



# Putting your data to work

How **CACI** & **Snowflake** enables you to activate your data.

CACI +  snowflake®



## Unlocking transformation through data: The CACI and Snowflake partnership

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CACI partners with Snowflake, a market-leading, cloud-native data platform. The platform, with its extensive and varied feature set, addresses the diverse use cases we encounter in client organisations.

We support businesses that require high-quality, on-demand data to power their transformation initiatives. We work with a range of clients undergoing transformational change, helping them achieve quantifiable business benefits. Data is central to making this happen, and our focus is on ensuring that business applications and end users have access to the data they need to drive change.

Our process begins with understanding and defining the business need, focusing on what is required to deliver value. This elevates our work beyond a purely technological project to one firmly rooted in business value. This is our north star.

We help our clients address a variety of use cases, including:



### **Cloud migration**

Ensuring a fast, efficient and cost-effective migration to Snowflake.



### **Insight activation**

Designing and implementing solutions for a broad range of insight requirements, such as customer analytics, location and distribution insight, next-best-action and predictive analytics.



### **Single customer view**

Creating solutions to consolidate disparate data feeds into a unified customer insight and marketing platform.



### **Marketing activation**

Integrating customer data into your MarTech, AdTech and activation platforms.



### **Integrated solutions**

Developing integrated systems to connect your data and applications.



### **Data sharing for customer and audience insights**

Designing and building data cleanrooms to effectively share insights on customers and audiences, enabling the collaboration with 3rd parties and advertising partners.



### **Secure data sharing for government departments**

We also support secure data sharing initiatives across government departments, including the Home Office and Met Office, helping them to unlock value from sensitive datasets while maintaining compliance and control.



## Putting your data to work

It's not enough to simply focus on storing data well - data should be stored with the intent to use. At CACI, we achieve this by leveraging the right technology to activate your data and ensure you get the most out of it. This may involve integrating data into engagement platforms or ensuring that data scientists have the right tools to not only query the data but also turn insights into action.

Snowflake actively supports these requirements by offering native, direct integrations with most major MarTech, AdTech and insight platforms. Snowflake's Cortex functionality makes data accessible to non-technical users, bringing it out of the server room and into the boardroom. Additionally, Snowflake's Arctic feature enables data scientists to work with large language models (LLMs) directly on their warehoused data, eliminating the need for extensive engineering work.

Alongside these powerful features, our range of geo-demographic data products are available directly through the **Snowflake Marketplace**, making it simple for clients to procure and activate high-value data securely within their own Snowflake instance. These products enable organisations to:

- **Profile and segment audiences** with precision, ensuring marketing and communications are tailored to the right people.
- **Enrich first-party data** with demographic, lifestyle and attitudinal attributes, unlocking deeper customer insights.
- **Identify growth opportunities** by understanding population distributions, behaviours and demand at both national and local levels.
- **Drive personalisation at scale** in engagement platforms, delivering more relevant and effective customer experiences.

All of these Snowflake features complement the work we do at CACI, putting data into the hands of those who need it most. By removing the friction caused by complex engineering requirements, we provide direct, actionable data to the users who rely on it.



# Delivering value through tailored data solutions

At CACI, we focus on the business purpose and design data solutions that align with marketing and insight requirements, rather than simply collating and combining data. Our work spans commercial and public sector domains, including mission-led data programmes in Defence and National Security where secure, scalable data sharing is critical.

## Data solutions focused on business value

**Technology does not exist in a vacuum.** CACI is not just another implementation partner; we bring significant expertise across a variety of industries. This enables us to combine our data technology capabilities with business knowledge, allowing us to deliver solutions that truly meet your business needs.

## Data for activation

**Capturing and storing data is easy.** With the advent of Data Lakes and affordable storage, organisations have accumulated vast amounts of data. However, data is often collected without considering its actual value or intended use. At CACI, we prioritise outcomes, building data solutions that focus on data activation rather than merely data storage.

## Value focused

**Technology projects can take time to deliver value or business benefit.** We are relentlessly focused on delivering value by carefully scoping, prioritising and phasing deliverables, ensuring steady releases of measurable business benefits.



# Accelerating your Snowflake adoption

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CACI provides thought leadership, advisory and consulting support to help you transform your organisation through data and technology, ensuring a seamless adoption of Snowflake. In government contexts, we help define secure data architectures that support cross-departmental collaboration and insight generation.



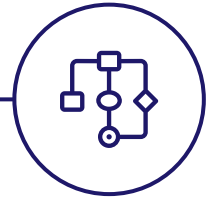
## Defining business outcomes

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We advise and lead from the very beginning, refining business goals so they can be integrated into the design process. Technology decisions aren't made in isolation, which is why it's crucial to define business objectives and value upfront. This ensures that all technology decisions have a clear Snowflake-aligned direction, grounded in delivering tangible business benefits.

## Architecture and solution design

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Our expert architects and transformation lead design solutions that meet your specific business goals and are tailored to your organisation. We take a pragmatic approach, ensuring that ambitious ideas translate into practical solutions. We are critical of what is needed based on your objectives, budget, capabilities and timeframes, with Snowflake's platform always in mind.



