

## Case Study

# Digital Transformation of Business Data to Snowflake for a Leading Media Company

## Client

Our client is a leader in global entertainment and is the world's leading producer of film and television programming.

## Business Challenges

### The client wanted to

- ▶ Upgrade system for analytics and reduce OPEX for Snowflake.
- ▶ Reduce the Total Cost of Ownership (TCO) of infra and services.
- ▶ Gain access to next-gen data analytics and insights for business improvements.

## LTIMindtree Solution

- ▶ Lift-and-shift existing data for multiple applications into Snowflake.
- ▶ SQL Migration Automation Tool (LTIMindtree accelerator) migrated DDL from all databases to Snowflake.
- ▶ Automated scripts to copy data from Netezza to Snowflake using NZSQL export and SnowSQL utilities.
- ▶ Automated conversion of data to be compatible with Snowflake connector.
- ▶ 350+ workflows and 1,100+ mappings converted from Informatica.
- ▶ Retrofitted BOs and Informatica on Snowflake using the existing ETL and Reporting platform.

## Business Benefits

~**USD 60k** savings  
forecasted for the  
company within a  
year of migration

**5** universes and  
**1,000+** reports  
tested in business  
objects

Maximum  
automation used for  
transferring data and  
conversion

Combining robust  
capabilities of Snowflake to  
enable businesses to improve  
revenues and maximize  
operational efficiency by  
reducing the cost of  
ownership

**LTIMindtree** is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit [www.ltimindtree.com](http://www.ltimindtree.com).