



# Snowflake at Innova Solutions

Unleashing Data Potential:  
Powering Growth with Snowflake Analytics

 [www.innovasolutions.com](http://www.innovasolutions.com)

# Corporate Overview



A Global Leader in Next-Generation Digital Services, Staffing and Consulting

**Headquartered in Atlanta**  
Privately held ▪ 50,000+ employees and consultants ▪ Revenue: \$3B

**24 years delivering**  
Technology Services  
Talent Solutions  
Workforce solutions

**Global delivery capabilities**  
from high-tech innovation centers in the US, UK, Europe, Mexico, India and Taiwan

**Revenue By Region**

AMER – ~80%  
Europe – ~15%  
APAC – ~5%

One of the Largest Diversity-Owned Technology Services Companies in USA



**1,100+ Active Customers Globally**








**RECOGNITION**

- Best of 5 recommended Pharma and Life science solution providers** in 2020 – *The Enterprise World*
- Most Innovative Company in the Payment Industry** for 2020 – *Technology Era*
- One of the “top patient monitoring solution providers”** for 2020 – *MD Tech Review*
- Certified MBE and Corporate Plus® Member** of the National Minority Supplier Development Council
- One of Largest IT Consulting Staffing firms** in USA – *Staffing Industry Analysts (SIA)*
- Preferred IT Services Vendor** for a global Telecom major’s CIO program since 2019

# Our Services Portfolio



We help enterprises achieve their Digital Transformation goals by expeditiously crafting high-quality software solutions and components leveraging our agility, technical expertise, automation skills, and accelerators

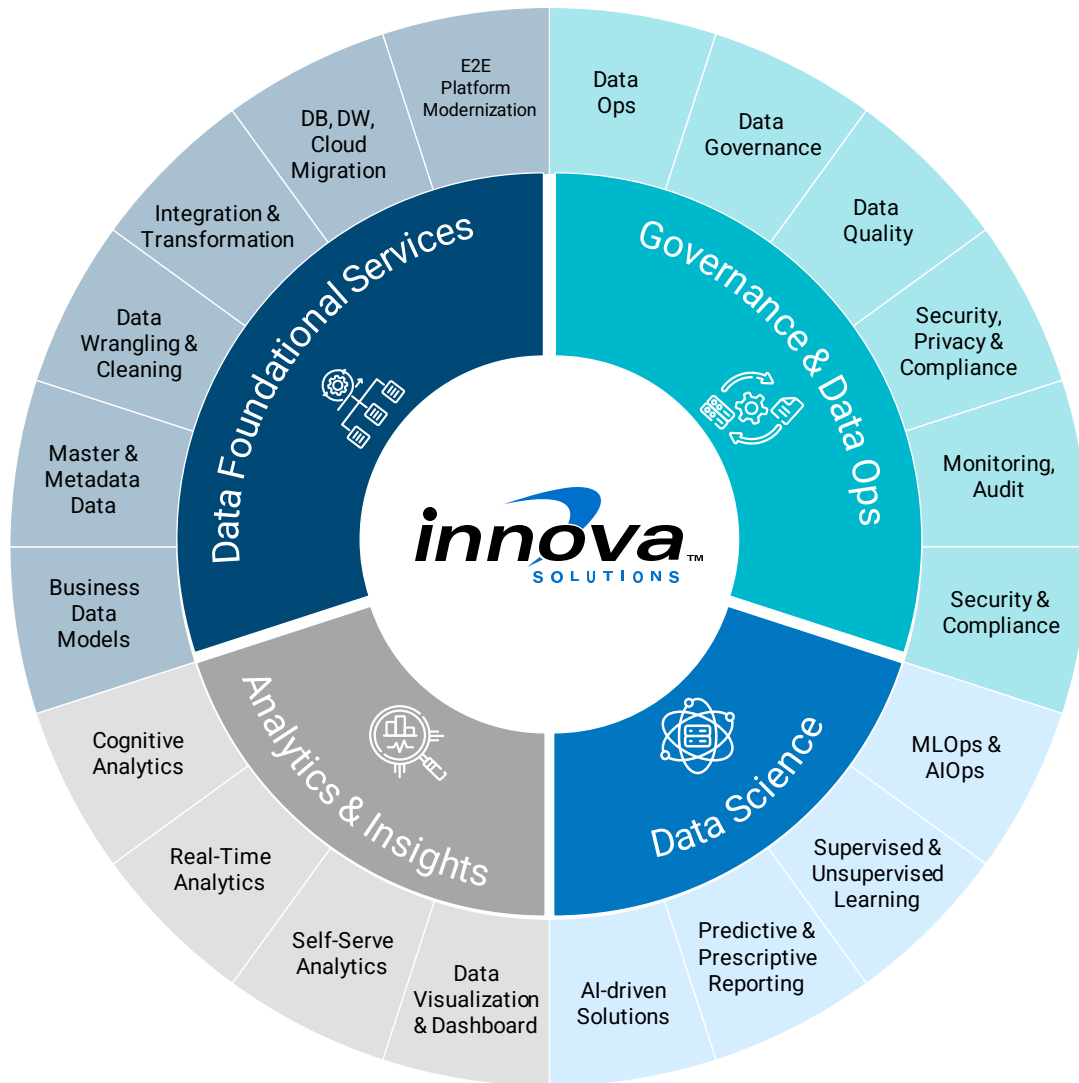
<h3>Digital Applications</h3>  <ul style="list-style-type: none"><li>• UI/UX</li><li>• Product Engineering</li><li>• APIs &amp; Microservices</li><li>• Mobile/Web/Enterprise Application Development</li><li>• Legacy Modernization</li><li>• Quality Assurance</li><li>• CI/CD &amp; DevOps</li><li>• Support &amp; Maintenance</li></ul>	<h3>Cloud</h3>  <ul style="list-style-type: none"><li>• Advisory, Migration</li><li>• Cloud Refactoring</li><li>• Managed Services</li><li>• Cloud Native Development</li><li>• Edge/IoT Computing<ul style="list-style-type: none"><li>– Strategy, Roadmap</li><li>– Pilot to Implementation</li></ul></li></ul>	<h3>Data and Analytics</h3>  <ul style="list-style-type: none"><li>• DataOps – Operations &amp; Engineering</li><li>• Data Modernization – Assessment, Migration</li><li>• Data Management – Governance &amp; Quality</li><li>• Business Intelligence/Analytics</li><li>• Visualization</li></ul>	<h3>Intelligent Automation</h3>  <ul style="list-style-type: none"><li>• Ingest<ul style="list-style-type: none"><li>– Chat Bots</li><li>– xTract Engine</li><li>– Image Text Automation</li></ul></li><li>• Train/Deploy AI/ML<ul style="list-style-type: none"><li>– Model Engineering</li><li>– MLOps</li></ul></li><li>• Serve/Monitor<ul style="list-style-type: none"><li>– Predictive Analytics</li><li>– Sentiment Analysis</li><li>– Anomaly Detection</li><li>– NLP</li></ul></li></ul>	<h3>Content Management</h3>  <ul style="list-style-type: none"><li>• Data Capture/Imaging</li><li>• Document Management</li><li>• Records Management</li><li>• Case Management</li><li>• Analytics</li><li>• Package Services<ul style="list-style-type: none"><li>– Roadmap</li><li>– Pilot</li><li>– Implementation</li></ul></li></ul>
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## Cybersecurity

