



Simplifying data centralization with Fivetran



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FIVETRAN

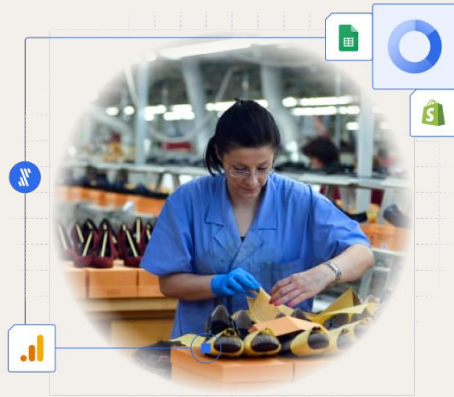
Simplifying data centralization with Fivetran

Join us as we explore the power of data centralization in accelerating innovation and achieving data excellence.

In this session, you will discover:

- The challenges of locked, siloed data in modern enterprises
- How centralizing data enables organizations to achieve operational efficiency and actionable insights
- Real-world success story where data centralization enabled a global leader to innovate

Every business is in the business of data



Predictive operational
maintenance



Building a Customer 360



Risk analysis & Fraud
detection



Clinical trials & research

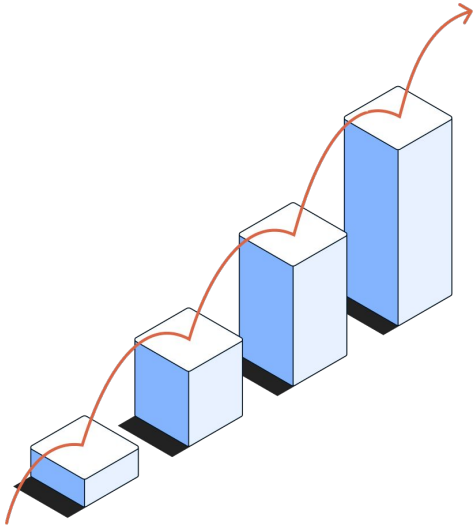


81%

of IT leaders say data silos are hindering
digital transformation efforts.

Salesforce. 2024.
[2024 Connectivity Benchmark Report.](#)

Your data needs are growing



400+ average data sources
used by enterprises to meet their
business goals (IDG)

In 2024, the global volume of data created,
captured, copied, and consumed was

149 zettabytes

And estimates project by end of 2025,
that volume will reach

181 zettabytes

(Statista)



65%

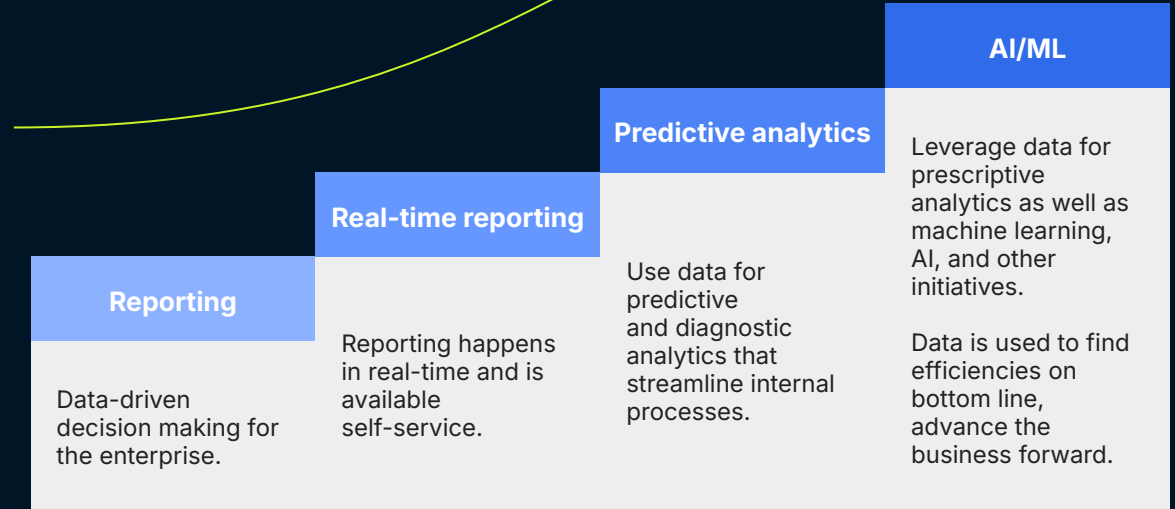
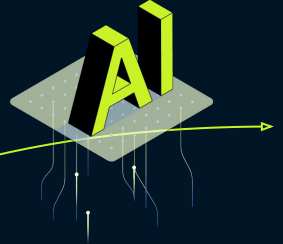
of surveyed respondents said they regularly use generative AI.

