

**CASE STUDY**

# JAFRA digital transformation with Snowflake

## ■ THE CHALLENGE

JAFRA Cosmetics International, Inc. is a leader in direct sales for skin care, fragrance, makeup and toiletries. In 2023, the company started on their roadmap to simplify and modernize their technology stack. This meant transitioning from an entirely custom-built BI solution to Snowflake, an increasingly popular cloud-based data platform.

In particular they were hoping to achieve significant performance improvements while reducing costs.



## ■ THE SOLUTION

After Fincons delivered a proof of concept (PoC) covering some of the more complex ETL streams, they were awarded the project in October 2023. As is customary for a business that believes in continuous learning and innovation like Fincons, the company invested resources in the project which was novel to the team, side by side with the client.

Fincons built the original JAFRA BI stack from the ground up and has provided production support since 2016. Having such an intimate awareness of JAFRA's complex business model and knowing the resources dedicated to the initiative gave the client complete confidence in Fincons' ability to successfully deliver the project.

The result was a resounding success: Fincons' implementation of Snowflake was delivered in a mere four months with a short support period that followed. Although internally the JAFRA team felt they were under scrutiny in pioneering this new solution, the success of the model was so resounding that now the business is considering rolling out Snowflake more broadly.

## ■ THE BENEFITS

The project was delivered on time and on budget and the benefits are already clear: drastically reduced server and licensing requirements, more processing power and dramatically improved performance. After just four months, the company is already starting to reap the rewards that a seamless Snowflake implementation can bring.

*Most importantly, the new platform is delivering the promised cost savings, while also ensuring that the company's tech stack is now modernized and ready for future integrations dictated by an evolving market.*

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