NEXTPHASE.ai

Data Warehouses in the Cloud

The New Paradigm

> " Information is the oil of the 21st century, and analytics is the combustion engine."
>
> **- PETER SONDERGAARD**
> SVP, Gartner Research

Most Organizations today are facing an alarming pace of change to their business environment. New entrants to their industry and competition from already agile competitors are taking advantage of more mature analytics set of solutions leveraging the full potential of the cloud, causing considerable turmoil.

Cloud computing has enabled and driven fundamental changes in analytical tools, infrastructure, and by coupling new technologies such as artificial intelligence and machine learning.

Many companies are challenged with the complexity of these changes and how best to align a data driven strategy as part of the core of their overall corporate strategy and goals. Almost all top executives realize the importance and value of having access to quality data, and a clear analytics roadmap which is crucial to their organization's future success. Their ability to execute effectively is often hampered by misalignment across functions, disparate data across multiple systems, different processes and competing resources for key initiatives.

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"Organizations want to combine multiple types of data and a diverse array of analytic initiatives into a progressive and extensible cloud strategy."

There are a multitude of challenges that organizations face such as:

- The problem is not about having enough data but deciding where to start on the data driven journey. CIOs and IT leaders are inundated with data from a myriad of sources, devices and formats. **– According to a recent article in TechTarget, 60% of IT and data professionals** regard the sheer volume of data sources as the most common data quality issue **(data source from the O Reilly Survey)**

- In many cases organizations' storage infrastructure is not set up for analytics. Data volumes have exploded and the ability to create better data insights has improved tremendously but is hampered by having data living in a mixed bag of silos, and disparate sources.

- In addition, organizational misalignment across various business units and functions, a lack of proper process, and outdated tools add layers of inefficiency and complexity.

- Traditional Data Warehouse systems cannot accommodate the hyper aggressive timelines required within supply chains and product design BU's, for example. Development and ship to market needs to be redrawn in many industries and segments. This is a tremendous challenge on operations and affects overall costs in addition to potential revenue and market share loss.

The most important data analytic trends are focused on alleviating the biggest data challenge: generating relevant data insights which are aligned to achieving business outcomes. These are paramount for success in organizations, their partners and customers. The ability to centrally extract, cleanse and manage diverse types of data from across the organization is critical in order to drive insightful and impactful decision making.

In a recent *study by Forrester* several key data driven trends made themselves apparent:
- <u>Real time analytics</u> - Organizations and their users need immediate insights from their data sources. Real-time analytics allows businesses to react and make informed decisions quickly, take advantage of opportunities or predict and prevent problems before they arise.
- <u>Self Service Analytics</u> - enables users to access and analyze data without requiring an extensive background in data science, business intelligence, or data mining.
- <u>Automated Single Platform</u> - Provides direct real-time access to relevant data, supporting multiple workloads, providing for most organizations a "first" - a single source of data truth.
- <u>Leverage the cloud for Data Warehouses</u> - Cloud based solutions offer greater cost efficiencies, agility, elasticity, and scalability.
- <u>Data Sharing and Collaboration</u> - A singular platform is "the" critical component to share data across divergent functions, lines of business and extend out to partners and customers.

"Data-centricity is even more important to data intelligent organizations, 94% of whom say it's very important or critical – compared to only 66% of non-data intelligent organizations." - Forrester

As the value of analytics moves beyond looking in the rear-view mirror to being fundamentally predictive in nature, businesses can now make *informed future-based decisions.*

One of the most powerful *solutions in the market today for Data Warehousing is Snowflake* with its unique cloud platform built to run on any of the three big platforms, AWS, GCP and Azure. The Snowflake platform is vastly different from the older, traditional type of Data Warehouse solutions, as it allows organizations to scale compute and storage resources independently. This helps organizations achieve huge cost efficiency and greater flexibility as they grow data, users and workloads.

This approach allows for multiple workloads to run across multiple teams, lines of business and functions without resource restrictions. A tremendous value is its consumption-based delivery service, providing a flexible and extremely economic model.

NextPhase.ai has built a world-class services model around the Snowflake platform to help customers create their data roadmap, migrate and implement a personalized solution, all based on specific use cases to achieve their goals and meet their business outcomes.

Our work begins with a a simple Data cloud diagnostic assessment followed by Point of View (POV) and design thinking sessions which promotes open dialogue on brainstorming, problem solving, the strategic intent of the initiative, overall program management, decision making and team building.

The combined team looks at the drivers behind migrating; is it a "Lift and shift" versus a staged approach and what the mitigating factors are that will dictate that decision?

