

How True Classic Reduced ELT Costs by 88% Annually by Migrating from Fivetran to Saras Daton

The Challenges



No Walmart connector in Fivetran, limiting sales visibility.



Amazon data missed key KPIs due to API limitations.



Klaviyo's merge strategy inflated BigQuery costs.



Fivetran's Amazon data had a 24-hour delay, blocking real-time decisions.



Fivetran's pricing for Shopify loads was increasing rapidly.

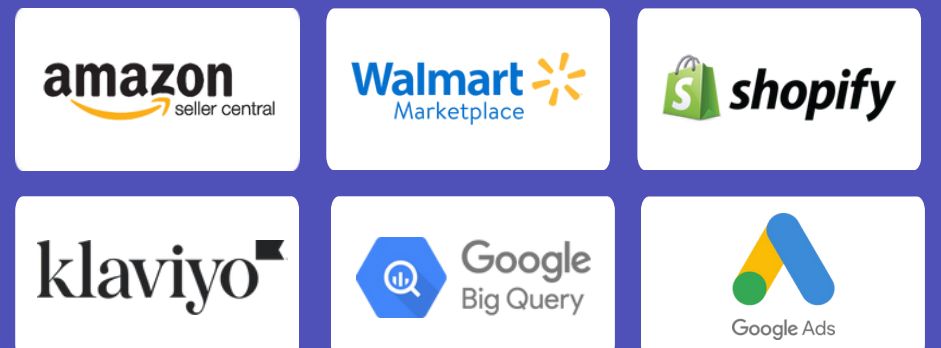


Overall ELT costs started increasing rapidly from \$7k/month to almost double despite of the major gaps in functionality.



Industry: Apparel

Tech Stack Used :



The Solution

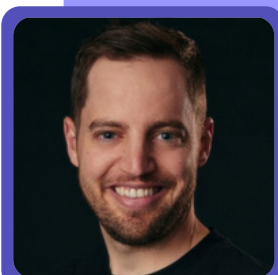
In August 2024, TrueClassic migrated to Saras Daton, the only ELT platform globally supporting Amazon, Walmart (as an official Walmart Connect Partner), Shopify, Klaviyo, and TikTok Shop.

- ✓ Saras Daton's Walmart connector unlocked advanced reporting capabilities.
- ✓ Amazon data was migrated to Saras Daton's Reports API, enabling full access to missing KPIs like Order Fulfillment Status, Coupon Codes, Return Reasons, and reports such as All Orders, FBA Returns, and Sales & Traffic.
- ✓ Migrating from Fivetran to Saras Daton resulted in \$4,000/month savings in BigQuery costs.
- ✓ Shopify workloads migrated smoothly, avoiding upcoming price increases.
- ✓ Amazon data latency was reduced from 24 hours to ~6 hours, enabling near real-time decision making.



"I'm constantly inspired by the expertise Saras team brings to the table. It's truly rewarding to work with such skilled professionals and to continue learning and exploring from them."

Nadine Elway (Maloney) | Director of BI & Data Engineering



"Before Saras, our P&L website was built on estimates and pieced together from various tools. Saras integrated our ERP in record time, consolidated financials from all channels, and eliminated unnecessary third-party tools. Not only did we gain full visibility into our financial health, but this also freed up our team to focus on what really matters—growth."

Ben Yholm | CEO, TrueClassic

The Results

\$180K annually saved
after migration

\$48K/year saved
in Big Query

88% reduction
in annual ELT costs

Start making data-driven decisions today!



Scan to Talk