BlueCloud

DATA MIGRATION | Snowflake AE Co-Sell Guide

Your Customers Need To Move Off Legacy Latforms. *What's Holding Them Back?*

Expiring contracts, rising costs, and aging technology are forcing difficult decisions. But migrations can stall when complexity, business disruption, and uncertain outcomes make the risk feel too high.

BlueCloud helps customers identify what needs to move, what can be retired and how to get critical workloads running on Snowflake, using AI-powered conversion, automated validation and controlled cutovers to reduce risk and accelerate value.

Hear Any of These? *Bring Us In!*

- **"Our legacy warehouse costs too much, but we're afraid to move it."**
- **"We have a contract renewal or data center deadline coming up."**
- **"We started migrating to Snowflake, but the project has stalled."**
- **"Our legacy warehouse costs too much, but we're afraid to move it."**

The Signal

The customer has a reason to modernize, but cost, complexity or migration risk is preventing them from moving forward.

You don't need to scope the migration. Bring us the business driver, the legacy platform, and any critical deadlines. We'll help determine what needs to move, where to start, and how to reduce the risk.

Where To Look For Opportunities

CIO / CTO

When does your current platform contract or support end, and what happens if you're still on it?

CFO / Finance

What is your legacy platform costing you today, and what is the financial impact of delaying migration?

Data & Analytics Leaders

Which reporting, analytics or AI priorities are being held back by your current platform?

How We *Engage*

ASSESS

Find the right starting point

Inventory workloads, analyze usage and dependencies, identify what can be retired, and prioritize migration waves around business value.

Outcome: *A scoped migration roadmap and business case.*

MIGRATE

Move with confidence

Use AI-assisted conversion, engineering review and automated validation to migrate workloads to Snowflake. Protect critical operations through parallel runs and controlled cutovers.

Outcome: *Validated workloads running on Snowflake.*

OPTIMIZE

Realize the value

Retire legacy infrastructure, tune performance and cost, and activate the analytics and AI capabilities that motivated the move.

Outcome: *Reduced legacy complexity and more value from Snowflake.*

Why BlueCloud?

We plan migrations in waves around business value, so each wave lowers the risk of the next.

Our automated discovery, AI-assisted source-to-target mapping and reconciliation accelerators, combined with deep SnowConvert and Cortex Code experience, help accelerate conversion without skipping validation.

CUSTOMER PROOF

A Unified Commerce Leader

- Live in under 90 days
- 75% faster queries
- 6-month engagement, $276K

What's in It for *Snowflake?*

- **New workloads:** Move legacy data and analytics workloads onto Snowflake.
- **Faster time to value:** Unblock stalled or delayed migrations, so workloads go live sooner.
- **Expansion opportunities:** Establish a path to additional analytics, data engineering, and AI workloads after migration.



Start With One *Migration Opportunity.*



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