

## Delta Enterprises Discovery Meeting Transcript

*Date 20Mar 2025 – Deeva Smart (Snowflake) with Login Schneider (Delta Enterprises, EU HQ)*

00:00 Deeva: Hi Login—great to meet. I hear Delta wants to modernize marketing analytics while locking down security.

00:04 Login: Exactly. We've got Python scripts floating around laptops everywhere. The CISO hates it.

00:08 Deeva: Goal is a **Snowpark-based framework** that runs notebooks inside Snowflake, so code never leaves the platform?

00:12 Login: Correct. One secure environment, governed data, and a standard way every brand—G Gaming, ASTRO, Blue, Ultimate Ears—runs analysis.

00:18 Deeva: Perfect. With **Jupyter Notebooks in Snowflake** you'll authenticate once, run Snowpark Python, and keep all compute inside the warehouse. Version-control via Git integration keeps notebooks consistent.

00:26 Login: We also need RSA—remote secure access—so only trusted IPs can hit the notebooks.

00:29 Deeva: Snowflake PrivateLink plus network policies will restrict access. RSA jump hosts can proxy if required. All queries stay TLS-encrypted.

00:35 Login: Our pain today is decentralized scripts. Teams copy data to local CSVs, then results disagree.

00:40 Deeva: The framework will expose governed “analysis functions.” Teams call a common Snowpark module. Results are reproducible; security is role-based.

00:46 Login: How do we migrate existing brand dashboards? Some run in self-hosted Jupyter.

00:49 Deeva: Easiest path: import notebooks into Snowflake's environment, swap pandas reads for Snowpark DataFrames. We'll supply a migration playbook and linting script.

00:57 Login: Decision-wise, we'll run a technical POC, check security, then do ROI analysis.

01:00 Deeva: Standard flow. We can pilot with one brand—say Blue Microphones—measure analysis time reduction, then scale.

01:06 Login: Success looks like: framework adopted by three brands in six months, zero local scripts, and security green-light.

01:11 Deeva: Captured. KPIs: framework-adoption rate, security-audit pass, notebook execution time, cost savings versus AWS SageMaker.

01:18 Login: Competing options are self-managed Jupyter on Azure Synapse or Databricks. But security overhead worries us.

01:23 Deeva: Snowflake eliminates server patching. All compute runs in virtual warehouses, auto-scales, and logs to a single audit trail.

01:28 Login: Timeline?

01:29 Deeva: Two-week POC starting April 5. Week 1: security validation & ingestion of marketing views; Week 2: notebook migration and demo to CMO.

01:36 Login: Sounds good. What do you need from us?

01:38 Deeva: • Sample marketing dataset (anonymized).

- List of current Python libs.
- Security requirements doc from InfoSec.

I'll send a POC charter tomorrow.

01:45 Login: I'll pull that together. Appreciate the clarity, Deeva.

01:47 Deeva: My pleasure. We'll make analytics secure and standardized. Talk soon!

## What We Already Knew Before the Meeting

- **Company Overview** – Delta Enterprises: Swiss-American maker of PC/mobile accessories, gaming peripherals (Delta G), ASTRO, Blue Mic, Ultimate Ears, Streamlabs; founded 1981.
- **Use-Case Goal** – *Enterprise Marketing Analytics Framework Implementation*: centralized Snowpark framework, secure Jupyter in Snowflake, standardized analysis, governed access.
- **Business Objectives** – shorten time-to-insight, cross-brand analytics, enforce governance, scale globally.
- **Pain Points** – decentralized Python, lack of standard approach, security risks, inconsistent results, heavy maintenance of multiple environments.
- **Buyer & Influencer Titles** – Economic buyers: CMO, CTO, VP Marketing Analytics, VP Data & Analytics, CDO. Influencers: analytics directors, data scientists, ops managers, BI leads, data engineers, campaign managers, InfoSec.
- **Decision Criteria (to confirm)** – TCO, timeline, security depth, support quality, scalability, performance, adoption potential.
- **Success Metrics (to confirm)** – analysis-time reduction, cost savings, active-user count, consistency index, time-to-deploy new models, resource efficiency.
- **Competitive Landscape** – Alternatives: self-managed Jupyter, custom analytics, Synapse, SageMaker, BigQuery ML, Databricks, Alteryx, SAS.
- **Concerns** – security of analytics ops, need for standardized framework.
- **Next Steps (pre-agreed)** – engage RSA, design Snowpark framework, launch POC.