



ACCELERATING CLOUD MIGRATION AND MODERNIZATION WITH PLATFORM THINKING

How a platform-first approach can streamline, optimize, and accelerate cloud migration to deliver long-term value through scalability, performance, and modern data capabilities



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WHAT'S DRIVING GLOBAL CLOUD TRANSFORMATION?

IT leaders have been pushing for cloud transformation for many years, but the rise of AI systems with powerful business applications has only accelerated this shift. Migration and modernization have become top priorities, with 63% of enterprise CIOs accelerating their cloud initiatives in 2024, up from 57% in 2023.¹

Advancing cloud migration and modernization has become more important than ever before, due to factors including:



Cost pressures:

A push for lower infrastructure costs is driving increased adoption of cloud platforms, which offer scalable resources and flexible pricing models, so expenditure can be aligned with actual usage and on-premises data center maintenance costs can be avoided.



Data explosion:

The proliferation of digital and AI systems is causing an explosion of data. In response, organizations are adopting cloud solutions that offer flexible, scalable resources that can handle fluctuating demand and expanding storage needs.



AI-powered innovation:

The cloud provides access to the specialised computing power and scalability needed to implement AI capabilities. Cloud service providers offer dynamic resource allocation and easy access to advanced AI services.



Legacy platform limitations:

Legacy platforms often struggle with outdated technology, high maintenance costs, and limited scalability. Cloud adoption helps businesses to modernize IT infrastructure, enhance performance, and reduce operational expenses.



Data collaboration:

Cloud platforms facilitate the centralised efficient collection, storage, and analysis of vast datasets. This enables secure data sharing with partners and third parties to drive innovation and revenue, as well as the monetization of data and apps through a cloud platform marketplace.

This eBook provides a proven strategy for accelerating your cloud migration and modernization to capitalize on these opportunities.

Along the way, you'll discover how a platform-centric approach will help you to overcome the challenges facing your transformation, as well as the key criteria you should look for when selecting a data and analytics platform provider.

1. <https://www.cio.com/article/3810552/cloud-modernization-the-critical-step-your-migration-may-be-missing.html>



THE CLOUD CHALLENGES HOLDING YOU BACK

Despite the opportunities companies can unlock, migrating core IT workloads to the cloud and modernizing them remain widespread challenges. Cloud maturity varies across businesses of all sizes. Worldwide, 64% of companies have moved most of their assets and solutions in the cloud. But 36% are still in the initial or planning phases, working to fully leverage cloud capabilities.²

If you are one of these organizations, perhaps you will recognize some of the following challenges are likely holding your transformation back?

1. Data security or privacy concerns:

Transferring sensitive data to the cloud raises issues related to unauthorized access and compliance with data protection regulations.

2. Legacy system compatibility:

Integrating existing legacy systems with modern cloud platforms can be complex, requiring significant adjustments to ensure seamless operation.

3. Cost management:

Unexpected expenses during and after migration can arise from factors such as data transfer costs, underutilized resources, and the need for specialized tools or services.

4. Vendor lock-in:

Some fear that dependence on a single cloud provider may limit flexibility and increase challenges if future migration to another platform becomes necessary.

5. Skill gaps:

A shortage of in-house expertise in cloud technologies can impede the implementation and management of new platforms.

6. Governance and compliance issues:

Ensuring that data governance practices meet industry standards and regulatory requirements is essential but can be challenging in a cloud environment.

7. Downtime risks:

The potential for service interruptions during migration poses a risk to business continuity.

8. Change management:

Transitioning to cloud-based systems requires organizational adjustments to fully leverage new capabilities, including process reengineering and user training.

As you'll see in the following chapters, combining a platform-centric model with support from the right cloud service provider can help you to address all these common cloud transformation pain points.

BENEFITS OF TAKING A PLATFORM-FIRST APPROACH

A platform-centric approach to cloud migration and modernization focuses on leveraging a unified, scalable, and integrated data platform to address your cloud transformation challenges. This approach emphasizes centralising data, streamlining processes, and enabling seamless collaboration across teams and technologies.



BENEFITS OF TAKING A PLATFORM-FIRST APPROACH

Simplified integration and compatibility.

A unified platform ensures compatibility with diverse data formats and systems, easing the migration of legacy systems and eliminating silos for smoother data consolidation.

Cost optimization.

With flexible resource allocation and pay-as-you-go models, a platform-centric approach prevents overspending, maximizes resource usage, and enables continuous cost monitoring and budgeting.

Future-ready capabilities.

A unified platform integrates tools and frameworks for AI development, allowing organizations to seamlessly build, train, and deploy models using existing data and continuous innovation.

Less need for specialised skills.

User-friendly interfaces, automated features, and managed services help to accelerating implementation, support adoption, and ease the learning curve for IT teams and business users.

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Enhanced security and governance.

Built-in, end-to-end security and compliance frameworks enable organizations to address privacy concerns, enforce governance policies, and meet regulatory standards efficiently.

