BlueCloud

BI & ANALYTICS | Snowflake AE Co-Sell Guide

Your Customers Have More Dashboards Than Ever. *Are They Getting Better Answers?*

Years of dashboards, reports and disconnected BI tools have left many enterprises with rising costs, conflicting metrics and analytics teams buried in maintenance.

BlueCloud helps customers determine which reports actually support business decisions, eliminate unnecessary complexity and build trusted analytics on Snowflake, so their investment delivers more than another dashboard.

Hear Any of These? *Bring Us In!*

"Finance and Sales have different numbers for the same metric."

"We have thousands of dashboards, and nobody knows which ones people actually use."

"We're spending more on BI, but we're not getting better insights."

"We're moving to Snowflake, but we don't want to migrate all our old reporting problems with us."

The Signal

The customer has invested in data and reporting, but duplication, inconsistent metrics or legacy BI complexity are limiting the business value.

You don't need to untangle their reporting environment.

Bring us the business problem, the BI tools involved or the modernization initiative. We'll help identify what to keep, what to retire, and where Snowflake can make the biggest difference.

Where To Look For Opportunities

CFO / Finance

Where are conflicting reports or manual reconciliations slowing financial decisions?

CIO / Data & Analytics Leaders

How much of your team's time and budget goes toward maintaining reports that may no longer be needed?

Business & Operations Leaders

Which decisions are delayed because teams can't agree on the numbers?

How We *Engage*

1 ASSESS

Understand the reporting estate

Inventory dashboards, data sources, usage and costs. Identify duplicated reporting, conflicting KPIs and opportunities to simplify.

OUTCOME

A clear picture of reporting complexity, cost and business value.

2 RATIONALIZE

Keep what matters

Work with business owners to determine which reports to retain, consolidate, retire or rebuild. Reduce unnecessary reporting before migrating it.

OUTCOME

A leaner reporting environment and a focused modernization plan.

3 MODERNIZE

Make analytics more valuable

Consolidate reporting on Snowflake, establish trusted business metrics and semantic definitions, and enable modern dashboards and governed self-service analytics.

OUTCOME

Lower complexity, more consistent answers and faster business decisions.

Why *BlueCloud?*

- Most BI modernization efforts focus on moving or rebuilding reports. BlueCloud starts by determining which reports the business actually needs.
- Our **BI rationalization, migration and cost-optimization accelerators** help identify duplication, reduce unnecessary migration work and improve performance.
- We establish certified business metrics and semantic definitions that support consistent reporting across the enterprise.

CUSTOMER PROOF

97% faster reporting — lendingtree

60% less manual reporting — zendesk

What's In It For *Snowflake?*

New workloads:

Modernize legacy BI and analytics environments on Snowflake.

Greater platform value:

Redirect spend from redundant reporting to higher-value analytics and AI workloads that can grow the account.

Expansion opportunities:

Establish trusted metrics and semantic foundations for self-service analytics, Snowflake Intelligence and AI use cases.

Start With One Reporting *Problem Worth Solving.*



Brent Labier
Chief Revenue Officer (CRO)
brent.labier@blue.cloud

