
Case Studies

Data Modernization Improves Processing Efficiency by 63%



Company Overview

CompSource Mutual is a leading provider of workers' compensation insurance. The company embarked on a multi-phase migration from its on-premises Oracle Enterprise Data Warehouse (EDW) to Snowflake to modernize its data infrastructure, improve insight delivery, and unlock future innovation.

Challenges

- The legacy EDW caused long processing times and consistently missed morning SLA requirements.
- Difficulty scaling data infrastructure to meet increasing business demand.
- Escalating costs and long procurement cycles hamper business strategies.
- Complex third-party integrations and fragmented data systems limited agility.

7Rivers

Future-Ready Foundation

- Accelerated internal and external data delivery, improving data sharing
- Empowered analysts with a performant sandbox environment to test and prototype.
- Laid the groundwork for machine learning, predictive modeling, and LLM integrations.
- Created internal capability to manage Snowflake DR without external support.

Business Outcome

CompSource Mutual's modernization success demonstrates how purposeful data movement and modern cloud architecture can deliver measurable impact in insurance operations. Executives and leaders now have timely analytics to improve business operations. With a scalable Snowflake environment, they're now positioned to harness advanced analytics, AI workloads, and GenAI innovation across the enterprise.

Snowflake's Impact

- **63% improvement** in average processing time — reduced from 18+ hours to ~6.75 hours.
- **91%** of daily data processing now completes before SLA, up from just 3% on Oracle.
- Business reports are now delivered before 7:00 AM, empowering faster decisions across the organization.
- Disaster recovery validated: Operated in a failed-over state for a full week with zero issues.
- Automated reporting pipelines and direct Power BI access enabled self-service analytics and faster dashboarding.

Solution

7Rivers partnered with CompSource Mutual to execute a successful migration from Oracle to Snowflake, building a future-ready cloud-based EDW that empowers rapid analytics and operational reliability. Through architecture redesign, WhereScape automation, and performance testing, 7Rivers enabled seamless integration of third-party systems, reduced end-to-end processing time, and established a strong foundation for future data initiatives.

- Improve processing time and ensure data availability for early morning reports.
- Deliver scalable infrastructure to support advanced analytics and AI initiatives.
- Consolidate legacy systems to streamline workflows and reduce technical debt.
- Establish robust disaster recovery and platform resilience.

Data Strategy for e2open's Snowflake Data Modernization

e2open[®]

Company Overview

E2open is a software company that provides a connected, cloud-based platform for end-to-end supply chain management. Their solutions help large companies plan, source, move, and sell goods by integrating data and processes across a vast network of suppliers, manufacturers, logistics providers, and channel partners.

Challenges

- Managing multiple data environments, leading to complexity in security, data residency, and RBAC setup
- Integrating and automating data ingestion from diverse sources, while ensuring data quality, governance, and compliance with customer contracts

7Rivers



7Rivers helped e2open design a data strategy and roadmap to support their data modernization journey with Snowflake. 7Rivers provided best practices for data ingestion, architecture and modeling, security, and data governance. This program laid the groundwork for scalable data products and AI/ML capabilities.



Snowflake's scalability enabled e2open to accelerate data access and reduce reporting latency, empowering business teams to gain insights faster. This eliminated bottlenecks and enabled deeper analysis across e2open's logistics and supply chain functions.



Powered by Snowflake, e2open's modern data platform fuels AI-driven insights, smarter digital tools, and seamless customer connections. This foundation accelerates innovation and keeps e2open agile in a fast-changing supply chain landscape.

Opportunities

- Centralize their data platform and data management, while enabling better reporting with data
- Create data products to monetize
- Build a scalable foundation to support AI, automation, and future innovation

Solution

- Multi-phase transformation for their data strategy execution
- Data products, per customer, that created new revenue streams
- AI/ML workloads to enable their data science team to better understand trends and help make decisions

Liberty Mutual Accelerates Innovation by Centralizing Data on Snowflake



Company Overview

Liberty Mutual is one of the largest global insurance providers, offering a wide range of property, casualty, and life insurance products to individuals and businesses. With a commitment to innovation and digital transformation, the company continuously seeks to improve customer experiences, operational efficiency, and risk management through advanced data strategies.

