Fivetran

Centralizing data to accelerate enterprise analytics and AI: Real-world success stories

From reporting to AI: How centralized data transforms enterprises

Proud customers of Fivetran:

Dropbox Pfizer deliveroo HubSpot jetBlue Saks nab

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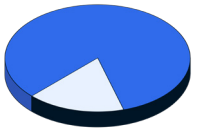
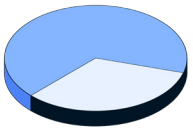
Key stats:

77% 

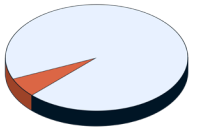
of executives agree that data integration and movement are significant challenges for real-time insights[1]

83% 

of organizations identify numerous data sources that must be centralized to enable analytics and reporting workflows[2]

67% 

of time is spent preparing data, compared to only 33% spent using it for decision-making[3]

6% 

of annual revenue, or $406 million on average, is lost due to poor-quality data feeding reporting and analytics, creating costly inefficiencies[4]

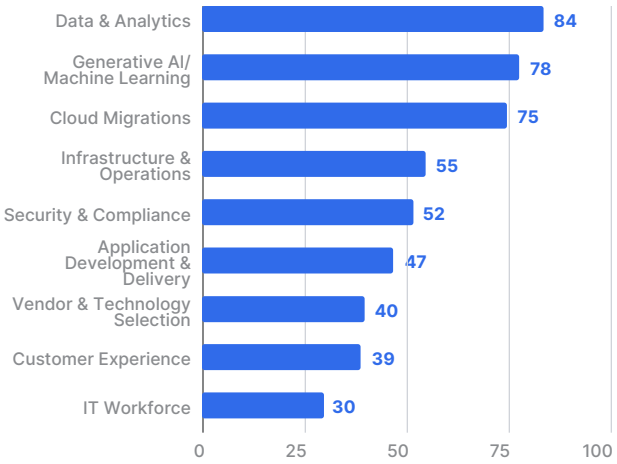
[1][2] MIT Technology Review: AI readiness for C-suite leaders
[3][4] Vanson Bourne: AI in 2024

Why centralized data powers analytics and AI

AI is adding trillions to the global economy and shaping the top enterprise priorities for 2025: Analytics, predictive modeling, machine learning, and generative AI.[5] These initiatives go well beyond the underlying technology, demanding collaboration across teams like product, sales, and engineering. These might have been seen as pure "technology initiatives" a few years ago, but analytics and AI have become core business drivers, transforming how companies deliver value and compete in the market.

The key to succeeding in analytics and AI/ML is centralized, easily accessible data spanning the entire enterprise. Without it, businesses cannot effectively harness reporting, predictive analytics, or AI. However, enterprises face significant challenges in creating this centralized data environment:

- **Legacy systems and outdated technologies:** Companies must move beyond traditional ETL and resource-intensive, DIY solutions.
- **Roadblocks like fragmented systems and stale data:** 96% of organizations face barriers like fragmented systems and inaccessible data, limiting their ability to act on business intelligence.[6]
- **Modern solutions for modern workloads:** Enterprises must adopt scalable, efficient, and fast data solutions capable of handling the demands of today's analytics and AI workloads.



Top investment priorities for data infrastructure: Data and analytics lead, followed by generative AI/ML and cloud migrations in the next 12-24 months[7]

At the heart of analytics and AI-ready solutions lies high-performance data infrastructure, offering transformative benefits for businesses. For example:

- Engineering teams gain the freedom to move away from repetitive, automatable tasks and focus on high-value analytics and AI initiatives.
- Decision-making improves with access to reliable, up-to-date data, particularly for critical revenue-driving strategies.
- Faster data accessibility leads to quicker ROI and reduced time-to-value.

