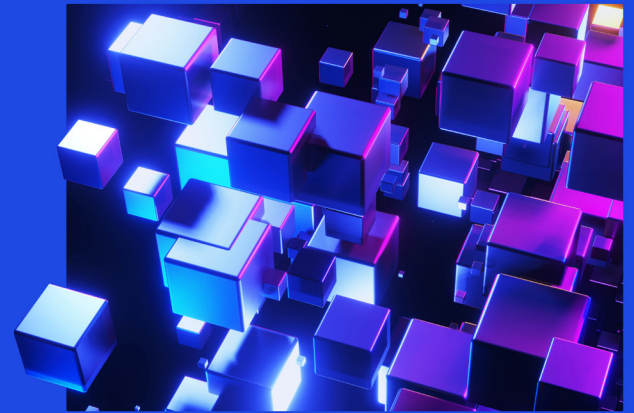




Enabling the modern data architecture

Extract value from data and reduce costs with KPMG and Snowflake



Regardless of industry, all organizations store data in a mix of different systems and platforms. This fragmented, siloed data limits the value that business users can achieve and impacts:

- **Costs.** Legacy platforms make accessing, scaling, and manipulating data expensive.
- **Operations and performance.** Limited scalability, lengthy processing times, and maintaining a large information technology (IT) infrastructure to support growing data volumes hinders day-to-day agility.
- **Time to market.** Older data platforms cannot support aggressive launch timelines for new products.

As a result of these challenges, many forward-thinking executives are initiating cross-organization programs to modernize enterprise data platforms—with the twin goals of reducing expenses and increasing the business value derived from data.

Use cases for a modern data architecture

A modern data architecture built on Snowflake's data cloud supports multiple business use cases to bring practical value to your business. Leveraging KPMG functional and industry knowledge, we can help to apply this modern architecture in the following areas:

- **Digital transformation.** Data sharing capabilities drive digital transformations in finance, human resources, and customer experience.
- **Solution development.** The data architecture can help power a global ecommerce platform or a new customer-facing application with autoscaling.
- **ERP implementation.** As you transition to a cloud-based Enterprise Resource Planning (ERP) system, this architecture supports data migration and long-term data warehouse strategy.

- **Mergers and acquisitions.** Quickly integrate new data from a merger or acquisition—even across multiple cloud providers—to enhance agility.
- **Data consolidation.** Break down the growing data silos and easily integrate all of your organization's data into the data warehouse of the future.
- **Data Analytics and artificial intelligence (AI).** Power analytical capabilities to drive growth and enhanced decision-making.

Benefits of a modern data architecture

A modern data architecture built with KPMG know-how and Snowflake technology can help you realize the following benefits:

- **Cost reduction.** By consolidating data warehouses in the cloud, you can transform capital expenses to operating expenses and take advantage of the separation of compute and storage to lower cloud invoices. You can also reduce IT expenses, including equipment, data centers, and salaries.
- **Growth enablement.** Modernizing your data architecture enables access to real-time growth levers. For example, you can increase customer lifetime value, optimize models, and monetize data sharing.
- **Accelerated time to market.** With a single source of truth and the ability to securely share live data with partners, you can rapidly develop solutions for your customers.
- **Agility.** The ability to integrate and access new data enables you to respond to market changes. With speed and scale, you can automate your ability to handle spikes.

- **Risk mitigation.** With direct and fast access to secure and compliant data, you can set up real-time risk indicators. KPMG can help you support SOC 1/2 Type II, HIPAA, PCI DSS, HITRUST CSF, and more.

The alliance between KPMG and Snowflake helps organizations use data management as a lever to deliver business value and cost savings. KPMG guides clients through data-driven, cloud-based business transformations and projects using Snowflake’s data cloud to deliver speed, scale, ease-of-use, and lower costs. Together, KPMG and Snowflake can help enable access to new insights from all areas of your enterprise.