Challenges

- Disconnected legacy systems hindered real-time access to enterprise data
- Manual reporting and inconsistent data slowed analysis and decision-making
- Outdated architecture limited flexibility and scalability for future growth

7Rivers™



Liberty Mutual transitioned to Snowflake to modernize its enterprise data infrastructure, replacing fragmented systems with a secure, cloud-native platform. The migration established a flexible foundation for analytics by centralizing data storage, improving access, and standardizing governance.

Opportunities

- Centralize and streamline data into a single cloud-native platform
- Enable faster, more reliable access to analytics across business teams
- Build a scalable foundation to support AI, automation, and future innovation



Snowflake's scalability enabled Liberty Mutual to accelerate data access and reduce reporting latency, empowering business teams to derive insights faster and more reliably. This shift removed bottlenecks and enabled deeper analysis across key insurance functions.

Solution

- Migrated enterprise data to Snowflake's modern cloud architecture
- Standardized governance, access, and performance across the organization
- Established the foundation layer to drive insights and intelligent actions



With a modern data foundation in place, Liberty Mutual is positioned to unlock higher-value capabilities—like AI-powered insights, smart applications, and more connected customer experiences. The platform lays the groundwork for continuous innovation and enterprise agility.

GenAI Marketing Automation for Architecture Firm

HGA

Company Overview

HGA is a national interdisciplinary design firm rooted in architecture and engineering, offering services across various sectors including healthcare, arts and culture, community, corporate, education, government, science and technology, and energy markets.

Challenges

Spending significant time responding to RFP with a need to increase the quality of responses

Significant backlog of relevant and impactful Client Stories that are not currently on the website

7Rivers™



Delivered eight GenAI content generation use cases that reduce average RFP response effort by over 30% while also providing more personalized content for each RFP leading to increased win-rates.



High-value use cases were identified through a deep analysis of past RFP responses, web stories, and brand guidelines, followed by workshops to validate opportunities. Selection criteria prioritized time savings, input availability, rapid development feasibility, and measurable output quality.



Incorporated marketing style guide to all GenAI Use Cases to ensure client-centric and consistent tone, focus, and messaging for all GenAI content.

Opportunities

- Gen AI Use Cases enable time savings when generating content that can be used as a lever to create scalable and sustainable revenue growth without increasing marketing costs.
- Foundational GenAI Use Cases enable clients to quickly extend on the baseline into more complex and higher value use cases across the enterprise

Solution

- Incorporated GenAI Agents into the marketing staff's current tools and processes
- Enabled access to multiple LLM's to take advantage of rapidly improving models
- Human prevents risk of generic content being delivered to customers

Data Modernization for Insurance Innovation



Company Overview

American Fidelity Assurance provides specialized insurance products and tailored benefits solutions, focusing on sectors such as education, healthcare, and municipalities. Known for its deep industry expertise, the company is committed to personalized service and innovation, positioning itself as a trusted insurance provider.

Challenges

Aging Data Warehouse hindered the ability to effectively manage and analyze operational and strategic data.

Fragmented Data Systems reduced business agility, slowing down decision-making processes and impacting operational efficiency.



Enabled seamless data modernization by guiding American Fidelity through a data warehouse transformation, aligning their infrastructure with Snowflake's scalable and secure platform to support real-time analytics.



Delivered business-driven outcomes by integrating multiple data sources, improving data accuracy, operational efficiency, and customer service through advanced data management practices.



Empowered strategic growth by establishing a robust data infrastructure that supports future innovations in personalized insurance and prepares the company for ongoing digital transformation, ensuring continuous improvement in customer satisfaction and service delivery.

Opportunities

- Real-time Analytics capabilities can improve decision-making and business responsiveness, enhancing operational agility.
- Integrated Data Management enables more accurate policy management and streamlined workflows, resulting in improved customer service.
- Scalable Data Infrastructure opens avenues for future innovations in personalized insurance offerings and market expansion.