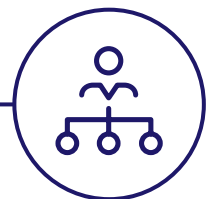
## Pre-implementation planning and support

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We help build solid business cases to secure funding and ensure you're prepared for implementation. By working directly with Snowflake and other vendors, we assist in planning and onboarding, laying the groundwork for a successful deployment.

## Programme leadership

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## Migration services

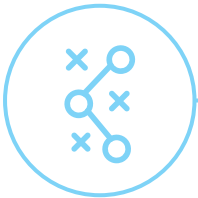
CACI accelerates your cloud migration strategy through experience-led prioritisation, maximising time-to-value with Snowflake.

Snowflake migrations are second nature to us. Many organisations fear the complexity of moving from legacy systems to cloud infrastructure. This concern often stems from the misconception that migrating requires replicating the legacy “As-Is” logic to the “To-Be” solution. In reality, this approach can be inefficient or even detrimental.

## To-be design



A successful migration focuses on the future, not the past. The key is to optimise for Snowflake’s cloud-native features rather than duplicating your “As-Is” solution. Migrating without re-architecting risks bringing obsolete or inefficient processes to the cloud. Our approach focuses on designing for the “To-Be,” ensuring your solution is optimised for Snowflake and cloud performance.



## Critical path

Using a Pareto principle approach, we recognise that 80% of the value in your migration will likely come from just 20% of your current functionality. We identify what’s most critical for your business and centre the Snowflake migration around that.

## Phasing



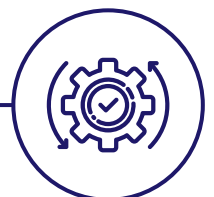
A solid migration foundation is essential to create a scalable solution. We phase the migration to allow for easy expansion over time. There’s no point in migrating the first 20% if the next 20% cannot be easily transitioned. Snowflake’s flexibility supports this phased approach.



## Critical thinking

Successful migrations require strong leadership and experience. We minimise risk and maximise time-to-value by applying our expertise and working within Snowflake’s framework. We constantly challenge decisions to stay lean and focused on business value.

## Re-implementation



Our re-implementation plans focus on optimising functionality within a cloud-native architecture. Simply replicating on-prem processes in the cloud often leads to high costs, poor performance and unscalable solutions. By leveraging Snowflake’s capabilities, we avoid these pitfalls, ensuring you benefit fully from the cloud’s advantages.

# Making the most of your Snowflake investment



Legal & General (L&G) sought to enhance their customer marketing, improve prospect acquisition and create a seamless, personalised experience for their customers across all channels.

CACI conducted an extensive review of L&G's business priorities and mapped these back to the necessary data and technology enablers. We then designed a "To-Be" architecture that aligned with these business priorities, which we subsequently implemented.

Key achievements:

- Defined project goals in line with business priorities and designed an architecture to meet these objectives.
- Designed and implemented a Snowflake-based customer insights and marketing platform.
- Rolled out a Customer Data Platform (CDP) across all customer touchpoints.



How Legal & General are benefitting from Snowflake as their insight and analytics SCV:

1

## Data consolidation

Snowflake enables L&G to consolidate data from previously siloed and disparate systems, providing a unified view of their customer data.

2

## Insight application

By applying advanced insights and analytical models to the curated data, L&G can build next-best-action (NBA) models that enhance decision-making.

3

## Customer data products

L&G defines and creates customer data products, which are key insights derived from their customer data, unlocking valuable business intelligence.

4

## Personalised customer engagement

These customer data products are integrated into front-end, customer-facing applications, allowing L&G to deliver personalised, relevant interactions and messaging that enhance customer experience.

# Driving personalised engagements with CACI insights

In today's market, consumers demand not just recognition, but relevance from their interactions with brands. CACI's comprehensive data solutions empower organisations to enhance their customer understanding, enabling the delivery of highly targeted and personalised experiences across email and beyond.



## Unveiling CACI data

At the heart of our approach is CACI's extensive set of data products, encompassing the breadth of the UK demographic landscape. This empowers your brand to finetune communications, ensuring messages resonate at the most opportune moments.

- **Demographic insights:** Dive deep into a range of attributes, from age and gender to housing type and family dynamics.
- **Lifestyle preferences:** Gauge interests ranging from preferred holiday destinations and newspaper readership to hobbies such as sports, overseas travel and an interest in healthy living.
- **Financial profiles:** Access a wealth of financial data, including income brackets, mortgage details and insights into savings and investment patterns.



## Transforming strategies with CACI data

Leveraging CACI data, our clients achieve unparalleled precision in:

- **Defining target audiences:** Enrich campaign strategies with additional variables, enhancing test scenarios and refining audience selection.
- **Segmenting customers:** Merge transactional data with demographic and lifestyle insights for a dynamic and effective customer segmentation.
- **Gaining insights into engagement:** Analyse the profiles of responsive customers to finetune future campaigns, maximising impact, and engagement.



CACI data products are available directly through the [Snowflake Marketplace](#) making it simple for clients to procure and activate high-value data securely within their own Snowflake instance.

# Get in touch

Discover how we can accelerate your marketing success with Snowflake.

For further information, support or to start your journey with us, here are the ways you can get in touch:



## Email our experts

Have questions or need personalised advice? Our team of experts is ready to help you navigate your challenges and opportunities.



## Stay connected

Join our community for the latest insights, updates and success stories.



## Visit our website

For more information about our services, solutions and success stories, visit our website.







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