BetaTech Global Marketing Discovery Meeting Transcript

Date 12 Mar 2025 – Deeva Smart (Snowflake) with Arvid Larsen (BetaTech Global Marketing)

00:00 Deeva: Hi Arvid, glad we could connect. I understand you lead Marketing Technology for BetaTech and already have one Snowflake instance running?

00:05 Arvid: That's right. Our internal marketing team uses a small Snowflake account for campaign data, but we're standing up a **new warehouse** to support the main site, BetaTech.com, plus broader analytics.

00:12 Deeva: Got it. And you report up to the CIO, correct?

00:14 Arvid: Yes, I roll into the CIO's organization. We own web, mar-tech, and analytics. The CIO wants clear **production vs. staging separation** for governance.

00:20 Deeva: Perfect. Let's start with goals: create logically separate prod and stage, consolidate silos, and power advanced marketing analytics—sound right?

00:27 Arvid: Exactly. We have Adobe Analytics, Google Ads, internal clickstream logs, and CRM feeds. They're scattered across S3, Azure Blob, and a few APIs. We need one **marketing analytics platform** on Snowflake.

00:37 Deeva: We can land each source via Snowpipe or Fivetran, store raw in a **staging database**, and curate into a governed **production schema**. Warehouses can be isolated so staging tests never touch prod SLAs.

00:47 Arvid: Isolation's key. We also have to track web events in near-real-time—think seconds, not hours.

00:52 Deeva: Understood. With Snowpipe Streaming you'll get sub-minute latency. We can pair that with Snowflake's Snowpark for transforming JSON clickstream on the fly.

01:00 Arvid: Great. Another pain point: right now reports take hours to refresh. Marketing wants self-service dashboards with near-instant drill-downs.

01:07 Deeva: Snowflake's result-cache and automatic scaling should cut refresh times drastically. We'll benchmark query performance during a POC.

01:13 Arvid: Speaking of POC, what's a typical decision flow?

01:15 Deeva: Usually (1) gather requirements with marketing/IT, (2) architecture review, (3) security assessment, (4) 2-week POC, (5) ROI analysis, (6) vendor selection. We'll provide TCO calculators and security docs.

01:25 Arvid: Perfect. Integrating with our **existing Snowflake instance**—any pitfalls?

01:28 Deeva: We can use a separate **account** or a **new database** inside your current account. Either way, we'll use role hierarchy to fence prod and stage. For network isolation, PrivateLink or reader accounts are options.

01:38 Arvid: And web analytics—do we push raw hits or aggregated sessions?

01:41 Deeva: Start with raw hits in a variant column; then create sessionization views. That enables deeper customer-journey analysis and future personalization models.

01:48 Arvid: Sounds good. Success looks like: prod/stage running, web data flowing, and dashboards live by Q3.

01:52 Deeva: Success metrics noted: environment separation live, web-analytics pipeline operational, and reporting latency reduced.

01:57 Arvid: Competitive landscape—we've glanced at Redshift, BigQuery, and Synapse. But

unifying data across clouds is what draws us to Snowflake.

02:03 Deeva: Cross-cloud replication and secure sharing are Snowflake's strong suits. We'll highlight that in the architecture session.

02:07 Arvid: Next steps?

02:09 Deeva: • Draft architecture with prod/stage separation and source-ingest plan.
   • List required connectors (Adobe, Google Ads, website logs, CRM).
   • Schedule 2-week POC kicking off April 1.
   • Define KPI baselines for report refresh time and user adoption.

02:20 Arvid: I'll pull in our Web Team lead, Traci, and the Enterprise Architect. Let's aim for architecture sign-off by March 22.

02:24 Deeva: Perfect. I'll send a recap deck, sample role hierarchy, and a PrivateLink options sheet tomorrow. Appreciate the time, Arvid.

02:30 Arvid: Thanks, Deeva—this gives us a clear path forward. Talk soon.

Info Captured Outside Today's Conversation

Company Overview – **BetaTech Global Marketing Analytics** is part of BetaTech, a multinational IT services & consulting firm (founded 2004). Services: digital transformation, tech consulting, BPO, IT infrastructure.

Additional Business Goals – real-time analytics, ROI measurement, customer-journey insights, personalization, cross-channel attribution.

Typical Pain Points (to validate) – limited marketing visibility, slow time-to-insight, data-quality gaps, manual reporting, cross-channel attribution challenges.

Buyer & Influencer Titles – Economic buyers: CIO, CDO, CMO, VP Marketing Tech; Influencers: MarTech Director, Web Analytics Manager, Data Architects, Marketing Ops, Enterprise Architects.

Decision Criteria (to validate) – TCO, scalability, security, integration depth, support & maintenance.

Success Metrics (to validate) – reporting-time reduction, data-accuracy lift, ROI measurement, user-adoption rates, query-performance, integration efficiency.

Competitive Landscape – Considering Redshift, BigQuery, Azure Synapse, traditional DWs, and marketing analytics suites like Adobe/Google Analytics.

Identified Concerns – prod/stage separation, integration with current Snowflake, meeting real-time web-analytics SLAs.

Next Steps (agreed) – finalize logical separation design, connector list, POC scope, and KPI baseline before March 22.