Solution

- Modernized the company's data warehouse to improve operational efficiency and support advanced analytics.
- Integrated diverse data sources to ensure more accurate, timely data for decision-making and enhanced workflows.
- Improved data governance and flexibility to streamline policy management and enable faster, more informed business decisions.

Driving Innovation through Data Modernization



Company Overview

CompSource Mutual is a leading provider of workers' compensation insurance, committed to serving businesses across industries. The company aims to enhance workplace safety and operational efficiency through innovative data management and customer solutions.

Challenges

- The outdated data warehouse hindered efficient management of diverse datasets, limiting decision-making capabilities.
- Ineffective data analysis slowed down operational workflows, negatively impacting strategic planning in a competitive market.



Data Modernization Initiative streamlined operations by upgrading CompSource's data management platform, aligning it with advanced technologies to enhance workflow and decision-making.



Strategic Integration Support facilitated the consolidation of diverse data sources into a cohesive system, improving internal workflows and strengthening service delivery.



Future-Ready Data Consultation explored the adoption of Snowflake's Data Cloud, positioning CompSource Mutual to leverage scalable and secure infrastructure enhancements.

Opportunities

- Upgrading to modern data platforms provides more accurate, timely insights to drive business efficiency.
- Integrating multiple data sources enhances customer service and improves internal workflows.
- Exploring Snowflake's platform could unlock further scalability and enhance data security measures.

Solution

- Modernization of the data warehouse increased flexibility and aligned operations with the company's strategic objectives.
- Integration of advanced data technologies improved decision-making and operational workflows.
- CompSource now has access to more accurate, timely data, boosting both client satisfaction and internal performance.

Building a Scalable Data Platform with Snowflake



Company Overview

Omeda is partnering with 7Rivers to design a Snowflake-based data warehouse and data science platform. The project aims to improve Omeda's analytics capabilities, optimize data management, and transition from SQL Server to a cloud-based environment that offers scalability, flexibility, and real-time insights.

Challenges

- Omeda's SQL Server infrastructure limits scalability, performance, and flexibility, hindering growth and innovation.
- Managing customer data workloads and delivering enhanced analytics are difficult with the current architecture.



Designed and tested new data models to measure Snowflake's performance improvements, comparing it against SQL Server to ensure better scalability, enhanced analytics capabilities, and cost-efficiency for long-term adoption.



Conducted a detailed Proof of Concept (PoC) focused on validating Snowflake's capabilities for cloud-based data warehousing, testing its performance under production-like conditions to guarantee readiness for full-scale deployment.



Developed and implemented a seamless migration framework using Airbyte for real-time data replication, ensuring minimal downtime during migration from SQL Server and laying the foundation for Omeda's future cloud infrastructure modernization.

Opportunities

- Transitioning to Snowflake's scalable, cloud-based platform can enhance real-time data management and analytics.
- Using AI/GenAI tools through Snowflake opens opportunities to explore advanced analytics capabilities.
- Data replication via Airbyte allows seamless migration from SQL Server, minimizing operational disruptions.

Solution

- Snowflake's Data Science Workbench is leveraged to enable scalable data management and advanced reporting.
- Airbyte is used to replicate data, ensuring smooth data migration from SQL Server to the Snowflake environment.
- A refined data model and pipelines are integrated to support Omeda's analytics and AI objectives.

Financial Leader Leverages ML to Increase Engagement and Retention



Company Overview

HSA Bank is leveraging modern data science and AI techniques to enhance its relationship with nearly 3 million HSA and DDA account holders. Their goal is to better understand customer behaviors, identify potential new personas, and positively influence these behaviors to increase revenue.

Challenges

- Lack a traditional retail relationship with its deposit account holders, complicating personalized engagement.
- Identifying and positively influencing the diverse behaviors of nearly 3 million account holders to increase revenue.

7Rivers



Precise customer segmentation of Spender and Saver personas has been achieved. 7Rivers conducted an Exploratory Data Analysis (EDA) to identify patterns and trends, leading to more targeted and efficient marketing strategies.



Leveraged machine learning (ML) to segment the customer base, allowing for the creation of personalized marketing efforts that demonstrated measurable increases in customer satisfaction and loyalty. Personalized marketing campaigns have improved customer engagement and retention.