Performance at scale.

Modern platforms leverage cloud service providers to scale on demand, handling fluctuating workloads without downtime, while maintaining high performance for data processing and analytics.

Streamlined sharing and collaboration.

Centralised platforms facilitate secure and efficient data sharing across teams, departments, and even external partners and third parties, fostering innovation and data monetization opportunities.

Minimized downtime risks.

Data platform and cloud service providers offer robust operational continuity features to ensure smooth migrations with minimal disruptions to business operations.

In summary, adopting a platform-centric approach provides organizations with the agility, resilience, and efficiency needed to overcome the complexities of cloud transformation, positioning them for long-term success.

HOW SNOWFLAKE DELIVERS CLOUD TRANSFORMATION

Snowflake is the ideal data platform for enterprises looking to migrate and modernize core workloads in the cloud. This is largely due to its unique architecture, platform-first approach, multicloud flexibility, and AI and advanced analytics capabilities. Thousands of customers worldwide have used Snowflake to transform their organizations, benefiting from our unified approach, low total-cost of ownership, and global data sharing capabilities.

Snowflake excels in facilitating migration projects, thanks to its architectural design pattern flexibility and automated migration tooling. These features, along with support from Snowflake and its partners, make the migration process seamless and efficient.



HOW SNOWFLAKE DELIVERS CLOUD TRANSFORMATION



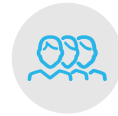
Unlock cost savings

Snowflake delivers unmatched total-cost-of-ownership (TCO). Our pay-as-you-go pricing ensures you only pay for resources used, while elastic scalability optimizes costs for fluctuating workloads. Meanwhile, our platform consolidates your data warehousing, lakes, and real-time analytics capabilities to reduce infrastructure complexity, with built-in tools that provide real-time cost management functionality.



Minimize management and admin overheads

As a fully managed platform, Snowflake eliminates maintenance overhead, freeing IT teams to focus on strategic priorities. Our cloud-native architecture eliminates the need for hardware provisioning, system upgrades, and backups and patch management. It also automates infrastructure management, updates, and tuning, removing the burden of manual oversight from IT teams.



Unlock value with Organization-wide analytics

Our high-performance architecture supports real-time analytics and complex queries at scale, delivering actionable insights quickly. Meanwhile, we provide built-in AI and LLM capabilities, ensuring that your data remains secure and governed, while also helping you leverage integrations with leading AI tools. We'll help you to enhance your analytics capabilities via partnerships with cloud service providers, such as AWS, driving strategic outcomes across your organization.



Capitalize on Data monetization opportunities

With multi-cloud flexibility and secure data sharing, Snowflake helps organizations to capitalize on data monetization opportunities. We provide secure, scalable, and efficient data sharing capabilities through our Data Cloud and Snowflake Data Marketplace. Snowflake's platform also supports the development and integration of data-driven applications, enhancing functionality and user engagement. This enables the sharing of live data with internal teams, partners, or customers, without duplication, for seamless collaboration and real-time access.

ACCELERATE YOUR CLOUD JOURNEY WITH SNOWFLAKE AND AWS

Snowflake's partnership with AWS empowers customers to accelerate cloud transformations by leveraging AWS's global infrastructure and advanced cloud services alongside our unified Data Cloud platform.

AWS's robust compute, storage, and networking capabilities complement our multi-cloud architecture, delivering optimized resource utilization and cost efficiency. Meanwhile, Snowflake simplifies migration and modernization with powerful automation capabilities that reduce complexity and accelerate results.

Together, we provide a secure, flexible foundation for data migration, real-time analytics, and advanced workloads such as AI, allowing you to unlock actionable insights, drive innovation, and achieve faster time-to-value.

Streamline your transformation with automation

Snowflake simplifies the migration process by providing unified, built-in governance across all your users, workloads, and clouds. We also provide a range of automated solutions tailor-made to de-risk and accelerate your migration.

Our high-fidelity code conversion solution, SnowConvert, can automate more than 96% of the code and object conversion process for data warehouse migration projects. For instance, in a typical migration project with 300 tables, 150 views and 50 stored procedures, SnowConvert can save up to a month of work.

This proven solution is ideal for migrations from Oracle, SQL Server, Teradata, and Amazon Redshift. Best of all, it's available for download for prospects, customers and partners—free of charge.

Get started with SnowConvert

The SnowConvert RDBMS Migration Accelerator is available for free. Get started by taking this one hour training.

[Begin training >](#)



UNLOCK GREATER ANALYTICS AND AI INNOVATION

Snowflake's open, extensible architecture connects with a wide range of tools, platforms, and technologies. It integrates natively with major cloud providers, such as AWS, as well as third-party BI, data integration, and AI tools, enabling you to leverage your existing technology investments.

Our support for Apache Iceberg further enhances our platform's interoperability by enabling enterprises to work with open table formats, simplifying collaboration and information sharing across your broader data ecosystem.