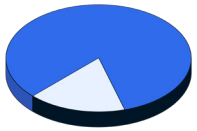
Fivetran leads the way in automated, maintenance-free data integration, helping the world's leading organizations centralize their data effortlessly. Many companies have already unlocked new AI and analytics opportunities using Fivetran, giving them a competitive edge with real-time data and agile decision-making in competitive global markets.

[5] McKinsey & Company: What's the future of generative AI? An early view in 15 charts
[6] Vanson Bourne: AI in 2024
[7] Fivetran FY26 Marketing Research

Moving from data to dashboards

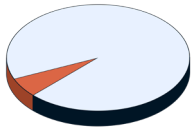
For modern enterprises, advanced analytics and reporting are a major competitive advantage.

83%



of organizations facing significant challenges in centralizing the numerous data sources required to fuel analytics and reporting workflows.[8]

6%



of annual revenue is lost to poor-quality data — but also prevents companies from making timely, data-driven decisions.[9]

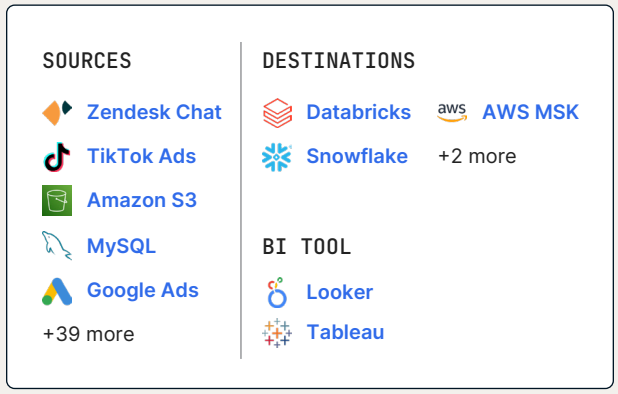
The root of the issue lies in organizational silos, inconsistent data, and outdated systems that delay actionable insights. Engineers often spend more time manually preparing data than extracting value from it, while decision-makers struggle to trust or act on outdated, incomplete reports. For many companies, overcoming these obstacles is critical to achieving their business goals.

By centralizing their data with Fivetran, Dropbox, Pfizer, and Deliveroo are companies that have turned reporting into a strategic advantage. Automating data integration eliminated silos, established a single source of truth, and enabled real-time insights. The result? Faster, more accurate reporting at scale.

[8] MIT Technology Review: AI readiness for C-suite leaders
[9] Vanson Bourne: AI in 2024

Dropbox discovers insights 99% faster

Dropbox



> Fivetran quickly provided tremendous time and cost savings. After our first connector was up and running in 15 minutes, I knew we could completely transform how quickly Dropbox gets to business-critical insights."

LAUREN LIN,
DATA ENGINEERING MANAGER AT DROPBOX

READ THE FULL CASE STUDY

From its early days as a leader in cloud storage, Dropbox has relied on data to support its mission of simplifying collaboration for over 700 million users across 180 countries. With such rapid growth and massive global success came complex data challenges. Siloed systems and raw data limited the company's ability to generate actionable insights and quickly respond.

Reporting and custom data pipelines were 2 of the biggest challenges. Not only did it take weeks to generate reports and gain insights, but building custom data pipelines for new sources of data often took months. Dropbox needed a solution that could quickly centralize information from a wide range of sources and prepare it for analysis without burdening its data engineering team.

Dropbox chose Fivetran to automate and streamline its data integration. Fivetran's fully managed pipelines simplified the process of transforming raw data into analysis-ready formats, allowing its data engineering team to focus on high-value analytics rather than infrastructure maintenance. Using Fivetran, Dropbox easily synced data from multiple systems into its data warehouse for faster and more reliable reporting.