Implementation of a Snowflake Data Lake architecture has optimized data storage and utilization for ongoing analytics. 7Rivers built this architecture to support scalable and flexible data management, ensuring long-term analytical capabilities.

Opportunities

- Refine and expand persona definitions based on continuous data
- Utilize advanced AI models for ongoing predictive analytics to better predict customer needs and behaviors.
- Expand the relationship within specific segments to drive long-term growth and product expansion.

Solution

- Conducted iterative Exploratory Data Analysis (EDA) to identify patterns and trends in customer behavior.
- Applied ML to segment the customer base and tailor engagement strategies.
- Built advanced AI-driven models into the Banker sales portal for continuous monitoring and adaptation to evolving customer behaviors.

GenAI Sales Automation for Midwest Architecture Firm



Company Overview

Wholesale plant grower specializing in trees, shrubs, evergreens, and perennials. Serving the Midwest, including Wisconsin, Illinois, Iowa, and Minnesota, they cater to contractors, municipalities, and homeowners through wholesale, retail, and landscape design services.

Challenges

It requires years of training to create high performing sellers due to the specialized and nuanced nature of horticultural sales.

Sellers miss opportunity to cross-sell / up-sell due to lack of product knowledge



Automation of repetitive tasks like analyzing RFP's and quote requests, inventory checks and plant matching, giving your team more time to focus on customer relationships and other priorities.



Provides tailored product recommendations based on attributes like size and sunlight while optimizing inventory by combining partial quantities. Export-ready quotes streamline workflows by integrating seamlessly into your existing systems.



GenAI Search capabilities enable natural language queries like "Find 5' tall alternatives" while semantic matching corrects minor name variations. Faster, more accurate search results improve decision-making and speed up client responses.

Opportunities

- Seamless updates and advanced connectivity ensures system always reflects the latest, most accurate information.
- Enables real-time inventory insight by quickly processing data to track stock levels, reducing errors and saving time.
- Adjustable product recommendation logic and workflow provides flexibility to align with seasonal business needs

Solution

- Purpose-Built solution was designed specifically for Johnson's Nursery, leveraging plant data to accurately track inventory and optimize operations.
- Faster, smarter recommendations help exceed client expectations, strengthen relationships, and drive more revenue

Churn Prediction Model for LogicMonitor



Company Overview

LogicMonitor is a leading SaaS-based observability platform that gives IT teams, developers, and businesses full visibility into their technology stack. With real-time insights, it helps prevent downtime and optimize performance across data centers, hybrid environments, and public clouds.

Challenges

LogicMonitor faced a significant challenge with customer churn, impacting their business sustainability and growth.

Efforts across the business have been reactive in addressing churn with no data driven analysis in how to reduce churn



Collaborated with cross-functional

LogicMonitor team to identify key data sources and potential churn drivers. This foundation enabled a focused and effective churn prediction model.



Revealed that churn and downgrade behaviors differ, with product usage as the strongest churn indicator. This insight helped refine engagement and retention strategies.



Developed a business impact score to help CSMs prioritize high-value customers. Combining predictive insights with business value enabled proactive churn reduction.

Opportunities

- Data science and machine learning enables predictive capabilities, allowing customers to be more proactive in resolving issues impacting the business
- Cross-Functional Data Integration & Modernization is foundational to delivering analytics capabilities are for actionable insights
- Leverage insights from product usage, customer interactions, and business impact scoring to help companies refine engagement strategies and optimize customer success efforts.

Solution

- Applied machine learning and data science techniques to identify key churn drivers and differentiate between churn and downgrade behaviors.
- Enabled a shift toward data-driven decision-making by providing actionable insights that empowered teams to proactively improve customer retention.

Omeda's GenAI Sidekick: From Snowflake Foundation to Scalable Product Innovation



Company Overview

Omeda is an enterprise software company that provides subscription management, customer data platform, email and marketing automation solutions within a unified platform, for a wide range of users, including associations, audience development teams, content producers, C-level executives, and marketing teams, among others.

