

EBOOK

Migrate to Modernize Your Data and Analytics

An Imperative for
Progressive Enterprises



Migrate and Modernize Data and Analytics to Seize New Opportunities

It's an exciting time to be a CIO or CTO and create game-changing capabilities with the data you already possess. Your company can lead the market's charge to innovate: developing new business models, products, and services at pace and reaping an outsized share of market spoils.

You can accomplish this goal by migrating key data sets and workloads and modernizing your base model. You'll be able to draw valuable insights from your data holdings and create connected intelligence that fuels critical business and operational processes. With predictive analytics capabilities, you'll drive new cost savings, while notching greater revenue and profitability for your organization.

\$9.5 trillion to \$15.4 trillion

In new business value to those organizations that can exploit artificial intelligence and analytics at scale.¹

So, what's standing in the way of progress? You have siloed data that's stored in multiple repositories and mostly invisible to users. You're struggling to store and process large data volumes, missing out on insights due to an inability to scale analytics processes. Your teams are using manual dashboards that provide incomplete and lagging indicators on progress. And costs are increasing.

The good news is that partner technology and services have advanced to the point that you can now migrate and modernize data at speed and scale. With rich domain expertise, fit-for-purpose tools, and hyperscale capacity available, your team's ability to create analytics on big data is finally within reach.

1. "The executive's AI playbook," McKinsey, interactive website, undated, <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-executives-ai-playbook?page=industries/>

Why Data Modernization Matters

As economic dynamics shift and competition intensifies, enterprises worldwide are restructuring to optimize technology. As data grows, modernizing the data ecosystem becomes increasingly important. Despite the enormous potential of data modernization to drive business value, many companies have not yet explored the full extent of its value.

Data modernization helps future-proof your data by migrating to a modern cloud architecture. In addition to establishing a single source of truth, the approach connects, secures, and democratizes your data, simplifying business operations across your organization. It also allows you to migrate, ingest, prepare, and provision data on a modern platform, such as those provided by Databricks and Snowflake.

The Big Data and Analytics Opportunity



15-25%

Above-market growth and EBIDTA increases for B2B companies that use data-driven sales engines.²



40%

More revenue for those companies that do personalization well, when compared to average competitors.³

2. "Jochen Böringer, Alexander Dierks, Isabel Huber, and Dennis Spillecke, "Insights to impact: creating and sustaining data-driven growth," article, McKinsey, January 18, 2022, <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/insights-to-impact-creating-and-sustaining-data-driven-commercial-growth>

3. Nidhi Arora, Wei Wei Liu, Kelsey Robinson, Eli Stein, Daniel Ensslen, Lars Fiedler and Gustavo Schüller, "The value of getting personalization right – or wrong – is growing," article, McKinsey, <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

You'd like to achieve goals such as:

Deepening Data Insights:

Your company is creating and collecting more data than ever, from user interactions on websites and social media, to sensor-tagged devices, to business data. A robust platform will ingest this data, perform advanced analytics on it, and evolve capabilities with machine learning (ML).

Enhance Security:

You want to improve sensitive data protection. Leverage built-in hyperscaler infrastructure security, while also deploying cloud-native data security platforms that identify sensitive data, prioritize and remediate risks, and detect anomalies.

Increase Cost Savings:

Migrating and modernizing data allows you to reduce dependence on expensive on-premise systems; benefit from cloud services, such as data storage and analytics; and decrease costs.

Improving Scalability:

Your data platform needs to be able to handle vast amounts of data, support real-time processing requirements, and scale up and down as needed.



Benefit from Flexibility:

You'd like to share data across internal applications and with partners over APIs, collaborating on creating rich, personalized services that customers love.

Strengthening Compliance:

As industry regulations grow, you want to secure data and more seamlessly meet these requirements.

Pivot or Perish

Conquer These Common Roadblocks with a New Approach to Modernization

To move forward with your data migration and modernization initiative, your company may need to overcome some critical roadblocks. Here's how you can work with a partner to do so.

BUSINESS IMPACT



➤ Harness Domain Expertise:

Solve your company's unique business and industry problems. Access ready-to-go, high-value use cases to solve challenges such as optimizing supply chain, ecommerce, finance forecasting, customer analytics processes, and more.

➤ Develop a Strategy:

Data complexity can complicate strategy development. Tap a partner's industry and technical knowledge to develop a strategy that meets your business and technical requirements.