THIS ALLOWED DROPBOX TO GAIN:

- **Accelerated insights:** The data engineering team reduced reporting time by 99%, enabling quicker, data-driven decision-making. Instead of waiting weeks for a report, they had immediate access to critical insights like return on ad spend (ROAS) and customer sentiment regarding product changes and bug fixes.
- **Empowered engineering teams:** Automated pipelines freed engineering teams to focus on driving innovation instead of maintaining custom data pipelines. This shift enabled faster resolution times and provided critical answers to pressing product questions.
- **Scaling across teams and sources:** Fivetran's ease of use enabled Dropbox to expand data integration across the enterprise, incorporating data from third-party sources and newly acquired companies like HelloSign, DocSend, and FormSwift. Having unified insights made it easier to support growth and strategic decision-making during M&A activities.

Pfizer accelerates clinical trials with real-time insights

SOURCES	DESTINATIONS	
Oracle	Snowflake	Redshift
SQL Server	Databricks	+1 more

> Fivetran provides a framework for standardizing data replication across all of Pfizer, enabling us to achieve real-time analytics."

JOHN LEONE,
SENIOR MANAGER OF GLOBAL PLATFORM SUPPORT SERVICES FOR PFIZER'S ARTIFICIAL INTELLIGENCE, DATA, AND ANALYTICS ORGANIZATION

As one of the world's leading biopharmaceutical companies, Pfizer is committed to driving medical innovation and delivering life-changing treatments. However, managing data from thousands of clinical trials across global teams presents significant challenges. Fragmented data sources, slow manual processes, and regulatory compliance concerns delay reporting, making it difficult to provide real-time insights critical for accelerating drug development.

Pfizer needed a solution to modernize its data infrastructure to enable fast, reliable, and compliant reporting across its clinical trials and supply chain operations. Manual data aggregation from disparate systems was no longer a sustainable option.

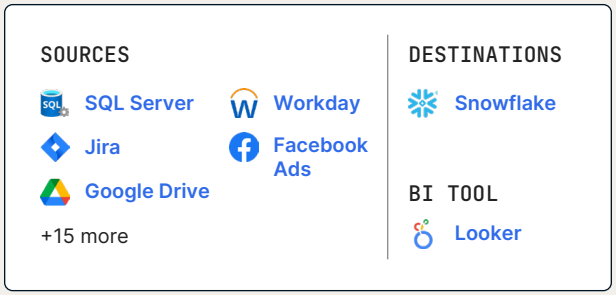
Pfizer turned to Fivetran to automate the data replication across the enterprise. Fivetran's database replication solution allowed the business to unify data from its on-premises systems, such as Oracle and SQL Server, third-party tools, and trial management platforms into its data warehouse.

FIVETRAN ENABLED PFIZER TO:

- **Accelerated clinical trial insights:** Automated data pipelines reduced reporting time from days to real-time, allowing Pfizer's teams to make faster, more informed decisions about trial progress, patient recruitment, and treatment outcomes.
- **Enhanced supply chain visibility:** Centralized data allowed Pfizer to track inventory, shipments, and production schedules in real time, ensuring the timely delivery of critical supplies for ongoing trials.
- **Streamlined global operations:** With Fivetran, data from thousands of clinical trials across regions was integrated seamlessly, eliminating delays caused by manual processes and siloed systems. This level of visibility reduced bottlenecks and improved overall operational efficiency.

READ THE FULL CASE STUDY

Deliveroo improves advertising and marketing strategies with advanced enterprise analytics



> Without Fivetran, the team would need to spend around 100 extra hours per week to do what we do without drowning. We're doing things more quickly and effectively now — Fivetran effectively pays for itself."

JAMES FLAXMAN,
ENGINEERING MANAGER FOR ANALYTICS PLATFORMS AT DELIVEROO

Deliveroo, a global leader in online food delivery, manages a complex operation spanning multiple regions feeding millions of customers. Thriving in such a highly-competitive industry requires advanced analytics to improve logistics and customer experiences. However, siloed data systems across multiple parts of their business were hindering their ability to extract meaningful insights they could act upon.

Deliveroo's data engineering team wanted to build a dashboard that answered basic questions like, "What happened when we placed an advertisement? Who clicked on it? Did they then place an order or create a user account?" The answers to these questions could influence how and where they allocate resources.

