COMMIT

FROM GOOGLE CLOUD TO AWS

STRATEGIC DRIVERS FOR MIGRATION FROM BIGQUERY AND CHOOSING THE RIGHT PLATFORM – SNOWFLAKE OR REDSHIFT

aws PARTNER Premier Tier Services

aws PARTNER Migration Services Competency

aws PARTNER SaaS Services Competency

aws PARTNER Data & Analytics Services Competency

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Organizations are increasingly migrating away from Google Cloud BigQuery to AWS-based data warehousing solutions, due to rising costs and the unavailability of analytics. But how do you know when to migrate onto Snowflake vs Redshift, and achieve the optimal results?

WHEN TO PITCH SNOWFLAKE ON AWS OVER BIGQUERY

IDEAL SCENARIOS FOR SNOWFLAKE:

- **Data Engineering Heavy**: Organizations with complex ETL/ELT pipelines and data transformation needs
- **Variable Workloads**: Unpredictable or seasonal data processing needs
- **Data Sharing Requirements**: Need for secure data sharing across organizations
- **Modern Data Stack**: Teams adopting cloud-native, API-first architectures
- **Multi-Cloud Strategy**: Organizations requiring cloud flexibility or multi-cloud deployments
- **Rapid Scaling Needs**: Workloads requiring instant elasticity and auto-scaling

KEY ADVANTAGES OF SNOWFLAKE:

- Superior elasticity and auto-scaling capabilities
- Zero-maintenance architecture with automatic optimization
- Advanced data sharing and marketplace features
- Better support for semi-structured data (JSON, Avro, Parquet)
- Time travel and data cloning capabilities
- Superior concurrent user performance

COMPETITIVE ADVANTAGES OF AWS-HOSTED SOLUTIONS OVER BIGQUERY

COST PREDICTABILITY

- Transparent pricing models vs. BigQuery's complex slot-based pricing
- Better cost control through resource management
- Reduced vendor lock-in risks

PERFORMANCE CONSISTENCY

- Consistent query performance regardless of concurrent users
- Better resource isolation and workload management
- Superior handling of mixed workload types

ENTERPRISE INTEGRATION

- Seamless AWS ecosystem integration
- Better support for hybrid and multi-cloud architectures
- Enhanced security and compliance capabilities

BENEFIT	AMAZON REDSHIFT	SNOWFLAKE (ON AWS)
Cost Predictability	✓	✓
Elasticity	X	✓
AWS Integration	✓	X
Modern Stack Ready	X	✓
Multi-Cloud Ready	X	✓

MIGRATION TIMELINE & APPROACH

STANDARD MIGRATION TIMELINE: 8-16 WEEKS

Weeks 1-3: Assessment and discovery

Weeks 4-5: Solution design and architecture

Weeks 6-9: Development and testing

Weeks 10-12: Pilot deployment and validation

Weeks 13-16: Full production migration and optimization

CONCLUSION: MOVE FROM GCP

Organizations migrating from BigQuery to AWS-based solutions consistently achieve significant improvements in cost, performance, and operational efficiency. The choice between Redshift and Snowflake depends on specific workload characteristics, with Redshift excelling for predictable, AWS-native scenarios and Snowflake providing superior elasticity and modern data architecture capabilities.

Commit's proven assessment methodology and migration approach ensure successful transitions with minimal business disruption while maximizing the value of the data investment