Business Case

Stridely Powers Rapid Snowflake Migration for Building Materials Company

Overview

A leading manufacturer of building materials in the United States, operating multiple plants and offices nationwide, wanted to modernize its data ecosystem by migrating from Oracle Autonomous Data Warehouse (ADW) to Snowflake Data Cloud. Their data warehouse is central to critical business functions such as supply chain, production planning, inventory management, and sales analytics. The client's key priority was speed and security. They needed the migration completed within a short timeline with data security features, without disrupting ongoing business operations.

Challenges

While ADW and ODI provided a robust foundation, the client was facing a combination of operational and strategic challenges:

- **High Costs**: ADW's licensing and operational costs were straining IT budgets.
- **Security**: The client needed stronger data governance and tighter access controls than what their existing setup offered.
- **Scalability Concerns**: Growing data volumes and new reporting needs demanded a more flexible, cloud-native system.
- **Tight Timeline**: The client wanted to complete the migration on a short timeline, much faster than a conventional ADW-to-Snowflake project, which often takes more than a year.

These challenges made it clear that the client needed both a new platform and a smarter migration strategy.

Solution

Stridely proposed its Phased Migration approach, a structured yet accelerated approach to data warehouse modernization.

The migration was executed in three **key stages**:

Stage 1 – Dual Warehouse Setup:
- Data from ERP systems, databases, and third-party apps continued flowing through the existing ODI ETL pipelines.
- These pipelines were extended to feed data into both ADW and Snowflake simultaneously.
- Business users continued accessing their dashboards and analytics without interruption, while the Snowflake environment was validated in parallel.

Stage 2 – Transition to Snowflake:
- Once confidence in Snowflake was established, data pipelines from ODI were directed exclusively to Snowflake.
- The legacy ADW was phased out, making Snowflake the primary data warehouse.
- This reduced infrastructure costs and complexity while still using the familiar ODI pipelines for stability.
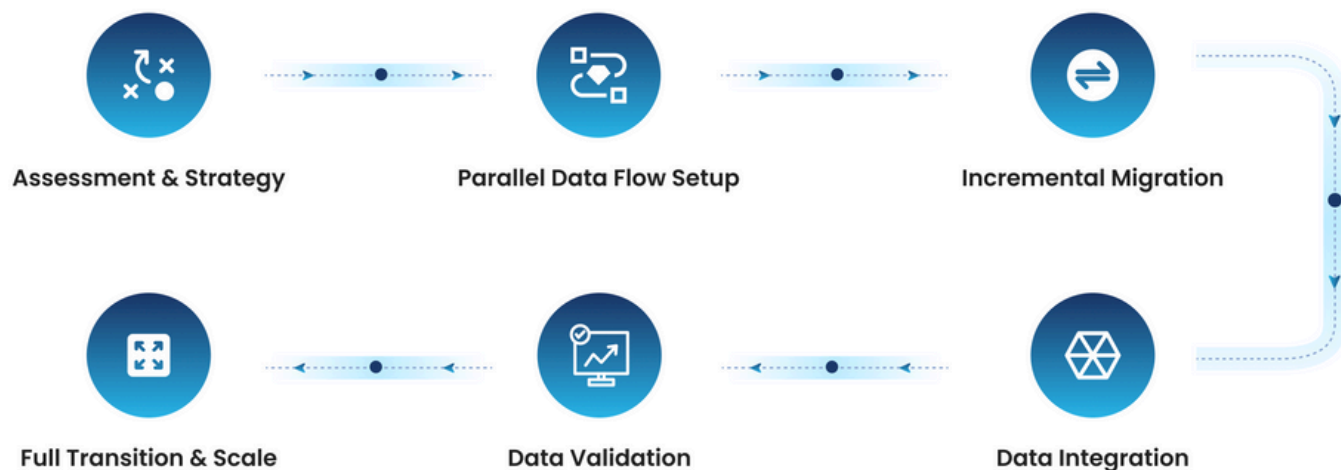
Stage 3 – ETL Modernization:
- Finally, ODI pipelines were migrated to Matillion, a Snowflake-optimized ETL tool.
- With this step, the client gained cloud-native, scalable, and automated pipelines that leveraged Snowflake's full potential.
- Performance was optimized, and the overall data ecosystem became significantly simpler and more efficient.

The methodology was designed to reduce risk, maintain business continuity, and meet the client's aggressive timeline.

Our Migration Approach

Assessment & Strategy → **Parallel Data Flow Setup** → **Incremental Migration**

Full Transition & Scale ← **Data Validation** ← **Data Integration**

Results

1

Accelerated ROI
Migration was completed in just 15 months, nearly 2x faster than industry-standard timelines of 30-35 months, which meant the client began realizing Snowflake benefits almost immediately.

2

Cost Savings
By moving away from ADW's high licensing model to Snowflake's consumption-based pricing, the client achieved an estimated 30% reduction in annual data warehousing costs.

3

Increased Business Agility
Reports and dashboards that previously took hours to run now execute in minutes, giving business leaders near real-time insights into production planning, supply chain decisions, and customer demand forecasting.

4

Zero Operational Disruption
Business continuity was fully maintained, with 0% downtime for data consumers across multiple plants during the migration period.

5

Future-Ready Architecture
With ETL modernized on Matillion and Snowflake's elastic scaling, the client can now onboard new data sources, expand workloads, and support advanced analytics without additional infrastructure investments.

6

Stakeholder Confidence
Strong secured governance and validation across all phases of the migration-built enterprise-wide trust in data quality, encouraging wider adoption of data analytics for improved decision-making.

Conclusion

The migration project proved that large-scale modernization does not have to mean long timelines or high risk. By applying Stridely's Snowflake migration approach, the client reduced migration time by 60%, reducing operational costs, and gained an easy-to-use, scalable, and more secure data platform.

About Stridely Solutions

Stridely Solutions is a trusted Snowflake partner with proven experience in consulting, migration, and optimization of enterprise data platforms. Our team of certified Snowflake professionals has worked across manufacturing, building and engineering, BFSI, and other industries to deliver faster migrations, stronger governance, and higher ROI on Snowflake investments.

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