Deliveroo turned to Fivetran to centralize data from more than 20 sources into its data warehouse. This modern data infrastructure allowed the data engineering team to automate data integration, streamline reporting, and unlock insights that drive enterprise-wide decision-making.

FIVETRAN HELPED DELIVEROO TO:

- **Optimize delivery logistics:** By analyzing real-time and historical data, Deliveroo can predict demand surges, optimize rider allocation, and ensure on-time deliveries.
- **Improve customer experience:** Centralized data allows Deliveroo to personalize user experiences, recommend restaurants, and resolve customer queries more effectively.
- **Gain enterprise-wide insights:** With unified data, teams across HR, finance, marketing, and logistics gain actionable insights, improving collaboration and decision-making.
- **Increase data operation efficiency:** Automating data pipelines with Fivetran reduced manual effort and freed up engineering teams to focus on strategic projects.

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Chapter 2: Predictive analytics

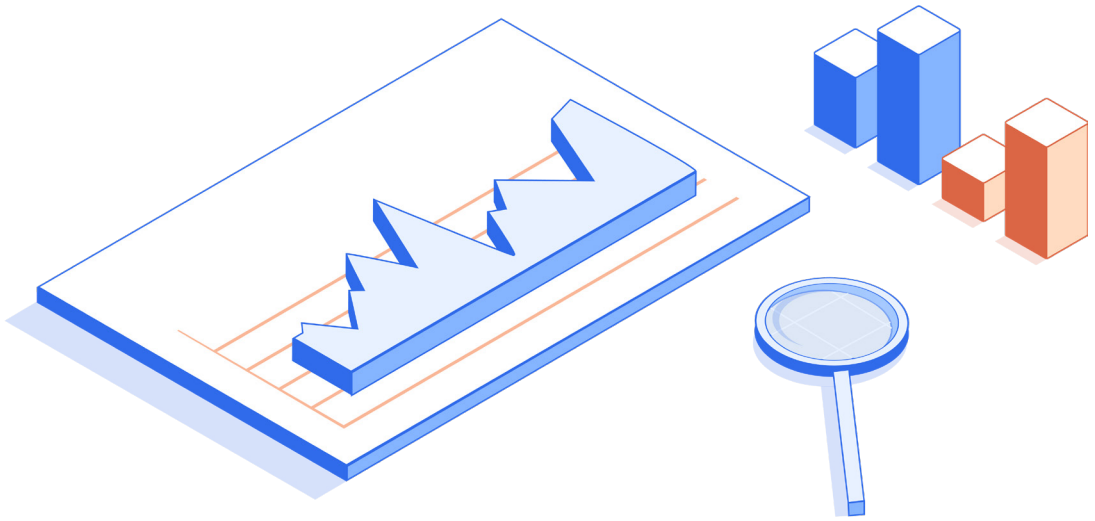
Turning trends into action

Predictive analytics is redefining how organizations anticipate trends and make proactive decisions. While it shares some of the hurdles of dashboarding and reporting — like the need for clean, accessible, and centralized data — it demands even greater precision, consistency, and sophistication. Finding success with predictive analytics requires deep domain expertise and the ability to process real-time data, such as:

- Health data for clinical trials
- Transit details for shipping packages
- Wind speed for flight fuel consumption
- Resource utilization for supply chain optimization

Data engineers have to do much more than centralize data and prepare it for reports. They're also responsible for building and maintaining predictive models, which require complex refinements over time.

This chapter explores how centralized data enables predictive analytics through stories like HubSpot, which uses data to forecast workforce trends, and JetBlue, which monitors passenger behavior and performs proactive aircraft maintenance. These enterprises provide realistic examples of how centralized data can enable richer insights, multi-dimensional forecasting, and the ability to turn trends into actionable outcomes.



