

Acme Corp Services Discovery Meeting Transcript

Date: March 10, 2025

Participants:

- **Deena Smart** (Snowflake – Principal Solutions Engineer)
- **Mr. Michael “M” Nguyen** (Acme Corp Services LP – Director, Product Engineering)

00:00 Deena: Good morning, Mr. Nguyen. Thanks for carving out time today. How’s everything in the Product Engineering group?

00:05 Mr M: Busy, as always *laughs*. We’re neck-deep in audit season and the data volume’s already spiking. I’m hoping Snowflake can lighten the load.

00:10 Deena: Let’s frame your top objectives. You run massive solutions for internal staff **and** clients, right?

00:15 Mr M: Exactly. Some products are turning into full-blown platforms, used in the US and globally. Latency and data-residency are real issues.

00:22 Deena: Your stack today is mostly Azure—Databricks, Data Lake, Synapse, plus assorted services? Could you give me a quick rundown?

00:27 Mr M: That’s right. We run most ETL in Databricks (batch and real-time). Data lands in Azure Data Lake, but we also pull from Blob Storage, Postgres, and a handful of SaaS apps. Formats and velocities vary.

00:34 Deena: Core pain points: multi-source integration, seasonal volume bursts during audit busy-season, and platform-level scalability?

00:39 Mr M: Plus governance. We need tighter security controls as we expand globally.

00:44 Deena: Snowflake can consolidate those sources, auto-scale per workload, and enforce row-/column-level security. We’ll also slash TCO by retiring overlapping Azure services.

00:55 Mr M: Governance is huge—especially PII masking for EU client data.

00:59 Deena: Dynamic masking and data-clean-room sharing are native. *[Shows quick slide on security & compliance certifications]*

01:07 Mr M: Nice. How would we ingest, say, audit spreadsheets plus streaming ERP logs?

01:12 Deena: Snowpipe for files, Snowpark Python for streaming. We’ll demo auto-ingest and schema-on-read next session.

01:17 Deena: With Snowflake’s multi-cluster, multi-region architecture, warehouses scale automatically—no cluster tuning required. You pay only for what you use and can share data cross-region without copies.

01:20 Mr M: We also need self-service analytics for 15 k professionals.

01:23 Deena: We can expose curated data marts; BI teams connect via Power BI or Sigma. Compute is metered by seconds, not fixed clusters.

01:29 Mr M: Interesting. How would Snowflake handle, say, a five-times jump in log data during April audits?

01:35 Deena: Warehouses detect queued queries and spin up extra clusters in seconds, then shrink once the surge passes. We can isolate ETL from client analytics in separate warehouses to avoid contention.

01:40 Mr M: Who typically signs the check for Snowflake in firms like ours?

01:42 Deena: Economic buyers are usually the CTO, CIO, or VP Engineering. Standard decision flow is: (1) technical eval, (2) security review, (3) cost analysis, (4) 30-day POC, then stakeholder and procurement approvals. We'll supply ROI calculators.

01:50 Mr M: Security's another hot button. We handle PII in some datasets—how granular is access control?

01:57 Deena: Row- and column-level policies plus Dynamic Data Masking. Everything governed centrally, so no scattered IAM scripts.

02:03 Mr M: Competitors we're eyeing: BigQuery and Redshift.

02:06 Deena: We'll provide a side-by-side matrix—Snowflake excels at cross-cloud sharing and separating compute from storage.

02:09 Mr M: That would reduce our admin overhead. One more: we're planning Python ML pipelines. Does Snowflake replace Databricks notebooks?

02:17 Deena: You have options. Snowpark Python runs inside Snowflake; new Snowflake Notebooks give a notebook UI. If you prefer Databricks for dev, you can still register finished models in Snowflake Model Registry for governed inference.

02:31 Mr M: Good to know. What about cost? Databricks plus all the extra services adds up.

02:38 Deena: Customers typically see 30-40 % lower TCO by consolidating on Snowflake—auto-scaling compute, compressed storage, and fewer inter-service egress fees. We can run a sizing exercise with your volumes to quantify savings.

02:52 Mr M: Perfect. Next steps on my end?

02:54 Deena: I'll schedule a follow-up demo:

- **Ingestion & Transformation** – Fivetran + Snowpipe Auto-Ingest for your diverse sources
- **Workload-Spike Simulation** – scale-out during a mocked audit load
- **Secure Data Sharing** – live share to a sandbox reader account in EU

If that resonates, we can stand up a 30-day POC. Does that work?

03:12 Mr M: Yes, let's do it. I'll bring our cloud architect so we can plan networking and SSO.

03:17 Deena: Great. I'll send a recap deck and an invite for next week. Appreciate the time, Mr. Nguyen.

03:21 Mr M: Thanks, Deena. Looking forward to kicking this off.

Info Captured Outside Today's Conversation

(These items were documented in prior discovery but did not surface verbatim in this call.)

Section	Key Points (Confirmed Earlier)
Company Overview	Acme Corp Services LP – global Audit & Assurance, Consulting, Tax & Legal, Risk & Financial Advisory; ~15 k professionals.
Additional Business Goals	Reduce TCO, accelerate time-to-market, enable self-service analytics.

Typical Pain Points (to be validated)	Data silos across Azure services, performance bottlenecks, complex governance, high maintenance cost, limited sharing, stringent compliance.
Decision Criteria (to be validated)	TCO, security/compliance depth, integration flexibility, SLAs & support.
Success Metrics (to be validated)	Query-time improvement, data-processing SLA, cost savings %, user-adoption, time-to-feature, platform uptime.
Competitive Landscape	Current: Azure Databricks; Alternatives in consideration: Redshift, BigQuery, Synapse, traditional DW, custom builds.
Buyer & Influencer Titles	Economic buyers: CTO, CIO, VP Engineering, Head of Product Engineering. Influencers: Enterprise Architects, Data Platform Engineers, Cloud Architects, Product Managers, Security Officers, Business-unit leads, TPMs.

Action Items Recap

Owner	Task	Due
Deena	Send recap + draft POC plan	Mar 11 2025
Deena	Provide TCO & competitor matrix	Mar 15 2025
Mr M	Share sample 1 TB audit dataset & security checklist	Mar 14 2025
Joint	Schedule architecture deep-dive	Mar 18 2025
Joint	Define POC success metrics & stakeholders	Before POC kickoff