A data cloud to power business transformation

Snowflake is a trusted data cloud platform. In an innovative departure from traditional architectures, Snowflake offers multicloud, shared data with central, scale-out storage and multiple independent compute clusters. It provides:

- A single platform for any workload
- Secure and governed access to data
- Market-leading performance and scalability.

Leveraging Snowflake’s technology, the KPMG Data and Analytics (D&A) practice helps you apply data to real-world business challenges. KPMG supports you from strategy through design and implementation to bring together disparate data sets across on-premises and existing cloud environments—including AWS, Google Cloud, and Azure—to deliver new analytics and insights into your business.

In this alliance-based offering, KPMG and Snowflake can bring together the ability to take your data capabilities to the next generation, through offerings such as:

- **Data analytics and AI.** Unlock the full value of your data and enable next-generation analytical capabilities.
- **Accelerated migrations.** Cut the time to migrations with accelerated tools to pinpoint migration priorities and cutover priorities.
- **Platform administration and adoption.** Enable control and visibility into costs, usage, and compliance.
- **Data governance and management.** Governance and management of data to increase trust and democratization of data assets.
- **Data ingestion.** Leverage industry leading data integration and ingestion strategies to handle many types of data.

KPMG: A strategic and tactical partner for modernizing your data cloud

The KPMG D&A practice has deep functional and domain knowledge on modernizing the data ecosystem to drive business value and reduce costs. With Snowflake-certified resources across North America and a broad portfolio of recent projects, KPMG has the qualifications and experience to help guide your D&A initiatives. In addition, an extensive network of alliances and partnerships with cloud and data management providers enables KPMG to increase the impact of Snowflake’s data cloud.

KPMG approaches Snowflake migrations considering both near-term and long-term goals. After learning the complexities of your data environment, KPMG focuses on a phased migration roadmap that helps deliver business value incrementally. Experienced professionals size data and processing capacity and use leading integration tools to migrate data. KPMG then measures success—with key performance indicators for concurrency, scalability, availability, and resilience. All this is done with a multiyear target operating model in mind that anticipates data and application growth and instills data literacy across the organization.

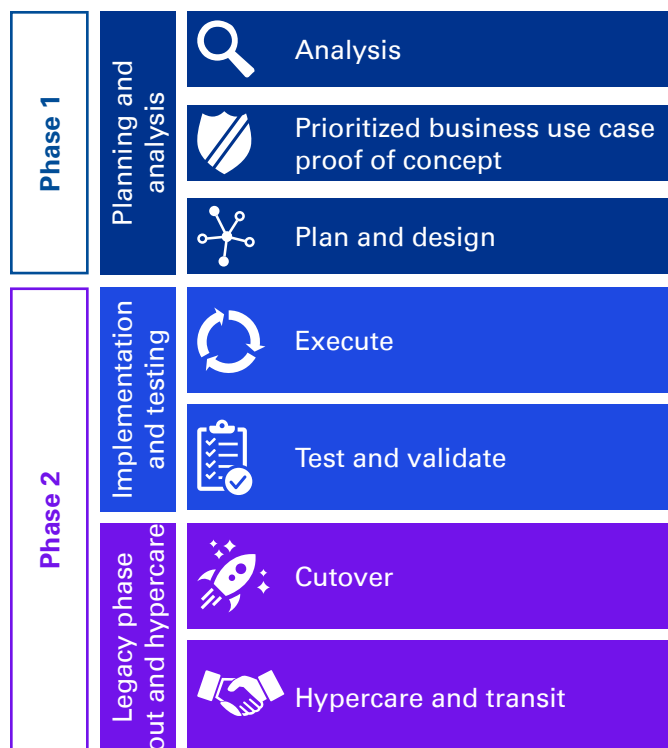


Figure 1. KPMG uses a phased approach to Snowflake migrations that addresses strategic and tactical concerns.

Rely on our data capabilities

Combining the KPMG strategic perspectives and established frameworks with Snowflake's data cloud platform can help you gain significant insight into your business operations while also reducing expenditures. Contact us to learn how a modern data architecture can benefit your business.



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