

Deloitte.



UNDERSTAND CUSTOMERS. ELEVATE RESULTS.

Drive real-time insight, agility, and engagement with
Deloitte's ConvergeConsumer™, powered by Snowflake.

UNLOCKING THE MODERN CONSUMER CHALLENGE

Consumer-driven industries such as retail, consumer packaged goods (CPG), and hospitality are inundated with transactional, behavioral, and third-party data. But the abundance of information offers little competitive advantage without integration and real-time interpretation.

Fragmented systems, legacy processes, and inconsistent consumer views hinder decision-making and stifle innovation. To succeed, organizations need to unify, activate, and scale insights to match the pace of the evolving marketplace.

CONVERGECONSUMER ON SNOWFLAKE: ELEVATING CONNECTED INTELLIGENCE

Deloitte's ConvergeConsumer™, powered by Snowflake's best-in-class data platform, brings together data, analytics, and action. This collaboration empowers you to go beyond gathering information by transforming raw signals into insights and orchestrated business impact.

ConvergeConsumer and Snowflake can fundamentally change how businesses turn data into results by removing traditional silos, enabling cloud-native innovation, and helping anticipate customer needs—even before they arise. With this solution, organizations can:

See the whole customer

Unify first-, third-party, and Deloitte data into one actionable profile.

Personalize at scale

Apply advanced analytics for targeted pricing, promotions, and inventory.

Make proactive decisions

Automate assortment and demand to quickly adapt to market shifts.

Deliver seamless experiences

Integrate predictive intelligence across all channels for relevant engagement.

Maximize engagement

Activate data-driven campaigns and loyalty with privacy in mind.

WHY SNOWFLAKE? THE ENGINE FOR SCALABLE AND TRUSTED INSIGHTS

Choosing Snowflake for ConvergeConsumer goes far beyond data storage. Its secure, flexible analytics platform is built to unlock value with scale, accessibility, and collaboration. Organizations leveraging Snowflake gain key advantages, including:

Unified, governed data ecosystem

Centralize and govern all data—internal, partner, and external—in one platform.

Real-time and secure collaboration

Share data compliantly and securely across brands, partners, and suppliers.

Elastic, high-performance analytics

Instantly scale analytics, AI, and ML to eliminate infrastructure gaps.

Seamless tool integration

Connect with leading analytics, data science, and AI platforms for faster insights.

Confidence in compliance

Advanced security and privacy controls to meet regulatory requirements.

DELIVERING OUTCOMES ACROSS THE VALUE CHAIN

Real business value comes not from collecting data, but from turning insights into results. ConvergeConsumer on Snowflake can help teams achieve measurable outcomes that drive growth, loyalty, and operational excellence, made possible by:



Accelerated insights for faster, smarter decision-making.



Predictive, data-driven operations for greater efficiency.



Personalized experiences to boost engagement and loyalty.



Flexible, scalable solutions for future growth and change.

CAPABILITIES THAT DRIVE COMPETITIVE EDGE

ConvergeConsumer and Snowflake offer a robust suite of modular, configurable capabilities, designed to elevate business performance and meet specific needs across the consumer lifecycle. Capabilities include:

Clean match and append

Privacy-first identity resolution for a comprehensive customer view.

Demand, pricing and promotion engines

Customizable AI models enhance margin, forecasting, and supply chain.

Behavioral and lifestyle data spine

Deep insights enable anticipating customer intent and preferences.

Integration-ready deployment

Activate insights across marketing, CRM, and operations for real-time impact.

AI and machine learning automation

Automatically segment, target, and recommend at scale.

DELOITTE: YOUR TRUSTED COLLABORATOR FROM INSIGHT TO ACTION

Successful data transformation takes practical experience, proven methods, and a deep understanding of both technology and industry. Deloitte brings strategic vision, technical know-how and a library of accelerators to maximize your Snowflake investment while staying closely attuned to your business objectives.

Our commitment extends beyond implementation—delivering value at every stage of your journey:



Consumer industry experience

Tap into Deloitte's deep sector knowledge, enhanced by global perspective and local insight.



Comprehensive engagement

From advisory to ongoing optimization, we drive sustained results and help you prepare for the future.



Ethics and security at the core

Solutions are built with client trust, privacy, and regulatory compliance at the forefront.

DISCOVER WHAT'S POSSIBLE

Are you ready to unlock the next level of consumer insight, agility, and growth? Let's schedule a tailored demo or strategy session to show how ConvergeConsumer—powered by Snowflake—can be your competitive edge in the data-driven future.

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