

# EY Data Migration Platform with Snowflake AI Data Cloud

Shape your data's true potential



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# Is your data ready for artificial intelligence (AI)?

As organizations gear up for AI adoption, one significant hurdle remains: data modernization. While not the only challenge in implementing new AI solutions, it plays a crucial role in achieving successful outcomes. A recent survey conducted by EY and CDO magazine revealed that 39% of data leaders view data silos as the biggest obstacle to integrating AI initiatives. Additionally, 61% are focused on developing data governance strategies to ensure their data is ready for AI applications. The old saying, “You can’t manage what you can’t measure,” rings true here; data quality, accuracy, bias and accessibility are vital factors that influence the success and risks associated with generative and agentic AI use cases. Moreover, advanced analytics and outdated legacy systems are pushing leaders to upgrade their infrastructure to mitigate risks, facilitate data sharing and overcome years of technological shortcomings.



## The need for a modern data platform

It is time to migrate your data to a platform that can:

- Unlock new use cases and capabilities, whether for AI or other applications
- Enhance performance while reducing costs
- Break down legacy data silos
- Maintain data hygiene for both structured and unstructured data

For many organizations, attempting this migration alone is not feasible. Complex migrations require intelligent data discovery, similarity analysis and tools to review and rationalize data assets while developing

a solid migration plan. The demands on current teams combined with the manual nature of the work often hinder organizations from progressing as quickly as they would like. Legacy systems often constrain organizations within outdated operational frameworks, hindering agility and innovation.

To address these challenges, the EY organization has developed a highly automated data migration platform (DMP) designed to help accelerate the transition of workloads from legacy data platforms like SAS to modern solutions such as the Snowflake AI Data Cloud.



# Accelerating the move to the cloud

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## Why is it challenging?

Large-scale data and AI modernization efforts often face obstacles due to tangled data and critical code or logic that is either too complex or too risky to migrate. Engineers frequently spend a significant amount of time on code modernization or managing code and logic while data integration firms have primarily focused their investments on data extraction and loading. This leaves a substantial problem unaddressed. Transforming code can consume the majority of engineering time on a project, making it a labor-intensive and risky endeavor, especially when dealing with outdated code and expertise. This process desperately needs automation to help companies complete projects more swiftly and minimize errors.

## How to achieve successful migration?

To reduce risks and unlock the full potential of your data, a modern approach is essential. Manual data logic and code conversion must be automated through a streamlined code conversion process. This involves creating a custom large language model (LLMs) with prompt templates to facilitate conversions. This highly specialized platform, trained on Python conversion edge cases, enables teams to quickly harness the value of their data.

## Demystifying complexity

The complexity and scale of data migration can often stall projects or delay their initiation. Effective upfront planning and a thorough understanding of the current data landscape are crucial for setting a project on the right path. This requires a dual approach during the design and planning phases, helping align the technical landscape and business objectives. This translates into focusing on specific high-value use cases for targeted migration, code analysis, and potential redesign.





## Effective migration planning

An intelligent migration design is critical for a successful transition. Establishing a comprehensive catalog to organize tables, procedures, reports, applications and other data products into specific domains is essential. This process involves discovering, profiling and organizing data assets while assessing their quality, completeness and sensitivity. A thorough examination of data lineage highlights dependencies and transformations that trace back to original data sources, identifying similarities and duplications among assets.

Intelligent discovery employs advanced models, such as generative AI (GenAI) for effective classification and analysis. The migration plan prioritizes domains and data products based on their business impact and value, aiming to optimize usage by deprioritizing duplicate and unused assets. Migration strategies may include modernization, re-platforming, lifting and shifting, rationalizing or retiring certain assets.

## Becoming AI ready

The imperative is clear, but the challenges are great. AI is revolutionizing access to information and driving innovative operational models across industries. By embracing these strategies, organizations can confidently navigate the complexities of data migration and unlock the transformative potential of AI. An automated approach to data modernization leveraging the knowledge of the EY organization and Snowflake's AI Data Cloud can provide data migration with lower cost, lower risk and unlock the value of enterprise data.



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- **Technical landscape:** Gain insights into data assets and lineage using accelerators and analysis to compile a technical inventory that includes data assets, lineage and interdependencies, volume and usage metrics and overall data quality.
- **Business domains:** Collaborate with subject-matter professionals to define key business use cases and priorities, identify value drivers and evaluate top ideas for future innovations.

## Fostering organizational buy-in

Major technology upgrades necessitate buy-in from all levels of the organization. Particularly for AI and data analytics transformations, comprehensive change management is essential for shifting behaviors and workflows to help ensure a return on investment. Core data hygiene practices must evolve, requiring teams responsible for storing, protecting and categorizing data to adopt a new governance model. Cross-organizational coordination is vital to understand the requirements and priorities of diverse groups.

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