➤ Reduce Costs:

IT leaders fear runaway projects and spiraling costs. Harness reusable frameworks and data and AI accelerators that speed time to modernization 50% faster than other methodologies.

TECHNICAL IMPACT



➤ Gain Technical Expertise:

Deep partnership with data and AI companies who provide access to skills of thousands of cloud and data migration experts, established partnerships with hyperscalers and tool providers, and proven methodologies.

➤ Migrate Off Legacy Systems:

End the shackles of on-premises systems, which offer diminishing capabilities and create end-of-life management and security woes. Capitalize on the power of composable processes, hyperscale cloud services, and AI/ML models to analyze data in real-time and predict your company's future.

OPERATIONAL IMPACT



➤ Reduce Disruption:

Minimize the pain of transformation by leveraging a data migration center of excellence, partner orchestration processes, and a co-innovation platform. Conquer data modernization, rather than stopping with migration, which likely wastes time and money.

➤ Gain Operational Benefits:

End data maintenance requirements by consuming services, rather than managing systems. Benefit from being able to view and use integrated data at pace, ending time delays your teams previously experienced due to data aggregation and cleaning requirements.

➤ Improve Security and Compliance:

Unauthorized data access and leakage represent significant security risks. Monitor and manage your data in the cloud, easily enforcing policy compliance.

Selecting the Right Technology Stack and Technology Partner

Migrating data to the cloud, aggregating it in a data warehouse or lake, and using AI and ML to analyze it and drive to insight can be a big lift for any company. That's why it is so important to select the right technology stack that will provide the right capabilities to enable big-data analytics and scale with data and business growth. Similarly, a seasoned partner will add value with key services, speed time to ROI, and minimize the strain on your business.

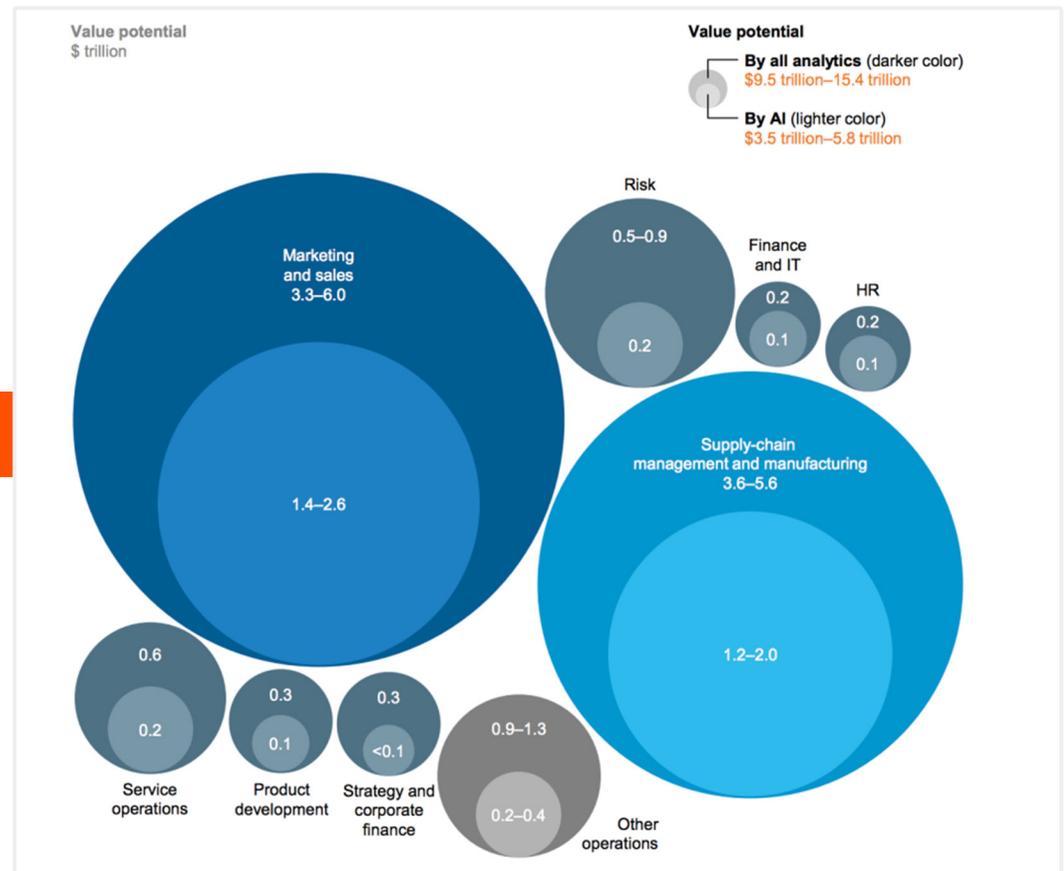
New Value Industries Can Capitalize with Analytics and AI

A McKinsey study pinpoints new areas of value creation for different industry companies that master analytics and AI.

