Victoria's Secret and Bath & Body Work's Platform Modernization Journey to Snowflake

Discover how Impetus LeapLogic™ enabled a seamless transformation of complex legacy systems to a unified Snowflake-based platform—driving agility, reducing costs, and minimizing business disruption.

> "Impetus was a true partner from day one— deeply committed, hands-on, and aligned with our goals. Their open communication, dependable delivery, and focus on quality helped us transform our data platform with confidence and clarity."

Chad McKibben
Director – Data Services,
Victoria's Secret & Co.

Business needs

Victoria's Secret and Bath & Body Works, following the brand separation from L Brands, needed to modernize their fragmented and aging data infrastructure to improve agility, reduce costs, and enable scalable, self-service analytics. Their challenges included:

- **Slow time-to-insights**: Long-running batch processes and an over-reliance on IT for accessing and parsing raw data made analytics development slow and inefficient.

- **Underutilized capabilities**: Inability to fully leverage modern capabilities like predictive analytics, ML, and data governance due to platform limitations.

- **Complex legacy environment**: A tangled ecosystem of over 400 systems—including SAP, JDA, Manhattan, and MapR—led to data duplication, inconsistency, and confusion across business functions.

- **High operational costs**: Legacy platforms like Teradata and Hadoop required extensive development cycles, frequent data hops, and costly hardware upgrades.

- **Limited platform agility**: Custom microservices, disjointed file formats, and siloed data made it difficult to scale or adapt quickly to changing business needs.

- **Costly brand separation**: Maintaining two versions of the same legacy environments post-separation led to duplicated efforts and added financial burden.

> Modernize 400+ siloed systems to eliminate data duplication, reduce operational costs, and enable scalable, self-service analytics post brand separation

Why Snowflake

Facing issues like inconsistent reporting, duplicate data pipelines, and growing operational complexity, Victoria's Secret and Bath & Body Works needed a modern data platform that could simplify access, reduce redundancy, and support scalable analytics. After evaluating multiple cloud platforms, Snowflake emerged as the clear choice due to its:

- **Simplicity & flexibility**: Unified access to diverse datasets via familiar SQL interfaces.

- **Built-in innovation enablers**: Features like time travel and data sharing transformed how the enterprise restored historical data, collaborated with third parties, and accelerated advanced analytics.

- **Performance at scale**: Proven cost and compute efficiency in handling complex data workloads.

- **Faster time-to-insights**: Self-service data access for business users unlocked quicker decision-making across teams.

Solution

To modernize their enterprise data landscape, Victoria's Secret and Bath & Body Works partnered with Impetus, using its proven automated data platform modernization solution, LeapLogic, to enable large-scale, intelligent transformation to Snowflake. Key elements of the solution included:

Modernization at massive scale

- Migrated **2,400+** tables and **1.1+** petabytes of data
- Transformed **5,000+** legacy jobs to Talend
- Migrated **2,500+** users across all stores
- Modernized **14,000** reports and multiple pipelines spanning DataStage, Hadoop, and Teradata

Automated, code-aware migration

LeapLogic's intelligent assessment identified optimization opportunities by analyzing code at a granular level—recommending what to retain, re-engineer, or retire with 80–85% automation.

Flexible execution models

Delivered through a co-engineering or fixed-bid approach, giving internal teams the option to co-own the journey while staying on schedule and budget.

Faster production readiness

Automation across validation, data migration, and environment setup ensured accelerated go-lives and early end-user testing.

> Seamlessly migrated 2,400+ tables, 1.1+ PB of data, and 14,000 reports—empowering users with a modern, high-performance analytics platform

Impact

The transformation to Snowflake, powered by Impetus LeapLogic™, delivered strategic benefits that reshaped how Victoria's Secret and Bath & Body Works operate:

Performance gains

- 90% of reports now run as fast or faster than before
- Improved workload isolation and scalability enabled seamless scaling for both operational and analytical use cases

Simplified data landscape

- Eliminated data duplication and established a unified platform across business functions
- Enabled native AI/ML support, bringing analytics closer to the data rather than moving data out

Innovation at speed

- Time travel capabilities allow viewing data and changes up to 90 days in the past
- Instant and secure data sharing with third parties via Snowflake's native marketplace and collaboration features

Business-wide enablement

- Empowered 2,500+ users with faster, self-service access to analytics
- Supported smarter decisions across supply chain, merchandising, marketing, finance, and stores