HubSpot stays ahead of workforce trends and saves $100,000

HubSpot

SOURCES	DESTINATIONS
Greenhouse	Snowflake
Google Sheets	
Workday	BI TOOL
Amazon S3	Looker
SurveyMonkey	
+13 more	

> Thanks to Fivetran, our focus has shifted entirely to where it truly matters: diving deep into the data and uncovering valuable insights that help us better forecast labor supply and demand, analyze skill gaps, predict future needs, and ultimately help us understand how strategic HR affects different areas of our business."

SANDRO FRATTURA,
ANALYTICS ENGINEERING MANAGER, HUBSPOT PEOPLE OPERATIONS

READ THE FULL CASE STUDY

HubSpot is one of the world's largest customer relationship management (CRM) providers, helping businesses grow by empowering them with tools for marketing, sales, and customer service. Coming out of the pandemic in 2021, HubSpot's leadership team wanted to take a more strategic approach to hiring, resulting in a deeper desire for visibility over their processes. In early 2022, they formed the Workforce Planning Department with the mission to lead and execute strategic headcount planning and people data reporting. It was this mission that would help them manage through post-pandemic market downturns and come out stronger than ever.

Understanding and managing team growth came down to one thing: data. While HubSpot collected all the necessary recruiting data, it wasn't centralized or easily reportable. Their data engineering team attempted various solutions, including:

- Automating spreadsheet workflows
- Building custom pipelines from Greenhouse and Workday
- Partnering with the internal BI team
- Manually importing CSV files from its Human Resource Information System (HRIS)

These efforts resulted in a fragile, unsustainable monthly ingestion process, allowing Finance to access insights but lacking the flexibility to handle column changes or data adjustments. The business needed a more scalable, automated solution.

HubSpot chose Fivetran to automate and streamline data integration. With Fivetran's fully managed pipelines, HubSpot seamlessly centralized data from multiple sources into their data warehouse. This enabled them to build advanced predictive models, improving workforce planning and operational strategy.

KEY BUSINESS BENEFITS FROM USING FIVETRAN INCLUDE:

- Improved predictive metrics accuracy by 90% to within 3-5% of actual results
- Enabled accurate forecasting and delivered meaningful insights by providing access to hiring and recruitment data
- Improved workforce productivity and planning by utilizing HR data with generative AI
- Reduced pipeline development from 6-10 weeks to under an hour
- Saved $100,000 in data engineering labor in the first year

JetBlue uses real-time data to predict aircraft maintenance

SOURCES		DESTINATIONS
SAP Concur	Jira	Snowflake
SQL Server	ServiceNow	Azure Synapse
Salesforce	+2 more	

> Data is so critical to the airline industry — we couldn't operate without having information at our fingertips to make decisions every single minute of the day. We've been able to set up data pipelines in under 2 minutes [with Fivetran]. The work that would've previously taken engineers weeks, if not months, to fully build, test and deploy, Fivetran makes possible in minutes.

ASHLEY VAN NAME,
GENERAL MANAGER OF DATA ENGINEERING AT JETBLUE

READ THE FULL CASE STUDY

JetBlue, one of the world's leading airlines, is committed to delivering exceptional passenger experiences while running on time and efficiently. With millions of passengers and 330,000 flights annually across several continents, the company needed to stay ahead of shifting travel trends and make smarter decisions using data. However, siloed systems and manual data integration processes made it challenging to act on real-time insights.

JetBlue needed a modern solution to centralize its 115TB of data across 130 different systems. They wanted powerful predictive models that could forecast demand, improve customer satisfaction, and enhance business operations. Manual data handling processes were time-consuming and prone to errors, limiting their ability to predict aircraft maintenance trends or adapt to changes in passenger behavior.

Using Fivetran's log-based change data capture, JetBlue centralized data from its on-premises systems to replicate aircraft maintenance data into its data warehouse. The airline uses this data to avoid maintenance-related flight delays, proactively solving problems before they happen. This not only saves costs but also improves the customer experience and helps prevent mechanical issues that extend the lifespace of critical equipment.

