

Empowering Self-Service Analytics at Westcon Through Natural Language Interaction With Snowflake

How Peraison enabled business users to access insight on demand through a Teams-based AI analytics assistant.

Executive Summary



Westcon, a global technology distributor, wanted to reduce dependency on analysts and enable faster, conversation-driven access to strategic insight. Peraison delivered a **Snowflake Intelligence** solution that allows employees to ask natural language questions directly inside **Microsoft Teams**. The result is a new self-service capability that improves decision making, reduces bottlenecks, and accelerates the value derived from Snowflake.

The Challenge

Westcon's leadership team faced growing demand for timely insight from across the business. Operational teams regularly required answers to complex investigatory questions that went well beyond standard dashboards. Reporting teams were inundated with ad hoc requests which delayed decision making and increased operational cost.

These challenges were intensified by market pressures. Technology distribution is a fast-moving sector where margins are tight, customer expectations shift constantly, and leaders must respond quickly to changes in vendor performance, pricing dynamics, and inventory risk. Traditional BI infrastructure could not meet the speed or flexibility required.

Westcon had invested in Snowflake as a strategic data platform but needed a practical way to open access to insight without increasing governance risk or relying on specialist SQL knowledge.

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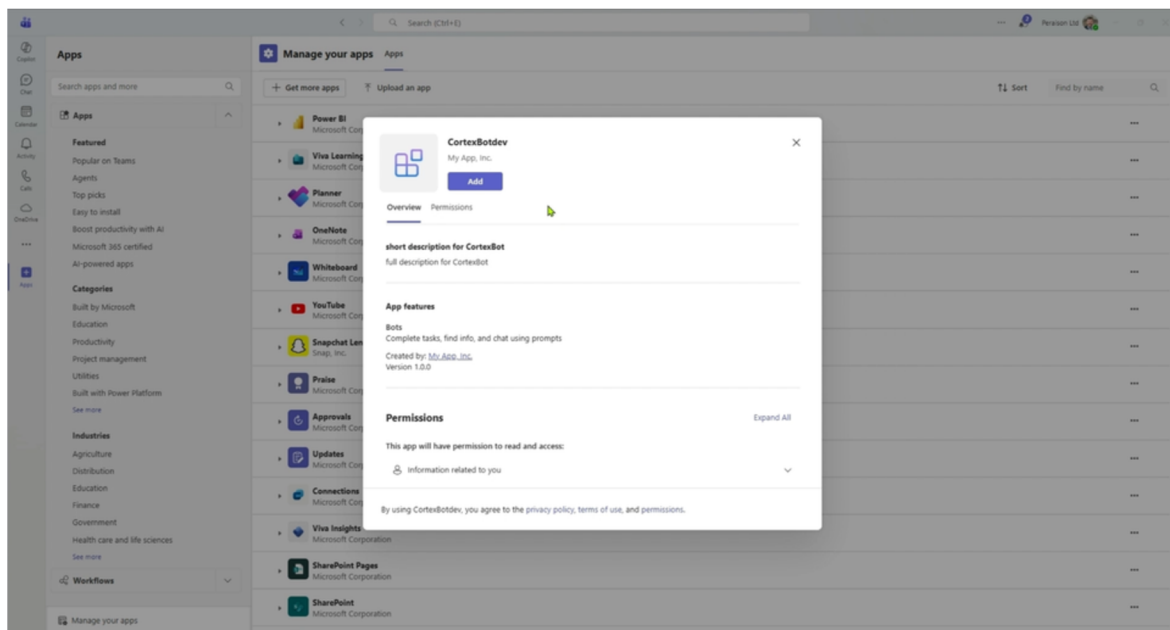
The Solution

Peraison designed and implemented a conversational analytics assistant built on Snowflake Intelligence. The solution translates natural language questions into data warehouse queries.

Key elements of the solution included:

- **Microsoft Teams interface** so users could simply ask questions in everyday language.
- **Cortex Analyst and Semantic Views** to understand business-specific terminology, including Westcon's fiscal calendar and financial definitions.
- **Automated dataset routing** to ensure questions reached the correct domain. Finance questions went to finance data, commercial questions to the relevant sales or margin datasets.
- **Robust RBAC controls** to ensure data permissions were respected exactly as they are within Snowflake.
- **Integration with external MCP** servers to enrich insights with data from approved external systems.

This capability complements rather than replaces BI dashboards. Teams still rely on curated reporting for standard KPIs, while the conversational agent unlocks deeper investigatory analysis.



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The Impact

The deployment created a scalable, self-service insight capability that delivers immediate business value:

- **Faster decision making** because users can get answers in seconds rather than waiting days for analysts.
- **Reduced reporting backlog** freeing specialist teams to focus on high-value analytics rather than repetitive requests.
- **Greater confidence in data** since semantic alignment and RBAC ensure queries use the correct definitions and permissions.
- **Higher adoption of Snowflake** with more users engaging directly with data in a familiar environment.
- **Lower cost of insight** by reducing manual workload and improving the productivity of commercial, finance, and operational teams.

For Westcon, the solution represents a step change. It moves the organisation from traditional reporting dependency toward a culture where insight is accessible instantly and safely across the business.

