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%.
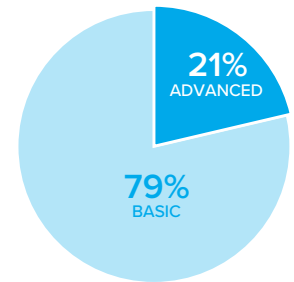
Despite the unanimous agreement on data's transformative potential across all business operations, its actualization remains a hurdle for many. A 2022 report by Capgemini states that only 21% of organizations have attained an 'advanced' level of data maturity. The rest, a staggering 79%, are still grappling 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.
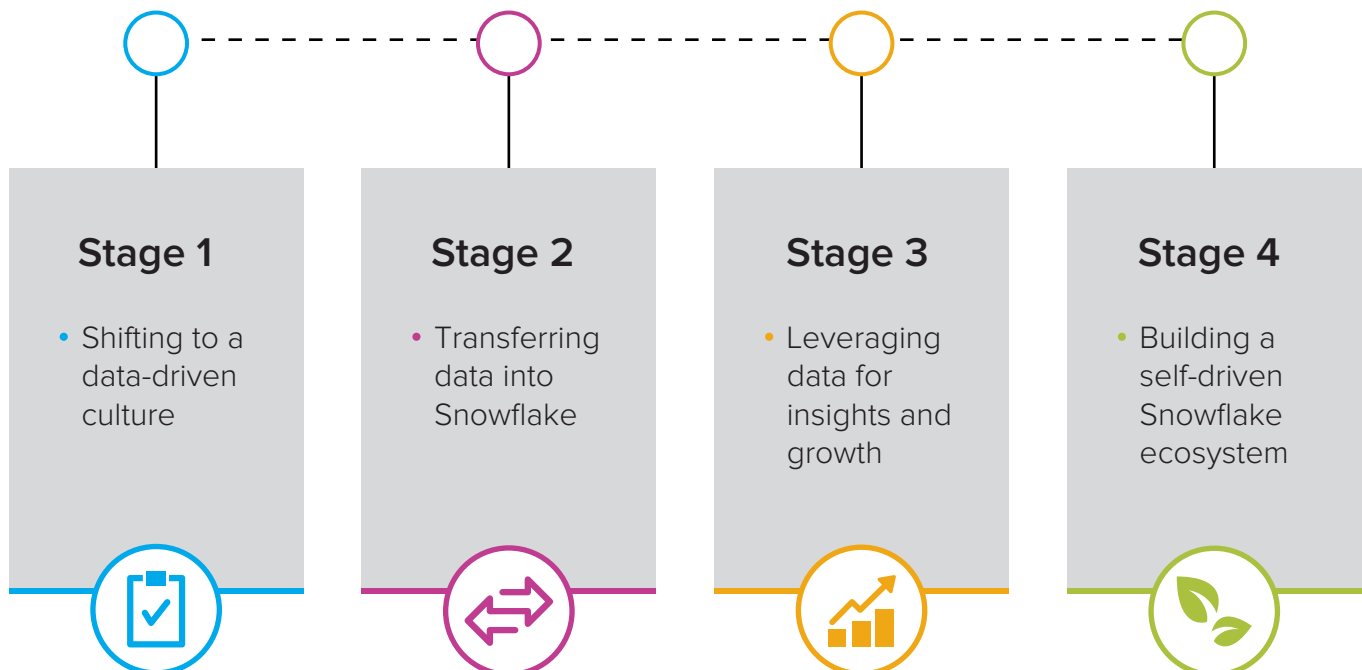
Fortunately, you've already made the decision to **move your company's data into Snowflake**, so you understand the strategic importance of data to the enterprise. Still, there are still significant challenges to overcome and strategies to implement if you want to maximize the value of your investment.
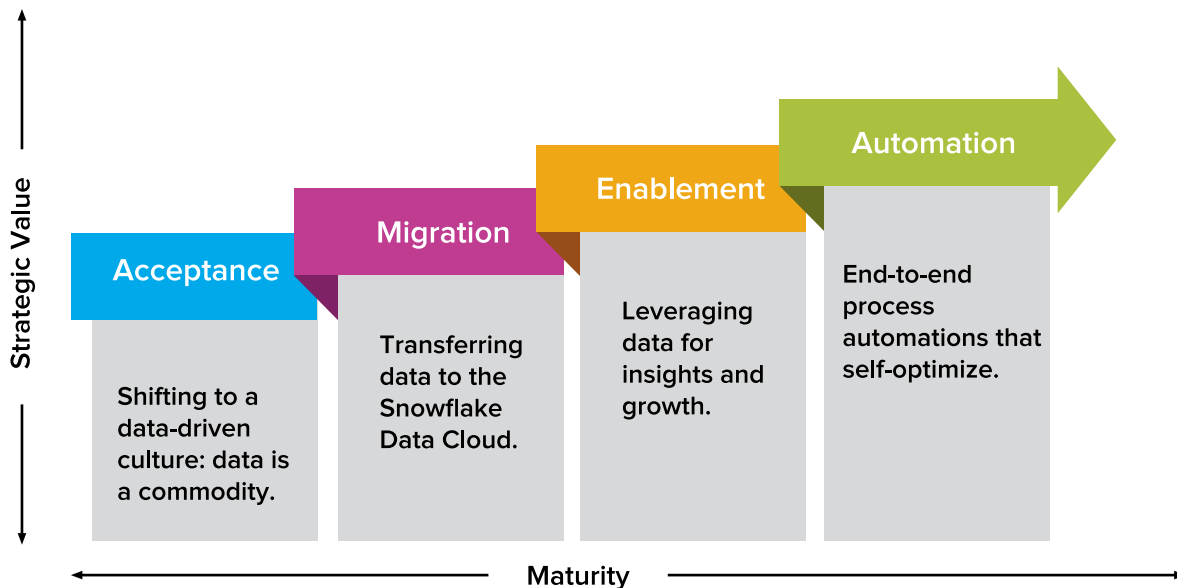
Data Maturity per Organization