Beyond maintenance, Fivetran enables JetBlue to centralize data from various business applications and transactional databases, making it easily accessible for analytics. This supports a deeper understanding of both operations and customer needs.

HOW FIVETRAN POWERS JETBLUE'S PREDICTIVE ANALYTICS:

- **Forecast passenger demand:** Automated pipelines ingest real-time data from 130+ systems, helping JetBlue predict travel patterns and optimize pricing.
- **Enhance customer experiences:** By analyzing passenger feedback and satisfaction trends, JetBlue builds predictive models to improve onboarding services and loyalty programs.
- **Make cost improvements and operational improvements:** Centralized data helps JetBlue anticipate and mitigate disruptions, proactively addressing maintenance issues and ensuring smoother operations.

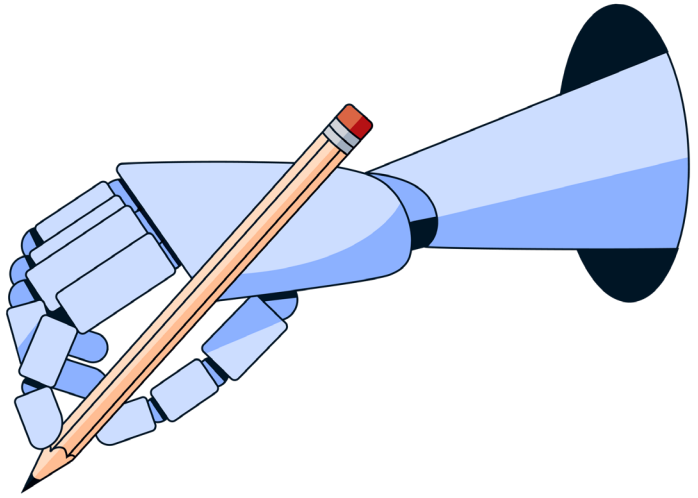
Chapter 3: AI/GenAI

Centralized data is the foundation of enterprise AI

Getting to enterprise-ready AI requires advanced algorithms powered by the highest-quality data. AI models thrive on clean, diverse datasets. However, disconnected data sources, fragmented DIY pipelines, and governance challenges can stifle even the most ambitious AI initiatives.

High-performance, automated data pipelines solve these challenges by providing a single, centralized source of truth. Real-time data ingestion is a key component for supporting AI model functionality, while standardized, reliable datasets provide the foundation for accurate and trustworthy output.

As you'll see, Saks and National Australia Bank (NAB) are 2 enterprises that used Fivetran to overcome the complexity of fragmented systems. Fivetran bridged the AI gap for these companies, minimizing the complexity required for these advanced use cases and freeing data engineers to do high-value work.



Saks accelerates AI, personalizes luxury retail shopping

Saks

SOURCES		DESTINATIONS
Oracle	PostgreSQL	Snowflake
SQL Server	Workday	
Salesforce		BI TOOL
+15 more		Looker

> The beauty of Fivetran is that it solves a very complex problem very simply for us: ingesting lots of different data. It's one of the fundamental pieces of our AI strategy and allows us to bring in new novel data sets and determine whether they'll be useful for us."

MIKE HITE,
CTO AT SAKS

Saks delivers high-end, personalized experiences that define luxury retail. However, fragmented data across legacy systems and modern platforms created major challenges in centralizing data for advanced analytics and AI. Homegrown data pipelines hindered scalability, limiting Saks' ability to transform marketing and customer engagement.

Slow, manual processes for data integration prevented Saks from harnessing its full data potential. To overcome this, the company developed a strategy to centralize its data and create a strong foundation for analytics and AI.

Saks chose Fivetran to automate data integration across systems, consolidating disparate data into a single source of truth. With centralized, reliable data, Saks' data engineering team eliminated manual work, accelerated analytics, and deployed AI for smarter decision-making.