But, AI requires a solid data foundation and is not the only concern...

(McKinsey's 2024 State of AI report)



82% of organizations with advanced maturity in data and analytics saw positive YoY revenue growth over the past 3 years (G2)



How do companies do this today?

Legacy ETL / ELT 30-50%

- Expensive to build
- Highly Manual
- High Maintenance Cost
- CDC poorly supported
- Not designed for high performance

DIY ingestion 30-50%

- Expensive Engineering Resources working on infrastructure
- Low Quality
- No Governance
- Hard to maintain
- Many different owners & code bases

Streaming 10-20%

- Complicated architecture for simple replication needs
- DWH don't accept streaming latency
- Used for 10-40% of data movement, when only 5-10% need truly need streaming infrastructure

What it costs them?

Headcount

Data engineers spend about 44% of their time building and maintaining data pipelines - which costs

\$520,000 per year.

[Wakefield Research](#)

Infrastructure

Bad data costs organizations

\$13 million a year.


[Gartner](#)

Protection

The global average cost of a data breach in 2023 was USD **\$4.45 million**, a 15% increase over 3 years.

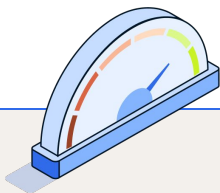
[IBM](#)





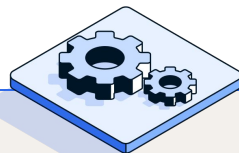
Data excellence is the practice of ensuring data is accurate, reliable, accessible, secure and properly utilized for achieving exceptional business outcomes.

How Fivetran powers data excellence



High-performance pipelines accelerate business outcomes

Automated and intelligent pipelines move critical business data to advance outcomes with speed.



Customizable platform for scale and interoperability

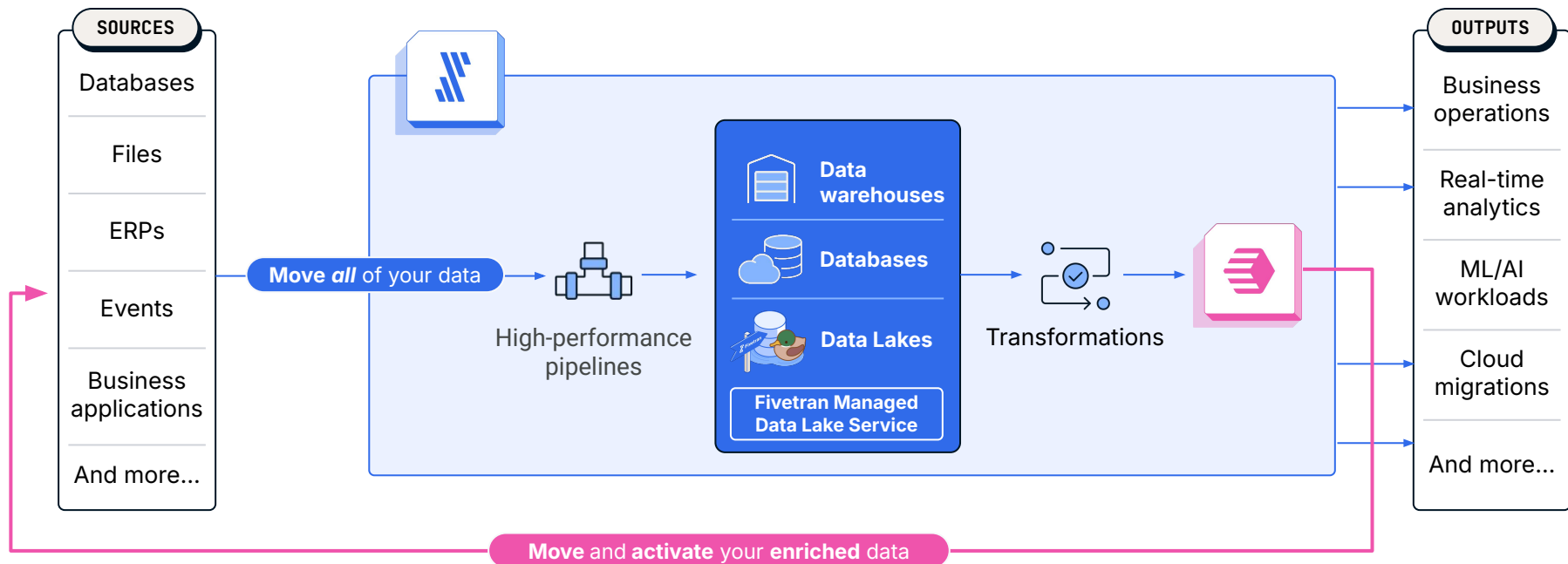
Extend your platform and meet enterprise requirements at scale with easy interoperability and programmatic controls.



