

# The hidden cost of DIY and legacy data integration

Despite spending an average of **\$4.2 million annually on data integration**, most organizations struggle to turn that investment into results.

Many data teams still rely on DIY pipelines, scripts, or aging ETL tools to move data between systems. Over time, these approaches become difficult to maintain, increasingly fragile, and harder to scale as data environments grow.

## With Fivetran's fully managed ELT, teams can:

- Shift engineering time from maintenance to innovation
- Deliver reliable, production-ready data at scale
- Accelerate time from ingestion to business impact
- Scale data operations without increasing engineering overhead

Organizations are **2x more likely to exceed ROI targets with fully managed ELT**

## KEY FINDINGS

**97%** of enterprises report disruptions to AI or analytics initiatives

These setbacks can last a month or more for 30% of organizations, leading to delayed insights and lost competitive advantage.

**53%** of engineering time is spent on pipeline maintenance

Reclaiming that time can recover \$2.2 million in annual productivity lost to pipeline maintenance, freeing teams for higher-value work like AI.

**30-47%** more frequent breaks with DIY and legacy approaches

Each failure requires internal resolution, adding 2-4 extra hours per repair and taking time away from higher-value work.

**60.4** hours of downtime per month

Estimated business impact of downtime is \$49,600 per hour.

Thousands of enterprises rely on Fivetran for automated, reliable ELT

OpenAI

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