Challenges

- Omeda faced the dual challenge of crafting a compelling demonstration narrative for leadership and building a prototype to prove the value of embedding GenAI capabilities into its product suite—both of which needed to be ready in 8-weeks time, ahead of the May 2025 Customer Conference.



Delivered Augmented Audience Analysis POC

Developed and showcased a POC that enabled natural language querying of Omeda's data, enhanced with interactive charting and visualization. This allowed non-technical users to easily surface insights, spot patterns, and explore audience data more intuitively, generating excitement about how GenAI could change the way customers engage with Omeda's platform.



Showcased innovation at OX8

Showcased Omeda's innovation by demonstrating the prototype at the OX8 Customer Conference. The solution illustrated a broad range of potential GenAI use cases, from content generation to trend identification, helping customers and leadership envision the future of the Omeda platform and strengthening Omeda's reputation as an innovator in its space.



Built on Omeda's Snowflake foundation

Leveraged Omeda's existing Snowflake data model and a subset of customer data to minimize rework, accelerate development, and create a scalable baseline for future GenAI capabilities. This approach reduced immediate build costs but also ensured the prototype could serve as a foundation for expansion into production with less duplication of effort.

Opportunities

- Showcase innovation by embedding Generative AI into the Omeda product suite ahead of the May 2025 Customer Conference.
- Build a working prototype that demonstrated real business value while minimizing rework and ensuring scalability.
- Identify and align on the right prototype scenario that would resonate with both customers and leadership.

Solution

- Discovery workshop to align on use cases, prototype scenario, and demonstration flow.
- Rapid prototype development in Streamlit, leveraging the Marcos Accelerator and Omeda's Snowflake data model.
- Defined path to scale, including technical approach, value case, and level of effort for production rollout.

Augmenting HiPo Customer Sales Prospecting

OMRON

Company Overview

Omron Corporation, founded in 1933 in Kyoto, Japan, is a global leader in automation and healthcare solutions. It provides advanced sensors, controllers, robotics, and medical devices, focusing on innovation and sustainability across industries.

Challenges

- Rapid changes and disruption in customer industries made it difficult to identify new selling opportunities and buyers.
- The need to improve sales velocity and performance within the "Focus Customer" segment to unlock growth potential.

7Rivers™



AI-Driven Insights Platform empowers Omron's marketing and sales teams to access critical real-time data, including leadership updates, market shifts, and news relevant to target customers.



Time Savings and Strategy Enhancement has been achieved by automating research and streamlining data collection, reducing the time required to build acquisition plans and tactical strategies.



Scalable Application for Ongoing Growth positions Omron to continuously enhance sales performance with future improvements such as Salesforce integration, automated content ingestion, and the addition of interactive visual elements like graphs and slide decks.

Opportunities

- Using AI-powered tools to gather insights quickly and adapt to rapid changes in customer industries.
- Enhancing the marketing team's ability to develop customer acquisition and growth strategies efficiently.
- Empowering the sales team with up-to-date research, market data, and actionable insights for focused and strategic selling.

Solution

- Conducting a Business Modernization Workshop to explore generative AI applications for sales and marketing improvements.
- Developing the "Focus Customer Insights" app using GPT-4 with agentic architecture for scalability and functionality.
- Implementing a system to extract and centralize relevant customer and market insights from public sources across multiple domains.

Building a Future-Ready Data Foundation: Modernizing Legacy Systems and Accelerating Growth



SPECIALTY BUILDING PRODUCTS

Company Overview

Specialty Building Products is a company managing multiple ERP systems and legacy data infrastructures, facing challenges with data visibility, integration, and report accuracy. To modernize its data architecture, the company partnered with 7Rivers to implement a scalable Data Vault environment, preparing for future acquisitions and eventual cloud migration.

Challenges

- Insufficient visibility into data and lack of trust in existing reports.
- Managing multiple ERP systems and legacy data environments, creating complexity and delays in starting modernization efforts.



Designed and implemented a scalable Data Vault model that unifies multiple ERP systems and legacy data, enabling seamless integration of future acquisitions and improving cross-organizational data consistency.



