Omega Industries Discovery Meeting Transcript

Date 18 Mar 2025 – Deeva Smart (Snowflake) with Willow Bennett & Greg (Omega Industries)

00:00 Deeva: Hi Willow, Greg—glad we could all join. I understand supply-chain optimization is front-and-center as Omega divests the cement business and doubles down on mining.
00:05 Willow: Exactly. We need end-to-end visibility—from sales order to customer delivery—across multiple ERP instances. Right now, each entity has its own process.
00:12 Greg: We have SAP ECC in North America, Dynamics in EMEA, and a legacy AS/400 in APAC. Data structures don't align, so lead-time reporting is basically Excel stitching.
00:19 Deeva: Let's confirm objectives: consolidate ERP data in Snowflake, automate manual milestones, establish baseline lead times, and surface insights to cut delays. Sound right?
00:25 Willow: Yes. We also want to track suppliers and transport partners to spot bottlenecks, plus automate KPI dashboards for the COO.
00:31 Deeva: For ingestion we'll land structured ERP tables with Snowpipe, and unstructured docs—packing slips, trade-compliance PDFs—via Snowflake Document AI. We can normalize to a unified supply-chain model.
00:40 Greg: Key pain: we lack milestone tracking. Goods leave the plant, but visibility stops until customs clears.
00:44 Deeva: We'll capture shipment events—booking, pickup, customs, POD—into a fact table. Time-travel will audit changes and feed a lead-time distribution view.
00:52 Willow: Good. Another issue is siloed ownership. No single team owns the full chain.
00:55 Deeva: Snowflake's role hierarchy lets each region contribute data yet share a single source-of-truth. Data Clean Rooms can let logistics providers contribute GPS pings without exposing raw data.
01:03 Greg: We also need unstructured emails parsed for shipment updates.
01:06 Deeva: Snowpark Python plus Snowflake Cortex can extract key fields, enrich with reference tables, and attach to the shipment record—no external ETL servers.
01:13 Willow: Decision-wise, we'll pilot first. Scope NA mining plants—best data quality—and one ocean lane.
01:17 Deeva: Perfect. Typical flow: requirements & data mapping → pilot ingest & model → ROI review → scale. For ROI we'll track manual-process hours saved and lead-time variance reduction.
01:25 Greg: Integrating three ERPs worries our architects.
01:27 Deeva: We'll involve your IT Architect team to design CDC streams per ERP. Snowflake's zero-copy cloning isolates dev/prod to keep risk low.
01:34 Willow: How quickly can we stand up the pilot?
01:36 Deeva: Two weeks for initial ingest, two more for dashboards. Casper from our side will co-lead.
01:40 Willow: Success looks like: baseline lead-times captured, milestone accuracy > 95 %, and automated dashboard live.
01:44 Deeva: Captured. After pilot we'll benchmark lead-time cut and automation rate.
01:48 Willow: Next steps?
01:49 Deeva: • Draft architecture integrating SAP ECC, Dynamics, AS/400 files.
• List milestone events & KPI definitions.

• Kick off pilot April 8.
• Schedule security & trade-compliance review.

01:58 Greg: I'll coordinate sample data and the ERP managers.

02:01 Deeva: Great. I'll circulate recap notes and a preliminary data model tomorrow. Thanks both—excited to get started.

02:05 Willow: Appreciate it, Deeva. Talk soon.

What We Knew Before the Meeting (Reference Notes)

- **Company Overview** – Omega Industries: global engineering firm for mining & cement; divesting cement to focus on mining. Provides plants, machinery, services, maintenance, sustainable tech.

- **Use-Case Goal** – *Supply Chain Optimization & Visibility Platform*: consolidate multi-ERP data, automate processes, track milestones, integrate structured/unstructured sources.

- **Business Objectives** – reduce lead times & costs, automate manual workflows, establish baseline metrics, improve supplier and transport efficiency, create actionable data from sales to delivery.

- **Pain Points** – many ERPs, siloed org, unstructured data, no unified supply-chain owner, manual milestone tracking, lack of supplier mapping, limited visibility.

- **Decision Makers & Influencers** – Economic buyers: CSCO, COO, VP Supply Chain, CIO, CTO. Influencers: IT architects, supply-chain/logistics managers, BI leads, ERP managers.

- **Decision Criteria (to confirm)** – integration breadth, data processing power, visualization, automation, TCO, timeline, security, scalability, references.

- **Success Metrics (to confirm)** – lead-time reduction, automation %, data-quality lift, cost savings, inventory turnover, on-time delivery, user adoption.

- **Competitive Landscape** – Endava (consulting partner), SAP HANA, Oracle Cloud, Azure Synapse, custom DWs, legacy ERP analytics.

- **Concerns** – multi-ERP integration, data variations, siloed culture, process standardization.

- **Next-Step Plan** – coordinate with IT architects, pilot NA plant + one lane, leverage Snowflake experience in similar supply-chain cases, define scope & KPIs.