End-to-end security protects your data and reputation

Protect your data and reputation with rigorous, built-in platform security and governance for maximum peace of mind.

One platform to move and activate *all* of your data



Drive growth

Improve processes

Enhance experiences

Why Fivetran



Trusted by 7,000+
companies worldwide including:

LVMH



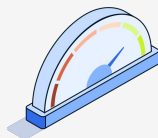
OpenAI



pitney bowes

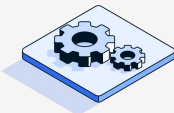


verizon



High-performance pipelines

- ❖ 700+ pre-built connectors
- ❖ High-performance, low-impact **CDC**
- ❖ 99.9% **uptime** across 3M+ daily syncs
- ❖ **Automated schema drift** and API change
- ❖ Streamlined **transformations** management



Customizable platform

- ❖ **Connector SDK** to load data from any source
- ❖ **Fivetran API** to programmatically control pipelines
- ❖ **Integrations** with data catalogs, developer tools, and logging services



End-to-end security

- ❖ End-to-end **data encryption**
- ❖ Multiple secure **deployment** options
- ❖ Data **governance**, observability, and integrity
- ❖ Robust **security** credentials and clearances

Fivetran supports **over 700** high-performance connectors

Moving data at over
500 GB/hour on large databases



CEMEX rapidly integrated over
4,000 tables in SAP for data
streaming use cases

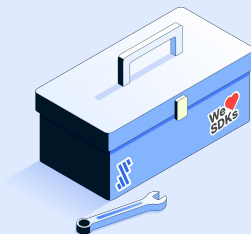
CUSTOMER STORY



Across: databases, data warehouses, SaaS applications



[And more](#)