KEY BENEFITS WITH FIVETRAN:

- **AI-ready data:** Saks onboarded 35 data sources in 6 months using Fivetran's fully managed pipelines, seamlessly centralizing data into its data warehouse for AI-driven initiatives.
- **AI-powered personalization:** With centralized data, Saks built real-time AI models and natural language parsing (NLP) to analyze customer sentiment, enabling personalized recommendations and targeted marketing campaigns.
- **Scalable infrastructure for innovation:** Fivetran's automated pipelines ingest data every 5 minutes, supporting Saks' growing data needs and powering generative AI tools for better customer engagement.
- **Efficiency gains:** By eliminating manual tasks, Saks freed up engineering resources to focus on high-value AI projects while maintaining its signature, high-touch customer experience before, during, and after every sale.

READ THE FULL CASE STUDY

National Australia Bank enhances customer experiences and powers GenAI

SOURCES		DESTINATIONS
Oracle	Salesforce	Databricks
PostgreSQL	MySQL	
SQL Server	+3 more	

> Removing complex legacy technology from our ecosystem and replacing it with Fivetran and Databricks to unify our data has been the springboard to enable all of the exciting generative AI use cases we are pursuing."

JOANNA GURRY,
EXECUTIVE OF DATA PLATFORMS AT NAB

National Australia Bank (NAB) is a leader in financial services innovation, delivering hyper-personalized experiences to over 10 million customers. To support real-time insights and scalable AI initiatives, NAB needed a modern data infrastructure. However, with data fragmented across more than 200 sources, the bank faced challenges in centralizing and preparing data for AI-driven innovation and enhanced customer experiences.

To overcome these challenges, NAB turned to Fivetran for automated data integration, enabling seamless data movement into Databricks. With a centralized, reliable data foundation, NAB accelerated AI-driven initiatives — reducing data ingestion costs by 50% and improving machine learning (ML) model performance by 30%.

HOW NAB LEVERAGES FIVETRAN:

- **Unified data across 700 locations and 200+ sources:** Fivetran enabled NAB to create a single, secure data foundation, eliminating vast amounts of duplicated data and reducing data-related incidents for its 38,000 employees and global customer base.
- **AI-driven decision-making:** With real-time insights from centralized data, NAB's teams can respond faster to customer needs and anticipate trends with greater accuracy. For instance, NAB's AI-powered document review project has reduced the time required to process 15,000 annual trust deeds from 45 minutes to 5 minutes — saving an estimated 10,000 hours per year.
- **Scalable AI innovation:** Fivetran's automated pipelines provide the scalability needed to support NAB's expanding GenAI initiatives, ensuring consistent data flow as projects grow.

READ THE FULL CASE STUDY

Conclusion

With Fivetran, many of the world's largest and most sophisticated enterprises have gained faster, more accurate insights, and empowered teams to seize opportunities with real-time data. Fivetran eliminates the manual work of integrating and preparing data. Automated pipelines boost productivity and innovation for data engineers and data scientists. With scalability built in, Fivetran customers can seamlessly adapt to growing data volumes and evolving use cases.

Across industries, from retail to healthcare to airlines, customers like Saks, Pfizer, and JetBlue have achieved faster ROI, improved efficiency, and data-driven decisions. Fivetran automates and future-proofs your data infrastructure, clearing a smooth and reliable path to AI readiness.

Start your free trial today to experience how Fivetran can centralize data for analytics and AI.
fivetran.com/signup

Fivetran

Fivetran, the global leader in data movement, helps customers use their data to power everything from AI applications and ML models to predictive analytics and operational workloads. The Fivetran platform reliably and securely centralizes data from hundreds of SaaS applications and databases into any cloud destination — whether deployed on-premises, in the cloud or in a hybrid environment. Thousands of global brands — including Autodesk, Condé Nast, JetBlue, and Morgan Stanley — trust Fivetran to move their most valuable data assets to fuel analytics, drive operational efficiencies and power innovation.

For more info, visit Fivetran.com.

Start your free trial