21% ADVANCED

79% BASIC

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

Strategic Value ↑ / Maturity →

Acceptance — Shifting to a data-driven culture: data is a commodity.

Migration — Transferring data to the Snowflake Data Cloud.

Enablement — Leveraging data for insights and growth.

Automation — End-to-end process automations that self-optimize.

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	Stage 1 Opportunities
• **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**	• **Enhancing decision-making capabilities** • **Cultivating an environment of curiosity and continuos 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.

At this stage, emphasizing quick wins to prove immediate value is critical, and can help foster wider acceptance. While the full migration to Snowflake may span months to years, depending on the organization – **prioritizing the transfer of data** that delivers early benefits can offset challenges such as substantial migration costs and operational distractions.

Stage 2 Challenges	Stage 2 Opportunities
• **Data migration complexity and potential for errors**	• **Increased scalability and flexibility with cloud-based data management**
• **Concerns around data security and compliance during migration**	• **Leveraging the advanced analytics capabilities of Snowflake**
• **Potential performance issues or downtime during the transition**	• **Opportunity to consolidate and central-ize data resources**

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	Stage 3 Opportunities
• **Difficulty translating insights into actions**	• **More effective decision-making**
• **The overabundance of dashboards can be overwhelming**	• **Potential for significant growth and innovation driven by data insights**
• **Lack of adoption by business users**	• **Ability to make proactive, data-in-formed decisions**
• **Tracking business outcomes and attributing ROI**	• **Building a robust data infrastructure that supports future initiatives**

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.

> "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.

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	Stage 4 Opportunities
• **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**	• **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**

Enhancing Operational Efficiency with Snowflake-Native Workflow Automation

Elementum is **the only workflow platform native to Snowflake** that uses your data to trigger automations. No data movement, no complex implementation cycles or managed services — just faster, cheaper, and more secure Data Driven Workflows powered by your Data Cloud.

Business users can **quickly build business process applications** or choose from an extensive library of 50+ pre-built templates for popular use cases like vendor onboarding, inventory management, software license management, new product introduction, risk management, and more.

Building applications with Elementum is like assembling Lego bricks. Business users can effortlessly link existing data tables in Snowflake, layering apps to iteratively **improve and refine business processes**, all without writing a single line of code – or demanding extra bandwidth from data teams.

❄️ snowflake

> **"Elementum empowers our customers to leverage cutting-edge technologies on Snowflake's unified platform. We're thrilled to facilitate workflow creation, alerts, and automation using Elementum on Snowflake's Data Cloud."**
>
> *- Rosemary DeAragon - Global Head of Industry, Retail & CPG at Snowflake*

Maximize the Value of Your Snowflake Investment

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.**

✧ elementum