

ENGINEERING THE NEXT GENERATION DATA FOUNDATION TO ENABLE MODERN TELECOM ENTERPRISES

Cognizant and Snowflake Streamline Enterprise Data Strategy and Simplify Data Experience for Moments That Matter and Data Monetisation

SNOWFLAKE AND COGNIZANT DELIVER

Cognizant enabled our customers to modernize one of the largest data environments in the telecom world from Teradata to Snowflake. Snowflake's platform architecturally scales compute separate from storage to deliver a truly elastic, performant, flexible, and efficient solution.

“

...[migration to Snowflake] is designed to modernize our data and analytics technologies. The program will build additional business capabilities to support a flexible reporting and analytics user experience. Let's go make data happen!!

”

—Client Senior Director,
Innovative Data Solutions



AUTO-SCALING PLATFORM

addressed current and future needs of enterprise and support multi-tenancy data marts and common data



QUICK AND SECURED ACCESS

with data democratization, automated provisioning and active monitoring



ENTERPRISE GOVERNANCE STANDARDS

and practices enabled in a consolidated data ecosystem



TRANSPARENCY

in usage and activity and minimal use of Teradata and other fragmented data stores



TIME TO MARKET REDUCED

with scalable cloud-based architecture



SIGNIFICANT COST RECOVERY

opportunity for both on-premises and current cloud platforms; separation of storage and compute

HETEROGENEOUS DATA ENVIRONMENT

- Modular and layered data architecture
- Decoupled storage and compute
- Delivered data in different grains, schemas & temporal values
- A detailed wave prioritization strategy to migrate data estates incrementally

DATA MESH, DATA GOVERNANCE & SELF SERVICE ENABLEMENT

- Integrated with enterprise data governance platform
- Implemented data mesh as a self-serve platform for data standardization, data product lineage, data product monitoring, alerting, logging, and data quality metrics

MIGRATION AT SCALE (DATA, PROCESS, REPORTS)

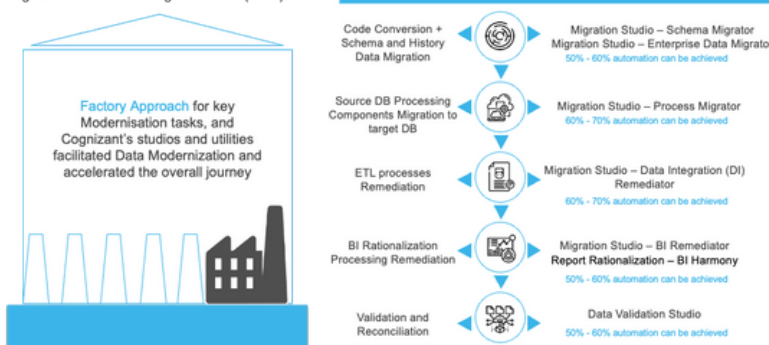
- Support for various ingestion patterns – batch, near-real time, real time, push/pull
- Allowed unstructured, semi-structured, and structured data storage and analysis
- Factory model for report rationalization, migration and validation
- Accelerators for code conversion, data migration, data validation, ETL remediation

UNIFIED SECURITY MODEL

- Native data security, authentication and authorization (row and column level access control, dynamic data masking) model

Our approach accelerated the data modernization journey on Snowflake.

Cognizant's 'Factory Model' approach for Data Modernization with well-defined outcome, qualified input and output, supported by Cognizant's Data and Intelligence Toolkit (CDIT)



- REDUCES DATA REDUNDANCY AND FRAGMENTATION with close proximity of business users to the data warehouse based on Domain Centric Data Mesh architecture
- FASTER SPEED TO MARKET for new data sources across domains
- BUSINESS USERS MANAGE QUERIES in their own compute clusters and reduce the cost of ownership
- NO NEED FOR "UNDER-THE-DESK" SERVERS, independent SQL servers, and other noncompliant or redundant data stores
- CONSOLIDATED SOLUTION operating within governed parameters

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 543 of the 2021 Forbes Global 2000 (G2K) as of October 31, 2022, use Snowflake Data Cloud to power their businesses. Learn more at snowflake.com

ABOUT COGNIZANT

Cognizant (Nasdaq: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes, and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or @cognizant.