The top three areas for the following industries include:⁴ 

Data, AI & Cloud Partners:



4. "The executive's AI playbook," McKinsey, ibid.

Leverage the best tools and accelerators from market leaders and fit-for-purpose tool providers.

Databricks and Snowflake accelerate your path to AI-driven analytics:

➤ **Gain Cloud Scale and Security:**

Both Databricks and Snowflake are cloud-based and designed to handle large data volumes. Ingest and process data from multiple sources, deploy new AI projects, and scale up and down as needed. Benefit from built-in data governance features that protect

➤ **Develop Advanced Analytics:**

Gain advanced analytics and machine learning capabilities, reducing the time it takes to build, train, and deploy AI models.

➤ **Collaboration:**

Enable data scientists and business teams to collaborate on data and AI projects, speeding time to insight discovery.

➤ **Improve Self-Service:**

Empower data teams to provision their own data, without requiring IT's intervention. Databricks and Snowflake have user-friendly interfaces and tools that reduce the need for technical expertise.

➤ **Gain Blazingly-Fast Performance:**

Speed the time it takes to train data models, run queries on large data sets, and get results in seconds.

How Partners Can Increase Value with Data Migration Projects

A partner can support you by migrating data workloads to the cloud and deploying a modern data platform that's optimized, secured, and automated. A partner can:



Provide end-to-end data migration and modernization services



Offer dozens of accelerators, including industry-focused solutions and tools



Provide well-honed industry use cases to solve entrenched problems fast



Increase value with a migration center of excellence, partner orchestration, and program management

