tsworks Excellence at work



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**From data islands to connected insights - how tsworks is reshaping the snowflake partner landscape.**

You have heard about companies leveraging technology At tsworks, transformation is not just a concept. It is their reality, and this reality helps tsworks reshape the Snowflake Partner Landscape from Data Islands to Connected Insights.

With its core strengths, such as a pioneering approach, client-centric focus, and proven success, tsworks writes the story of its success as a leading innovator in the Snowflake Partner ecosystem.

***Jaison Kaleeckal, Chief Technology Officer of tsworks, says, "tsworks empowers businesses to unlock the full potential of their data through a powerful combination of data democratization, cloud-native warehousing, and automation built on Snowflake."***

Their core strengths include data democratization, seamless data integration, being ahead of the curve, and industry-specific solutions. Based on these, some of the trends in the Snowflake landscape are:

- Data Democratization
- AI and Machine Learning (AI/ML)
- Data Governance and Privacy
- Hybrid/Multi-Cloud Environments
- Real-time Analytics
- Data Everywhere & Growing Complexity
- Retrieval-augmented generation (RAG)

To stay at the forefront as a leading Snowflake partner, tsworks focuses on the following key strategies:

1. Invest in R&D.
2. Partnering with technology providers to offer comprehensive solutions.
3. Adapting strategies based on market trends and customer feedback.
4. Staying informed about industry developments and emerging technologies.

There are several critical challenges in the Snowflake Partner space, including data integration complexity, concerns about scalability and performance, worries about data governance and security, cost management, staying updated with innovation, and skills gaps. By addressing these challenges and providing comprehensive services, tsworks aims to instill confidence in decision-makers when choosing them as a partner. tsworks acts as an extension of its clients' data teams, offering the necessary expertise to leverage Snowflake successfully.

Furthermore, by striving to create a global impact through technological and cultural excellence, Kaleeckal positions tsworks as a leader in the Snowflake ecosystem. Combining technological and cultural excellence, tsworks empowers organizations to fully utilize Snowflake, helping them make data-driven decisions, gain valuable insights, and achieve their business goals. This, in turn, contributes to a global impact by fostering innovation and growth across various industries.

Kaleeckal also discusses two case studies showcasing innovative solutions provided by tsworks.

In the first case study, tsworks offered Data as a Product (DaaP) for a US-based hospitality major. tsworks performed a landscape assessment and recommended Snowflake as a data platform to build the futuristic data ecosystem, considering scalability, cloud-agnostic nature, alignment with the client's comfort in using SQL, and cost. In addition, tsworks considered the ease of integration of the data platform with the existing marketing stack with available out-of-the-box connectors. tsworks conducted a thorough landscape assessment to identify the optimal data platform for the client's futuristic data ecosystem and ultimately recommended Snowflake for several key reasons:

1. Market-Leading Reputation & Rich Ecosystem: Snowflake boasts a strong market reputation, instilling confidence in its features and reliability. Additionally, its extensive vendor ecosystem ensures compatibility with various tools you may need in the future.
2. Scalability & Cloud Agnosticism: Snowflake's architecture is designed for exceptional scalability, allowing your data ecosystem to grow seamlessly with your business needs. Furthermore, its cloud-agnostic nature ensures flexibility when choosing your preferred cloud provider.
3. SQL Familiarity & Cost Efficiency: Snowflake leverages familiar SQL syntax, minimizing the learning curve for clients. This translates to faster adoption and reduced training costs. Additionally, Snowflake's cost optimization features ensure you only pay for the resources you utilize.
4. Integration with Existing Marketing Stack: We understand the importance of seamless integration with your existing marketing stack. Snowflake's out-of-the-box connectors simplify data integration, allowing you to leverage existing tools and data sources effectively.

tsworks implemented the DaaP platform on Snowflake, enabling the client to transform their data into a strategic asset. Kaleeckal talks about the approach tsworks took: continuous collaboration with all stakeholders ensured the solution met their specific needs. Regular demos showcased the platform's ROI and value addition. Monetization opportunities, improved decision-making, enhanced customer experiences and engagements, elimination of data silos, near real-time data delivery, and improved data quality and automation of manual processes were some of the positive results.

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In the second case study, the client had a monolithic data infrastructure that was built for specific use cases. However, it was unable to keep up with the organization's growth and changing demands, leading to significant issues with reporting and analytics. The client faced challenges such as project backlogs, increased technical debt, and outdated data models, which resulted in frustrated data users, obstacles to growth initiatives, and increased spending.

To address these issues, tsworks implemented a federated data architecture using Snowflake's private data exchange and governance features. This approach allowed business groups to build, manage, and govern their data entities. As a result, the client achieved scalability, flexibility, resilience, unified data governance, empowered data ownership, management, and improved analytics and insights at higher productivity.

Overall, these case studies demonstrate tsworks' ability to:

- Tackle complex data challenges
- Provide custom solutions to meet client needs
- Empower clients with transformative data capabilities that drive business success.

In the competitive field of data and analytics, tsworks prioritizes providing exceptional value to its clients. They specialize in:

- Offering client-centric solutions, not just services
- Demonstrating deep expertise with a proven track record of success
- Emphasizing innovation, with around 20% of its team dedicated to research and development
- Employing a team of highly skilled consultants
- Fostering an environment of continuous learning and certifications

The partnership with Snowflake allows them to leverage the platform's full potential and collaborate on building reusable data models and AI solutions for major industries.

By being early adopters of the latest Snowflake features and working closely with Snowflake's solution architecture team, tsworks is able to tap into the platform's full potential for their clients.

The biggest advantage tsworks has is the blend of extensive experience of their skilled consultants with their unwavering commitment to R&D. When this is combined with a culture of continuous learning, strategic partnerships, and a focus on innovation, tsworks stays ahead of the competition.

***"We deliver value-added solutions that empower our clients to make data-driven decisions and achieve their business goals," says Kaleeckal.***

Looking ahead, Kaleeckal mentioned that tsworks is actively expanding its capabilities and reach through strategic investments in Data Strategy and Artificial Intelligence. He is driving the company to be powerful solution accelerators with robust partnerships, offering self-service data revolution, advanced analytics, and prescriptive insights. By heavily investing in new talent, tsworks goes beyond data platforms and excels in infrastructure automation, IaaS, mobile & web apps, and product development, facilitating clients in unlocking their data platform's value seamlessly and swiftly.

***"By expanding our footprint, deepening partnerships, and investing in leading-edge technologies and talent, tsworks is poised to empower businesses with the future of data-driven decision-making," says Kaleeckal.***