Open-source library Streamlit empowers Snowflake users to turn Python scripts into shareable web apps in minutes. This tool makes it easy to build and share interactive web applications for data science and AI use cases.

Meanwhile, Snowflake's robust APIs, connectors, and Snowpark developer framework empower teams to build custom applications and workflows, while support for open standards including SQL and popular programming languages (Python, Java, Scala) ensures flexibility. This ensures that your team's existing skills will continue to be relevant throughout your transformation and helps to ensure that upskilling activities are as easy as possible.

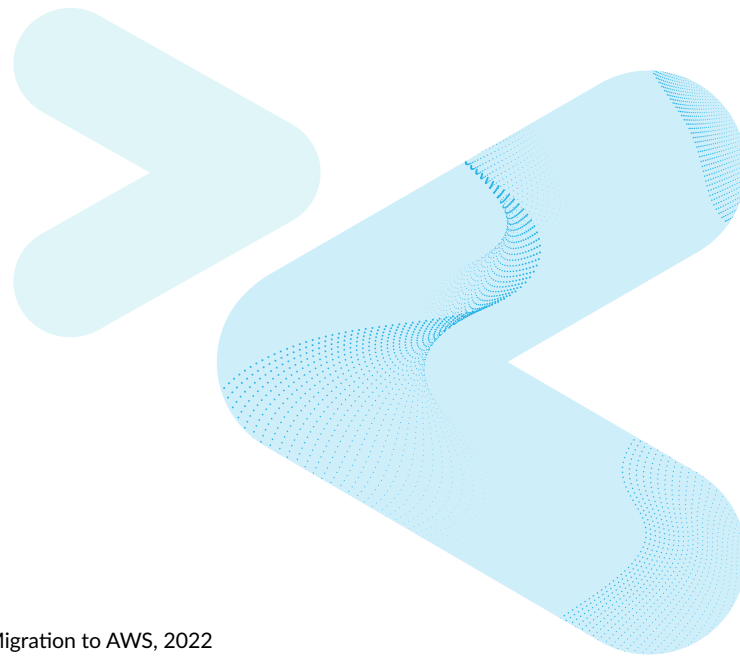
All this provides choice as you adopt new best-of-breed tools. Snowflake's interoperability fosters a unified data ecosystem, making it easier for organizations to unlock the full value of their data across diverse systems and applications.

HOW AWS AND SNOWFLAKE ENABLE RAPID EXPERIMENTATION

Snowflake integrates with key AWS services across AWS's 130,000-strong partner ecosystem to enhance data management, analytics, and AI-driven insights.

Key integrations include Amazon S3 for scalable storage and data lake solutions, AWS Glue for flexible data transformation and ingestion, Amazon SageMaker for accelerated machine learning model development, and Amazon Bedrock for seamless integration with generative AI models.

These services empower customers to achieve better business outcomes by combining Snowflake's powerful AI Data Cloud with AWS's advanced cloud-native capabilities, enabling faster data processing, AI-driven decision-making, and scalable, cost-efficient operations.



Why AWS?

300+

fully featured services available
on AWS Marketplace

20%

The average reduction in total tech
infrastructure costs when companies
migrate to AWS³

69%

The average reduction unplanned
downtime when companies migrate
from on-premises to AWS⁴

CLOUD TRANSFORMATION SUCCESS STORIES

Discover how Snowflake and AWS have delivered transformative solutions for global organizations

NatWest

Reducing NatWest's TCO and carbon footprint by 80%

NatWest wanted to build a new IT culture based around cloud solutions. The fact that Snowflake is based on SQL meant that the 40-strong team were productive very quickly. NatWest's ESG (environmental, social, and governance) team was also able to quickly decommission legacy on-premises systems, reducing both its costs and carbon footprint by around 80%.

[See the full case study](#)



Building an intelligent customer data engine for EDF

With Snowflake, energy company EDF deployed a new customer data platform in just two months to provide insights to better serve its customers—from helping to improve energy efficiency to offering support for financially vulnerable users.

Snowflake Data Cloud provides a central source of easily accessible data for its new Intelligent Customer Engine (ICE). EDF's data scientists now use Snowflake and its Snowpark development framework to bring ML models into production on AWS Sagemaker, taking advantage Snowflake's relationship with AWS to provision enterprise-grade machine learning operations and data science capabilities.

[See the full case study](#)



Delivering curated travel experiences for Travelpass

By moving from Databricks to Snowflake, travel company Travelpass empowered more people to work with data to deliver greater efficiency, more informed decision-making, and a more tailored experience for travelers across the globe. In the process, the company unlocked cost savings of 65% and improved data sharing efficiency between business units by 350% with Snowflake Dynamic Tables.

[See the full case study](#)

ACCELERATE YOUR CLOUD JOURNEY **TODAY**

Contact your account manager to get connected with our migration and modernisation specialists or take our free Migration Masterclass course today to unlock the full value of your data with Snowflake and AWS.

[Take the course >](#)