DevSecOps | Threat & Incident Management | IAM/SSO | Endpoint Management & Security | Compliance Enablement | Managed Security/SoCaaS

Our services are supported by corresponding **Centers of Excellence that provide accelerators** in the form of frameworks, tools, templates, reusable scripts and components, and best practices that enable quicker delivery with higher quality and lower cost.

# Data & Analytics Overview



<p><b>25yrs</b> Wide Experience and Trusted Industry Partner</p>	<p><b>250+</b> Ongoing Data-driven Engagements</p>	<p><b>6000+</b> Data Engineering Team</p>
<p><b>2000+</b> Certified Data Engineers</p>	<p><b>Global</b> Team across all time zones</p>	<p><b>150+</b> Readily available for Deployment</p>

## Key Partners



# Snowflake at Innova Solutions



## Data Infrastructure Services



- Migration and Modernization from MPP Databases
- Intelligent Snowflake for Data warehousing
- Migrate Legacy Silos into Insightful Unified Platform
- Data Mesh on Snowflake
- Modernized Pipeline on Low Code/No Code Platform
- Real-time data modernization

## Industry Focused Solutions



- Risk, Regulatory and Compliance for Finance
- Monetizing through Collaborative Data Sharing
- Customer Data Platform for Personalization

## Operations



- DataOps
- Governance, Risk and Compliance
- Data Quality
- Data Anonymization

## Insights & Data Science



- Data Visualization and Dashboard
- Self-Serve Analytics
- Cognitive Analytics
- NLP-driven Data Oncology
- AI-driven solutions
- AIML driven Snowpark Warehouse

## Our Strengths

- ❖ Extensive Domain Expertise
- ❖ End to End Strategists to future-proof
- ❖ Robust DataOps Framework
- ❖ Cohesive Domain Execution
- ❖ Snowflake Native Accelerators
- ❖ Client centric Approach