Connector SDK

Every destination



Data warehouses



Databases

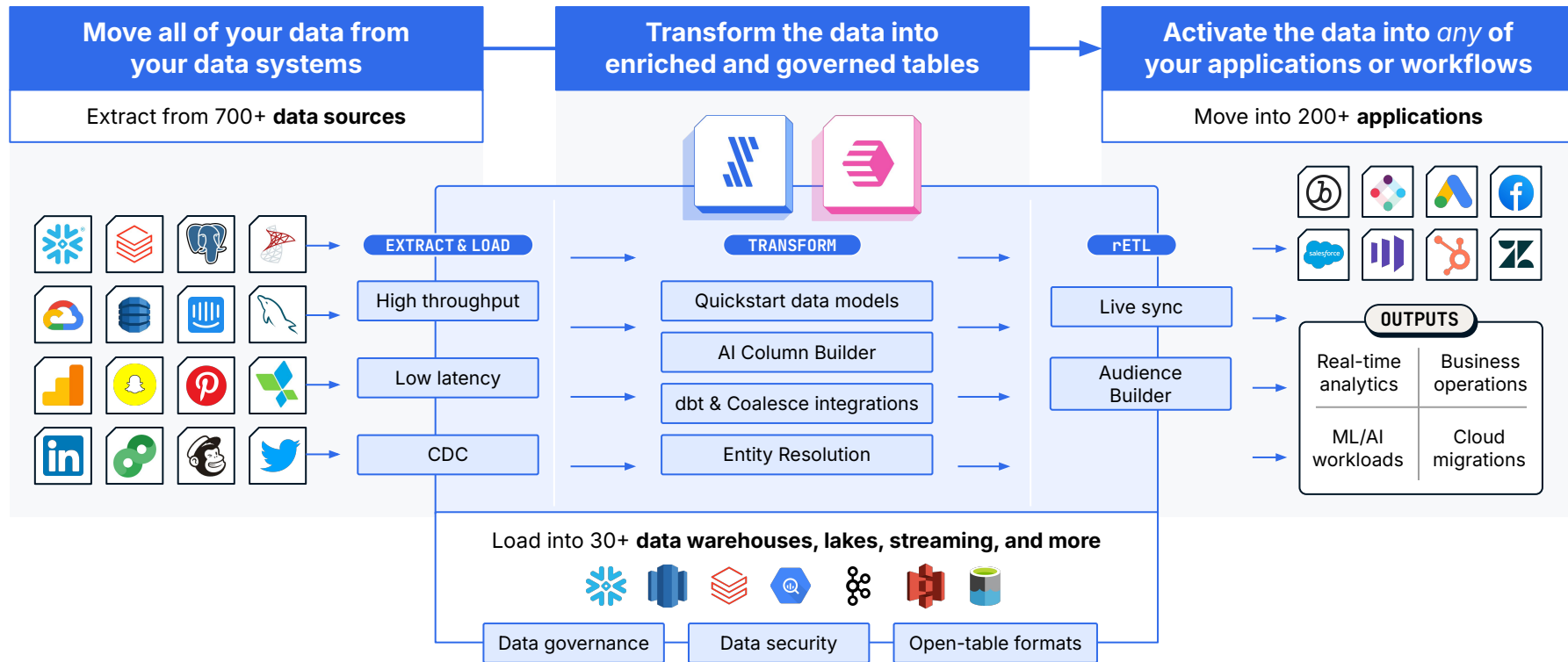


Fivetran Managed Data Lake Service

- Governed table format
- Flexible data support (structured, unstructured)
- Cost effective



Our approach is easy-to-use and performant



Challenge

Payment processing platform SpotOn's rapid growth and diverse client base led to data scattered across 30+ MySQL databases, making reporting complex and costly. Their engineering team struggled with 2,000+ lines of code and manual QA that consumed up to 15 hours per week. This inefficient setup limited scalability, increased costs and strained their lean team, impacting their ability to meet customer demands.

Results

- Centralized data from 30+ databases into a single Snowflake repository, creating a secure, scalable analytics foundation.
- Streamlined thousands of lines of code into modular, scalable models with dbt Core, reducing development time by weeks.
- Fivetran Transformations for dbt Core accelerated reporting and boosted automation, enabling fast and reliable client reporting.
- Empowered a lean data team to deliver internal analytics 5x faster without increasing headcount.
- Automated transformations and synchronized connector loads, cutting computational costs and simplifying processes without third-party tools.

"Fivetran consolidated our entire ELT pipeline into one centralized platform, removing the need for third-party tools. This transformed our processes and cut down on monitoring time."

Tom Gilbertson,
Product Manager, Data & Analytics at SpotOn

Data stack and connectors

Postgres	Webhooks
Google Sheets	DynamoDB
MySQL	NetSuite
Google Drive	HubSpot
MongoDB	
Salesforce	

Destination and cloud

Snowflake
AWS

Data integration platform

Fivetran



Marketing & sales analytics

Operational efficiency

Challenge

Shapewear and clothing brand SKIMS' rapid growth demanded a data infrastructure capable of keeping up with its fast-paced operations and high-profile status. However, relying on DIY pipelines to unify large, disparate data sets across marketing, e-commerce, and operations proved unsustainable. These manual processes were resource-intensive and hindered the ability to generate insights at scale, prompting SKIMS to seek a modern, automated solution for its data challenges.

Results

- Centralized marketing data from 15+ channels to track daily spending, optimize campaign performance, and improve ROAS and CAC.
- Enabled near real-time reporting and insights every 15 minutes to drive agile decision-making.
- Scaled data operations without hiring 6-7 additional engineers, allowing the lean data team to focus on high-value insights.
- Boosted product performance by analyzing granular attributes, customer feedback, and purchase data, resulting in more accurate inventory planning and successful product replication.

"If we have a lean team, we want to use it to generate insights across the entire operation. We picked Fivetran because it's the best data integration platform in the market. It would take about 6-7 data engineers to get the velocity we're at with Fivetran."

Chris Chapo, Senior Vice President of Data, Insights, and Loyalty at SKIMS

Data stack and connectors

S3	AWS Lambda
NetSuite	Google Sheets
Klaviyo	BigQuery
Shopify	Attentive
SFTP	Facebook Ads
Webhooks	Snapchat Ads
Email	Pinterest Ads

Destination and partners

Snowflake

Data integration platform

Fivetran



LIVE DEMO

Thank you!