Accelerated data modernization with CDC-enabled processes, reducing data load and rendering times by a factor of three, ensuring more timely access to accurate insights and eliminating outdated, unreliable reports.



Positioned the company for future cloud migration by establishing a modern data foundation while maintaining full on-prem access, unlocking long-term flexibility and cost-efficiencies as legacy systems are sunsetted.

Opportunities

- Sunsetting legacy systems offers potential cost savings.
- Modernizing the data model positions the company for seamless integration of future acquisitions.
- The new data architecture supports both on-prem access and a future transition to the cloud.

Solution

- Implementing a Data Vault environment allows for rapid data ingestion and scalable reporting.
- CPC (Change Data Capture) improves data load and rendering times, achieving a 3X speed increase.
- Replacing old reports ensures greater accuracy and reliability in business decision-making.

Enterprise Data Warehouse Consolidation and Analytics Modernization



Company Overview

Voya Financial, Inc. is a leading American financial services company specializing in retirement, investment, and employee benefits solutions. Focused on helping clients plan, invest, and protect their assets, Voya offers retirement plans, life insurance, asset management, and health benefits, with a commitment to innovation and positive community impact.

Challenges

Managing five separate enterprise data warehouses (EDWs) from decades of acquisitions.

Lack of a unified view of customers and comprehensive trade data across systems.



Unified data architecture was implemented by 7Rivers to consolidate Voya's five disparate EDWs onto the Snowflake platform, establishing a scalable, unified data warehouse as a single source of truth for customer and trade information.



Data integration was facilitated by 7Rivers through the deployment of new data pipelines that connected over 30 source systems using Data Vault 2.0, ensuring consistent data flow and optimized data management processes.



Enhanced analytics capabilities were enabled by 7Rivers by centralizing data within Snowflake, empowering Voya's data science team to conduct large-scale quantitative analysis and support informed decision-making across financial services and products.

Opportunities

- Drive innovation in financial services through the unified EDW.
- Enhance personalized customer experiences with better data insights.
- Optimize investment strategies and swiftly adapt to regulatory and technological changes.

Solution

- Consolidate all EDWs onto the Snowflake platform for a unified, scalable architecture.
- Establish data pipelines integrating over 30 source systems using Data Vault 2.0.
- Provide a single source of truth for customer data and streamline trade information access.

Scalable Data Transformation with Data Vault 2.0



**Liberty
Mutual**
INSURANCE

Company Overview

Liberty Mutual is one of the largest global insurance providers, offering a wide range of property, casualty, and life insurance products to individuals and businesses. With a commitment to innovation and digital transformation, the company continuously seeks to improve customer experiences, operational efficiency, and risk management through advanced data strategies.

Challenges

Fragmented data sources made it difficult to unify insights and optimize decision-making. Manual data integration processes slowed down analytics, increasing costs and inefficiencies

7Rivers



Unified data architecture was implemented by 7Rivers to transform Liberty Mutual's fragmented data ecosystem into a structured, scalable Data Vault 2.0 model on Snowflake. A proof of concept (PoC) successfully integrated two key data sources, demonstrating the viability of automated data ingestion.



Automated data pipelines were deployed using VaultSpeed, streamlining data integration and reducing the need for manual ETL processes. Snowflake's cloud-based platform enabled seamless consolidation of siloed data, improving analytics efficiency.



Future-ready analytics capabilities were established, allowing Liberty Mutual to leverage AI and machine learning for enhanced decision-making. This project strengthened 7Rivers' partnership with Liberty Mutual and reinforced Snowflake's role in their long-term data strategy.

Opportunities

- Scalable Data Vault 2.0 implementation to unify data sources and establish a structured, governed data ecosystem.
- Automation of data ingestion and processing using VaultSpeed to reduce manual workloads and improve efficiency.
- Enhanced real-time analytics and AI enablement to support future data-driven initiatives.

Solution

- Deployed a Snowflake Enterprise Edition architecture as the foundation for Liberty Mutual's data strategy.
- Automated data ingestion and modeling with VaultSpeed, integrating multiple systems into a centralized Data Vault 2.0.
- Enabled real-time analytics and AI readiness, improving data governance, scalability, and operational insights.