NextPhase focuses on helping our customers *maximize their investment* in their data driven strategy, providing skilled expertise around crafting and shaping Use Cases for Industry specific solutions, providing the roadmap for migrating and implementing their Snowflake initiative. The end result: *a clear path to data harmonization and visualization of critical data insights.*

Our Data Insights methodology is built around 5 collaborative pillars focused on helping organizations realize their success by aligning outcomes to business goals.

1 DEFINE Discovering Strategic Value	**2** DESIGN Designing for Business Outcomes	**3** BUILD Build and Operationalize	**4** IMPLEMENT Implementation Roadmap for Digital Transformation	**5** MANAGE Optimize and Manage

1
2

Define & Design

Solution approach – Data Strategy

- Articulate the vision driving the organization's data and analytics strategy
- Provide strategic roadmap based on assessment of specific business needs
- Assess and perform gap analysis of the current state of data architecture
- Align business needs and value drivers including key metrics to define success
- Visualize and validate the key metrics as part of the implementation

3
4

Build & Implement

Data Harmonization to Visualization

- Ensure single source of the truth outcome by cleansing existing data and blending multiple data sources
- Integrate data from enterprise data sources to execute on vision and plan
- Develop automated ETL flows to harmonize data with minimal manual intervention
- Defined KPI's for management, operations, sales, and marketing teams
- Execute an outcome-based implementation plan to meet requirements

5

Manage & Improve

Value Creation & Continuous Improvement

- Modernize data platforms and analytics architecture
- Accelerate business adoption and benefits realization
- Resolve process pain points and inefficiencies
- Reduce TCO by rationalizing data and system assets

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In Summary as customers focus more on a data driven strategy as being core to their business growth and survival, a cloud-based solution like the Snowflake platform and choosing the right implementation partner with the expertise and experience to execute is critical.

About NextPhase.ai

Nextphase.ai is a data cloud services provider specializing in Snowflake, cloud data management and analytics technologies. We accelerate enterprise digital transformation initiatives by leveraging our innovative cloud data management technology, "NextPhase.ai DATAFLO" to optimize and rationalize disparate enterprise data into relevant insights. "NextPhase.ai DATAFLO" is designed to automate the lifecycle of data management transformation using AI and ML along with expeditious on-ramps to the Snowflake data cloud infrastructure. Nextphase.ai provides a range of technology consulting services for the Financial Services, Biotech and Technology industry sectors combining our platform-based services, seasoned talent, and industry proven methodology so our customers can harness more from their data. We are a Silicon Valley based company with global presence having delivered high value service engagements for numerous Global 2000 enterprises. Visit nextphase.ai
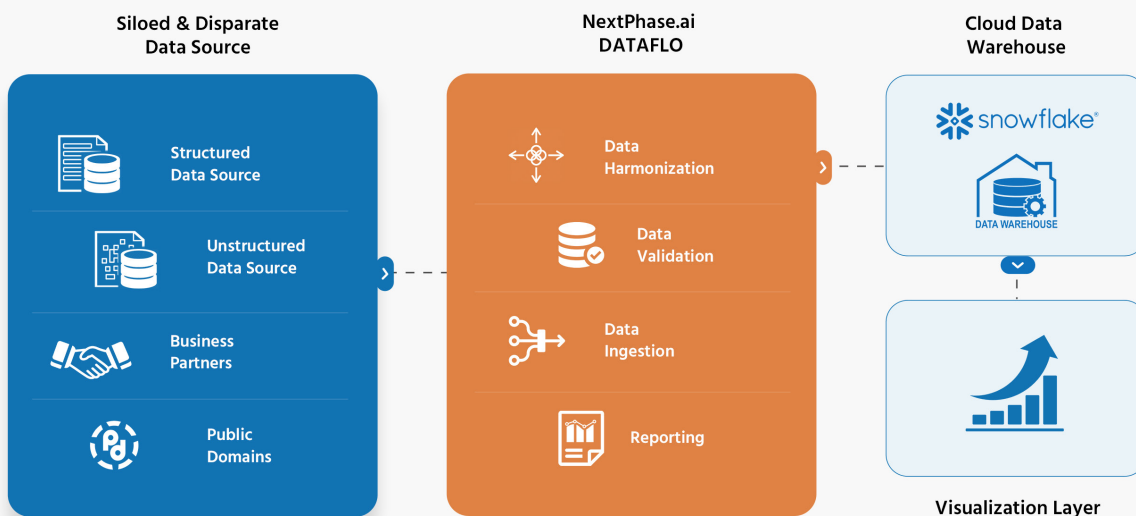
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