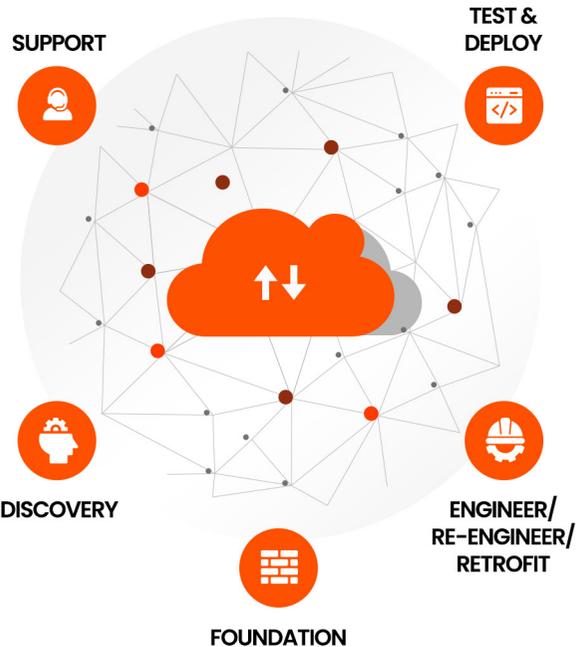


Offer a co-innovation platform to develop and scale new processes

Accelerator-led Migration for Faster Value Realization

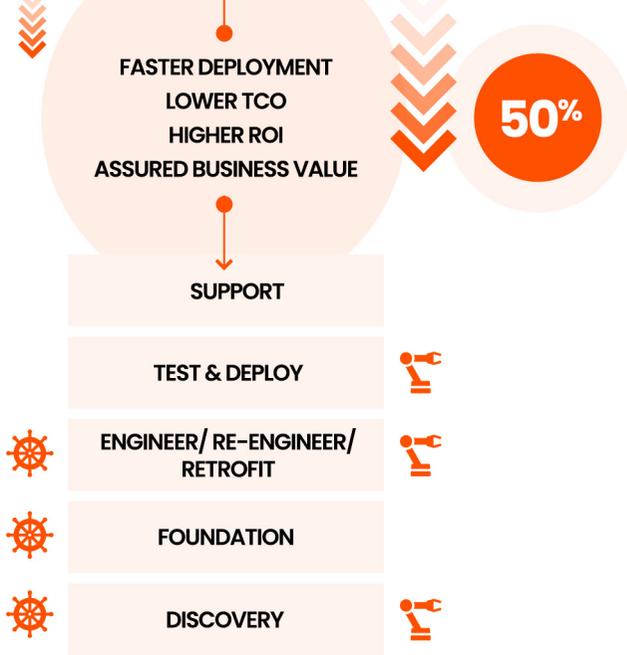
MULTIPLE QUARTERS OR EVEN YEARS

MIGRATION WITH TRADITIONAL TOOLS AND METHODOLOGY



WITHIN MONTHS OR QUARTERS

ACCELERATOR LED MIGRATION



-  Automated Platform Ops - logging, alerts, and self-healing
-  Automated testing tools for Integration and regression test cycles, reduction in test duration and improved QA
-  Reusable frameworks and accelerators for data migration ingestion, and provisioning resulting in smaller Pods and improved time to insights

LEGEND

-  FRAMEWORK
-  ACCELERATOR
-  Ready to use frameworks for correct tools selection based on enterprise needs
-  Code reverse engineering accelerators covering databases, ETL tools, and orchestration platforms

A Roadmap for Migrating and Modernizing Data Analytics

You can migrate and modernize your data in months or quarters, not years, enabling business teams to begin creating analytics. Here's a roadmap for moving forward.



EVALUATE THE BUSINESS OPPORTUNITY



DISCOVER AND ASSESS YOUR CURRENT IMPLEMENTATION



MIGRATE AND MODERNIZE YOUR DATA



MODERNIZE YOUR ANALYTICS



SET UP EFFECTIVE DATA GOVERNANCE



MANAGE AND OPTIMIZE



▼ Evaluate the Business Opportunity

Evaluate the business value of migrating and modernizing your data. Develop a vision, strategy, and roadmap with partner support that is specific to your industry and business and mitigates key risks and business impacts.

▼ Discover and Assess Your Current Implementation

Gain deeper insight into your workload specifications and formulate business cases. Develop the right building blocks for migration, including your data platform, configuration processes, and cloud architecture.

▼ Migrate and Modernize Your Data

Harness standardized processes to migrate your data with minimal downtime, while ensuring effective security and compliance during this process. Accelerators can help you reverse-engineer code, enrich data with AI, automate migration, and monitor and manage data models.

▼ Modernize Your Analytics

Use next-generation cloud platforms, create a single source of data truth, and work with experts to enhance analytics. Answer the right questions for your business with finetuned analytics capabilities.

▼ Manage and Optimize

Push analytics further by enabling new use cases, empowering more users, and managing your business with a precision edge.

▼ Set Up Effective Data Governance

Build effective data governance and compliance that considers people, processes, and technology. Ensure your data and analytics program is built for scale and won't recreate the problems of the past.

Merits of Modernization

After modernizing your analytics environment, you'll be able to achieve powerful business outcomes, including:

▼ Improving Insights

Leverage both structured and unstructured data for decision making. Gain a clearer picture of market trends, customer demand changes, and business performance. Anticipate and respond to developments quickly, outpacing competitors.

▼ Personalizing Services

Develop personalized customer experiences that blend unstructured data, (such as text, images, and video) with structured data, (such as demographic information, purchase history, and browsing history). This can include product recommendations and basket conversion and reordering prompts, among other services.

▼ Increasing Efficiency

By storing structured and unstructured data in one platform, you can make it easy to access and process data, increasing data team productivity and operational efficiency. Put your high-priced talent to work on analyzing data, not preparing it.

▼ Modernize Your Analytics

By using a single platform to store structured and unstructured data, you can more easily enforce policies, ensuring that data is accurate, secure, and compliant with regulations.

Unlocking More Value with Modernization



30%-50%

Cost savings annually from using a highly efficient cloud operating model that leverages analytics, automation, and AI.



