In today's cutthroat business world, being data-driven isn't a luxury – it's a vital lifeline for both survival and growth. According to Forrester, organizations that harness data effectively witness an annual growth rate exceeding 30%.

Despite the unanimous agreement on data's transformative potential across all business operations, its actualization remains a hurdle for many. A 2022 report by Capgemini states that only 21% of organizations have attained an 'advanced' level of data maturity. The rest, a staggering 79%, are still grappling with 'basic' or 'intermediate' levels.

The result for large enterprises is hundreds of millions of dollars in lost productivity and profitability: data-driven businesses outperform their peers by 5% in productivity and 6% in profitability.

Fortunately, you've already made the decision to move your company's data into Snowflake, so you understand the strategic importance of data to the enterprise. Still, there are still significant challenges to overcome and strategies to implement if you want to maximize the value of your investment.

This guide serves as a navigational compass for organizations, like yours, initiating or progressing on their data maturity voyage with Snowflake. It's a roadmap to answer your questions and for unleashing the full potential within your data to enhance every part of your business, from daily operations to critical decision-making.

**Elementum’s 4-Step Framework for Success**

**Stage 1**
- Shifting to a data-driven culture

**Stage 2**
- Transferring data into Snowflake

**Stage 3**
- Leveraging data for insights and growth

**Stage 4**
- Building a self-driven Snowflake ecosystem
Stage 1: Acceptance
Shifting to a Data-Driven Culture

The first step in the data maturity journey is recognizing the value of data as an asset and fostering a data-driven culture. This involves aligning organizational goals with data strategy and ensuring cultural support for data initiatives.

### Stage 1 Challenges
- Resistance to change from traditional decision-making processes
- Lack of understanding or acceptance of data's value among team members
- Insufficient training or support for data literacy

### Stage 1 Opportunities
- Enhancing decision-making capabilities
- Cultivating an environment of curiosity and continuous improvement
- Establishing a unified, data-driven vision for the organization

Stage 2: Migration
Transferring Data Into Snowflake

The next stage revolves around the technical aspects of migrating data to the Snowflake Data Cloud. This process includes selecting the appropriate partners for Extract, Load, Transform (ELT) processes, developing a data migration roadmap, and implementing the data transfer.
Stage 3: Enablement
Leveraging Data for Insights and Growth

Once data is in Snowflake, the goal is to unlock insights for growth. Key steps include:

- **Data Governance**: Set up policies to manage data access, use, and quality.
- **Data Visibility**: Ensure data is readily available where needed, possibly through a centralized repository.
- **Business Adoption**: Foster data-driven decision-making across the organization with training, support, and highlighting the value of such decisions.

### Stage 3 Challenges

- Difficulty translating insights into actions
- The overabundance of dashboards can be overwhelming
- Lack of adoption by business users
- Tracking business outcomes and attributing ROI

### Stage 3 Opportunities

- More effective decision-making
- Potential for significant growth and innovation driven by data insights
- Ability to make proactive, data-informed decisions
- Building a robust data infrastructure that supports future initiatives
Stage 4: Automation
Building a Self-Contained Snowflake Ecosystem

Limiting data in Snowflake to insight generation is like having a Ferrari stuck in first gear.

The final stage of data-driven decision-making is one where data does not just inform but actively drives business success through an autonomous, self-contained application ecosystem.

Traditional architectures require moving data via API or connectors, which are inherently inefficient, costly, and insecure – and require long, complex implementations. After dedicating significant time and resources to migrate to Snowflake, it’s essential to unlock its value.

The key to unlocking Snowflake’s true power lies in creating a native ecosystem where operations – not just analytics – can be run directly within it, leveraging the wealth of your organization’s data.

---

**Stage 4 Challenges**

- Breaking free from the notion that additional dashboards are the solution
- Acknowledging that data quality won’t always be flawless
- Resistance to alter existing processes, despite potential benefits
- Hesitation to adopt unfamiliar technology
- Limited in-house expertise in new technologies

---

**Stage 4 Opportunities**

- Inherit Snowflake governance and compliance safeguards
- Improve application performance and cut costs, such as data transfer expenses moving data back and forth from Snowflake
- Provide business users with extended self-service capabilities
- Gain access to Snowflake’s machine-learning models for data science
- Utilize your data to build secure, high-performance, AI-powered applications

---

“Data Leaders need to move beyond insights and start prioritizing automation.”
- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Officer, Albertsons & American Express

“Data Leaders need to move beyond insights and start prioritizing automation.”

The reality is that people don’t want more insights and dashboards. They want to run a better business and improve its bottom line.

---

The Treadmill Trap: Effort Without Progress

Ever felt like your team is drowning in dashboards and other data products that will only be accessed by the few stakeholders that use analytics in their day-to-day operations? The problem is these solutions rarely lead to outcomes.

It’s like running on a treadmill – working hard but not getting anywhere. Maybe this is why most data and analytics leaders feel like their teams don’t provide value to the business.

- Danielle Crop, Former Chief Data Office
The data maturity journey with Snowflake is a continuous process of improvement and innovation. The ultimate goal is to become a truly data-driven organization that leverages your Snowflake data as a strategic asset for growth and success. After all, why spend so much time, money, and resources to migrate to Snowflake only to use platforms and tools that move your data outside it?

Interested in learning more about Elementum? Schedule a demo today.