Negotiating with
Fivetran

Overview

Introduction

Fivetran uses a unique logarithmic pricing model based on monthly active rows (MAR). As consumption increases pricing grows at a slower rate allowing for built-in economies of scale.

Willingness to Negotiate

New Business

Flexible

Renewals

Reasonable

Negotiation Strategy

Pricing Models & Packages

- Three main tiers: Starter Standard and Enterprise
- Pricing based on monthly active rows (MAR)
- Connector-specific discounts available
- Volume discounting built into consumption model

Reduction Strategy

- Review and adjust usage regularly
- Start conservative on commitments
- Document unused features
- Consider downgrading plans

Growth Strategy

- Plan growth in phases
- Use volume tiers
- Leverage competitive quotes
- Time expansion with fiscal year

More Resources

Avoid These 4 Mistakes in Your Next SaaS Negotiation

Learn from expert negotiators and avoid the common mistakes during SaaS negotiations.

View

How to Negotiate Seat-Based Contracts

Explore 6 tips from procurement expert Zach Wolf on how to navigate per-user agreements.

View

How to Negotiate a Usage-Based Contract

Explore how usage-based contracts work, plus tips for negotiating them.

View

Negotiation Tactics

Internal Challenges

- Present restructuring impact
- Show organizational changes
- Document business case
- Link to initiatives

Competitive Pressure

- Highlight alternative solutions
- Show competitive quotes
- Threaten platform change
- Document migration plans