centralized views for consistent reporting. Informatica Cloud facilitated automated ETL processes to bring both batch and streaming transactional data into Snowflake.

Atscale was leveraged to build additional semantic layers on Snowflake, enabling self-service access for business teams. This included features like:

- Subject areas aligned to business domains for user-friendly data exploration
- Row-level security and masking for privacy and regulatory compliance
- Custom data preparation flows and predictive modeling

Pre-configured reports and dashboards delivered on the promise of ONE VIEW through role-based consolidated metrics. Developers gained transparent access to reliable data for new application integration. Flexible capacity and automated scaling ensured optimal performance.

Overall, the solution streamlined data management on an scalable cloud platform to fuel data-driven decisions across all key functions.

## Results

- 30-50% reduction in IT spend by eliminating on-premise infrastructure
- 2x improvement in speed of overall business reporting
- 3x increase in data scientists' productivity by enabling self-service analytics
- 95% reduction in ETL batch times through Snowflake automation
- Near-unlimited scalability supported terabytes of new data from mergers
- 75% of business users could independently access and analyze data
- 90% reduction in report generation times through automated distribution
- Projected 5-year ROI of 300% from insights-driven decision making
- Facilitated a seamless merger integration timeline that was 50% faster

The Snowflake data platform delivered unmatched cost-savings, productivity gains, and business agility through its scalability - fueling the company's ongoing transformation.

## Tech Stack Used

**The implemented solution leveraged:**

- Snowflake for a cloud data platform
- Informatica Cloud and SnowSQL for data ingestion
- Atscale for building a semantic data layer

## Conclusion

Xylity Technologies successfully implemented a Snowflake-based cloud data platform for a leading American coffee & beverage company, leading to significant IT spend reduction, improved business reporting, and enhanced computational power. If you're looking to leverage a similar solution for improved performance, contact Xylity Technologies today.