**55%** Cost Savings by leveraging Accelerators & Frameworks



**40%** Accelerated Time to Market



**20,000+** applications modernized including **4,500+** database migrations

## Key Differentiators

- ✓ Self sustained POD's (Tiger Teams)
- ✓ Tool/Accelerator driven Approach
- ✓ Templated Execution
- ✓ Cost-Effective Partner
- ✓ Agile & Collaborative Methodology
- ✓ Strong Focus on Innovation
- ✓ Client's Teams Enablement



# Financial Data Cloud (FDC)



The client is a private, independent investment and strategic advisory firm with a mission to deliver a combination of first-class investment performance, strategic advice and the highest level of service.



## Customer Need

The client was in the process of modernizing new applications using PEGA. The client wanted the following:

- Evaluate the performance of sample applications with under 100 users to understand their readiness and expansion strategy.
- Required a centralized data storage solution for data consumption/analysis.
- Accelerate business growth by helping build new products, insights and enable AI and machine learning capabilities.



## Solution Provided

- Built a big data platform that centralizes data from various sources and formats in an inexpensive storage.
- Solution enabled fast processing of regression and data migration
- Expanded Data Integration Patterns with Low-Code No code environment to be absorbed by Pega
- Factory-approach for multiple application migration and modelled for varied business needs/use case patterns in a standardized manner.
- Analytics Layer for data-driven decisioning



## Benefits/Results

- Improved data accessibility & scalability and reduced retrieval time by 40%
- Enhanced Data Security & Compliance and achieved “zero” data breaches or security incidents in first year
- Streamlined Data Integration and interoperability resulting in 30% quicker time to market and new opportunities with minimal integration.
- Advanced Analytics improved self-service usable by over 50%
- Achieved 25% improvement in predictive accuracy of diagnosis by AIML
- Data democratization for any future proof challenges of data science.

### Technology Stack



# Real-time Analytics Hub



The client is an American media measurement and analytics company providing marketing data and analytics to enterprises, media and advertising agencies and publishers.



## Customer Need

- Consultation on evaluating the right tools and the right approach for cloud adaptation to offload computing from there slowing down On-premise Map R cluster.
- Build the solution initially for Live data (largest module) on an evaluation basis
- Needs automated solution instead of manual intervention for resource configuration, deployment, scheduling, scalability, etc.
- Ability to process more than 10 TB or more - incremental data that's coming efficiently.



## Solution Provided

- Provided a cloud-optimized, on-demand spin up solution for the computation offloading & Snowflake-based reporting solution.
- 5TB or more data are extracted from on premise weekly from on prem MAP R cluster and placed in S3 using shell script & AWS CLI executed by Airflow jobs.
- Based on data sized copies over – AWS EMR cluster is spun up using cloud formation templates & AWS CLI for executing spark & PIG scripts.
- Resultant data post processing from EMR is pushed into S3 buckets for persist.
- AWS EMR cluster is auto scaling enabled and gets purged post processing.



## Benefits/Results

- Improved user engagement over 40% by interactive reporting and rich data visualization
- Enhanced data collaboration by 35% between internal, across various partners and 3<sup>rd</sup> party data
- Offloaded jobs which would need 48 hours in on perm server to cloud and processed them within 24 hours.
- Automated real-time analytic and reports enabling media measurement for data driven decision resulting in 75% faster decisioning
- Cross platform integration and automated infrastructure assessment resulted in 70% cost savings.

3x  
Delta  
Runtime  
Reduction

\$450k  
cost savings  
in three  
years

50%  
reduction in  
data  
integration

## Technology Stack



# Next Steps

## Service Offering



**4-Week Quick Peek**  
Advisory, Consultation,  
Assessment



**Tailored Engagement**  
Solution Design, Self Sustained POD,  
Migration Services



Training Workshop &  
bootcamps

## Key Offerings



- Migration & Modernization
- Optimization and Cost reduction
- Data Governance & Security
- Data Integration & Real-time Enablement
- AI-driven Analytics & Dashboarding

## Some Artifacts



Executive Dashboard, Risk Radar, ROI  
Analysis, Insight Playbook, Benchmarking  
Report, Best Practice Guidelines

**Quick Peek**



**Engagement**

Architecture or Design Documents, Roadmap or Strategy Document,  
Assessment Report, Implementation Plan,  
Project Governance Framework, Risk Assessment or Security Audit  
Report, Production handbook





## Contact us

[info@innovasolutions.com](mailto:info@innovasolutions.com)

[Snowflake consulting partner - Innova solutions](#)