

**Citius  
Healthcare  
Consulting**

# Modernization assessment and end-to- end migration strategy for a leading Health Plan

Case Study  
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# The Background

A leading Blues organization relied on an on-premise Greenplum Data Warehouse (DWH) to support enterprise-wide analytics and reporting needs. The platform ingested data from multiple sources using ETL tools such as Talend and DataStage, supporting critical business functions across claims management, pharmacy, finance, actuarial, and health informatics.

Over time, the organization faced mounting challenges with Greenplum, including:



**Escalating costs**  
Rising licensing and infrastructure expenses



**Operational inefficiencies**  
Limitations of legacy architecture impacting performance.



**Scalability constraints**  
Inability to meet growing data and analytics demands.



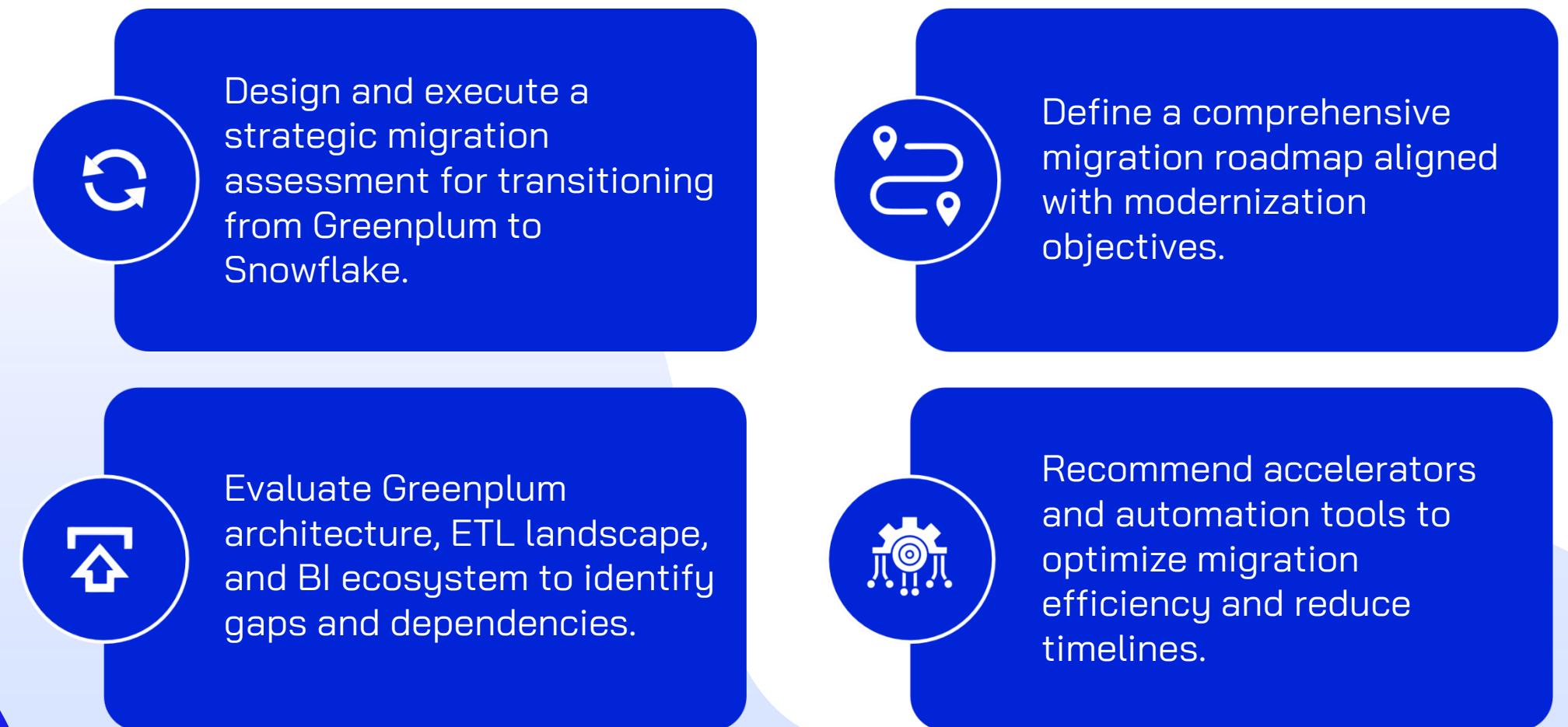
**Governance and security gaps**  
Increasing pressure to comply with regulatory requirements and strengthen data governance.