4X faster speeds

To create and deploy next-generation cloud-native products.⁵

⁵ "The Business Case for Cloud Modernization," brief, Gigamon, February 25, 2022, <https://research.gigamon.com/brief/the-business-case-for-cloud-modernization/>



SEE WHAT YOUR PEERS ARE DOING

B2C and B2B companies are capitalizing on data modernization to drive significant business impact. Their successes include:

RETAIL

3rd Largest US convenience store chain

Established a data and analytics center of excellence to drive innovation and efficiency across multiple

\$1M+

Cost savings from migrating data to a modern platform.

\$15M

Shrinkage identified through inventory and transaction monitoring.

10%

Forecast improvement resulting in \$5M annual savings & 5% reduction in product spoilage.

400 to 1.5K+ SKUs PER STORE

Improvement in Online assortment to create a better guest experience.

CONSUMER PACKAGED GOODS

Global fortune 500 CPG company⁶

Created a smart alerting system to identify out-of-stocks (OOSs) and off-sales anomalies.

4%

Revenue boost: Achieved by reducing OOSs by 3%

1.5%

Revenue gains: By nudging teams to solve shelf mismanagement issues

MANUFACTURING

Prominent industrial manufacturer⁷

Optimized pricing across contract negotiations to avoid unnecessary discounting. Also automated claims allocation processes.

\$3.6M

New revenue opportunity identified

20%

Time savings in establishing baseline pricing strategies

20%

Time to validate and process 10,000 yearly claims

6. "A smart alerting solution for one of the largest FMCGs through identifying OOS and off-sales anomaly," case study, Tredence, undated, <https://www.tredence.com/case-studies/a-smart-alerting-solution-for-one-of-the-largest-fmcgs-through-identifying-oos-and-off-sales-anomaly>

7. "Identified \$3.6M in missed opportunity for a leading industrial manufacturer by creating an optimal discount structure and automating claims allocation process," case study, Tredence, undated, <https://www.tredence.com/case-studies/optimal-discount-structure-and-automating-claims-allocation-process>



TELECOM

Prominent telecommunications company⁸

Developed a data platform to streamline analytics and create an insights-driven organization.

24HRS

New revenue opportunity identified

30%

cost savings: For data storage and compute costs

ONE

Just one platform: For data and services

TRAVEL & HOSPITALITY

A major hospitality chain

Moved legacy systems to the cloud, modernized data infrastructure and scaled ML workloads across key use cases.

30%

Reduction in infrastructure costs

1.5x

Reduction in time to add a new data set

55%

Improvement in query and ML segmentation processing time

83%

Reduction in data inconsistencies

8. "Operationalized a data platform to streamline analytics and create an Insights Organization that provides same day data and platform provisioning," case study, Tredence, undated, <https://www.tredence.com/case-studies/operationalized-a-data-platform-to-streamline-analytics>

Capture A New Advantage with a Fit-for-Purpose Technology Stack and Data Migration

You can add new value to your company by exploiting the wealth of data you possess through cloud, AI, and machine learning.

Solve complex problems, gain fresh insight into your business, and continuously drive new cost savings and revenue opportunities with valuable insights due to data migration.

So, why choose Tredence as your partner?

Tredence has a proven track record of leading large-scale data migration initiatives for global companies across a wide range of industries, including retail, consumer goods, telecom, travel and hospitality, and industrials. We help clients migrate their legacy analytics and big data to a modern cloud-native architecture.

By combining our deep engineering capabilities with our extensive industry knowledge, we'll help you modernize your analytics and move your most crucial data to the cloud.

TREDENCE



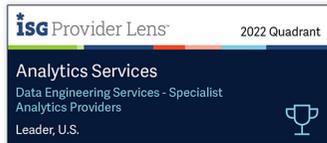
Unlock the power of data and AI with modern cloud-based data architecture for intelligent business decisions.

- Migration Valuation
- Discovery and Assessment
- Migration and Modernization
- Analytics Modernization
- Data Governance
- Cloud Optimization Services

TREDENCE

Tredence has leveraged its deep expertise in cloud and data engineering to build services and accelerators created on native-cloud components. Our services and accelerators enable customers to achieve their goals with data migration and modernization initiatives rapidly, unlocking more value from their data and increasing ROI.

**Trusted by world's leading enterprises.
Endorsed by hyperscalers and leading independent analysts.**



Ready to learn more?

We're also offering a complimentary 60-minute discovery call to help you explore the new business opportunities you can access by mastering your data challenges.

Contact us to learn more.

www.tredence.com/services/data-migration

Follow us at: [in](#) [t](#) [v](#) [f](#)