To address these challenges, the organization launched a strategic modernization initiative to migrate its data ecosystem to a cloud-native platform built using Snowflake. The vision was to create a unified platform that delivers real-time insights, streamlines data operations, and reduces the total cost of ownership. This migration was not just a technical upgrade but a foundational step toward enabling advanced analytics, AI-driven insights, and improved interoperability across business units.

# The Consulting Approach

To enable a seamless transition to Snowflake, Citius Healthcare Consulting executed a comprehensive three-month Greenplum Migration Assessment focused on scalability, governance, and efficiency.

## Workshop Goals



## Our Approach

The Consulting team conducted pre-engagement sessions with leadership to align on business priorities and migration objectives.

A 12-week structured assessment was executed across three tracks:

- **Track 1:**

Gap analysis and migration blueprint for previously assessed business capabilities.

- **Track 2:**

Discovery and assessment of additional business capabilities, including data sources, ETL jobs, and BI reports.

- **Track 3:**

Prototyping and evaluation of AI-driven accelerators for automation and modernization.

# The Solution

## Solution Overview

Citius Healthcare Consulting delivered a comprehensive solution to enable migration from Greenplum to a Snowflake-based cloud data platform, ensuring scalability, governance, and cost efficiency while minimizing business disruption.

## Key highlights

- Developed a wave-based migration roadmap covering 18 business capabilities, aligned with organizational priorities and dependencies.
- Created a detailed object classification framework for 800+ distinct Greenplum objects.
- Designed a BI modernization strategy for Tableau and SSRS reports, including rationalization and migration to Sigma.
- Recommended AI-driven accelerators for automation and efficiency:
  - SnowConvert for SQL conversion
  - ETL Analyzer for DataStage/Talend migration
  - DataGaps for automated testing
  - Camcode/Camchat for Gen AI based code conversion and QA

## Solution components

Migration framework	Accelerator enablement	BI rationalization	Data governance	Change management
Wave-based migration blueprint with clear timelines and dependency mapping.	Proposed integration of automation tools for ETL, SQL, and BI migration.	Consolidation of 745 reports, eliminating redundancies and optimizing for the new platform.	Defined security, compliance, and access control strategy for the cloud data platform.	Structured communication plan to drive adoption across business units.

# Impact

Our collaboration enabled the organization to identify operational inefficiencies and accelerate its data modernization journey, delivering measurable business value and positioning for future growth.

## Key outcomes:

### **Cross-functional alignment**

Enabled smooth adoption and alignment with enterprise modernization programs through 55+ stakeholder workshops and interviews.

### **Clear roadmap for modernization**

Delivered a phased migration strategy for **18 business units** to transition from a legacy on-premise data warehouse to a modern, cloud-native platform.

### **Accelerated migration through automation**

Recommended AI-driven accelerators (e.g., SnowConvert, ETL Analyzer, DataGaps) to automate SQL conversion, ETL job transformation, and testing – projecting **20–50%** efficiency gains.

### **Enhanced analytics and reporting**

Proposed BI modernization by rationalizing Tableau and SSRS reports and migrating to modern tools, improving reporting accuracy and reducing licensing costs.

### **Significant operational efficiency gains**

Rationalized 13,000+ database objects, 2,300+ ETL jobs, and 745 BI reports, reducing redundancies and streamlining the data ecosystem across multiple business capabilities.



# Thank You

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