



# Open cloud meets automated data movement

## From complexity to clarity.

Gartner predicts that by 2023, 60% of organizations will use three or more analytics solutions to connect insights to actions.<sup>1</sup> By 2024, 75% will have deployed multiple data hubs to drive mission-critical data and analytics sharing and governance.<sup>1</sup> And Statista Research projects that global data creation will grow to more than 180 zettabytes by 2025.<sup>2</sup>

The growth in analytics will lead to multiple data models, disparate toolsets and a lack of integration and governance. These factors compound the complexity and difficulties in making data accessible, usable, secure and timely. To combat these challenges, Fivetran and Google Cloud have joined forces to enable organizations to put their data to work for them, immediately.

## Goodbye data pipeline management. Hello faster, smarter, more powerful insights.

Fivetran enables organizations to control their data without complex engineering. The leader in automated data integration, Fivetran delivers data into modern cloud warehouses, simply and reliably.

Together with Google Cloud, our partnership ensures that organizations can solve the toughest digital transformation challenges and accelerate accurate, data-driven decision making.

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of growth in global data creation by the year 2025



1. Andrew White, "Our Top Data and Analytics Predicts for 2021," Gartner, January 12, 2021  
2. "Amount of data created, consumed, and stored 2010-2025," Statista Research, May 23, 2022.

## ▶ **Modernize your enterprise data warehouse – and your business**

Traditional enterprise data warehouses (EDW) are unable to manage today's business requirements. They struggle with data from new sources and can't support technologies like machine learning and predictive analytics. Google BigQuery is a fully managed, serverless data warehouse designed for business agility. Fivetran helps ensure the successful migration of your existing data warehouse from Teradata, Netezza, Exadata, Oracle, Redshift, Snowflake and Synapse environments to BigQuery.

## ▶ **Automate data flows into Google BigQuery for real-time answers – painlessly**

Fivetran powers Google BigQuery hosted data initiatives through [out-of-the-box, automated data pipelines](#) to over 200 data sources. Fully managed and self-healing, these pipelines can be set up in minutes to load fresh data into BigQuery. You can then access all your data from disparate sources and databases from one location, centralizing data located both on-premises and in the cloud. Entire datasets are brought in from each data source so you can answer detailed questions, in real time. Importantly, you can rely on hundreds of our engineers to continuously update database versions and pipelines for all API version changes so you don't have to.

## ▶ **Ensure critical business systems run uninterrupted – automatically**

Fivetran's low-impact queries and API calls on the source systems enable critical business systems to run uninterrupted. Keep up with the latest changes in business processes with constant integration of custom objects and new tables and fields. Move massive amounts of data without slowing down your source

systems. Minimize overhead and improve replication speed with log-based change data capture (CDC) replication. And armed with automated updates, you can make informed decisions with the confidence that you're working with the latest data.

## ▶ **Centralize and transform enterprise data – effortlessly**

Take advantage of integrated downstream modeling to meet your business needs. Fivetran's reliable data pipelines ensure your mission-critical data is accessible 24x7x365. Prebuilt connectors, including to SAP, Oracle and other ERP data, automatically adapt as schemas and APIs change, effortlessly centralizing and transforming data from both SaaS and on-prem data sources into BigQuery. Enterprise customers can leverage query-ready schemas for Google Cloud Cortex Framework to quickly deliver real-time analytics and enhanced business insights.

## ▶ **Empower smarter and more informed decisions – company-wide**

Reinvent your data pipelines with Fivetran and Looker. Fivetran replicates and continuously updates raw data from any source into BigQuery. The Looker analytics platform makes this data available to all through its self-service interface, empowering anyone in your organization to ask sophisticated questions using familiar business terms.



Instead of spending our time maintaining pipelines and collecting data, we are actually using the data."

**Human Mull**, Data Analyst, GroupM



## Fivetran feeds Nando's appetite for data

Famous for its flame-grilled peri-peri style chicken, Nando's operates over 1,200 outlets in 30 countries. Nando's built its success on providing customers with a great dining experience, and wants to continue this mission by using data to better communicate with customers.

### **The challenge:** **Slow and inflexible infrastructure**

Nando's existing infrastructure was not meeting the demands of the business. Using an ELT approach, engineers manually worked on data pipelines and analysts made business decisions based on data at the ingestion stage.

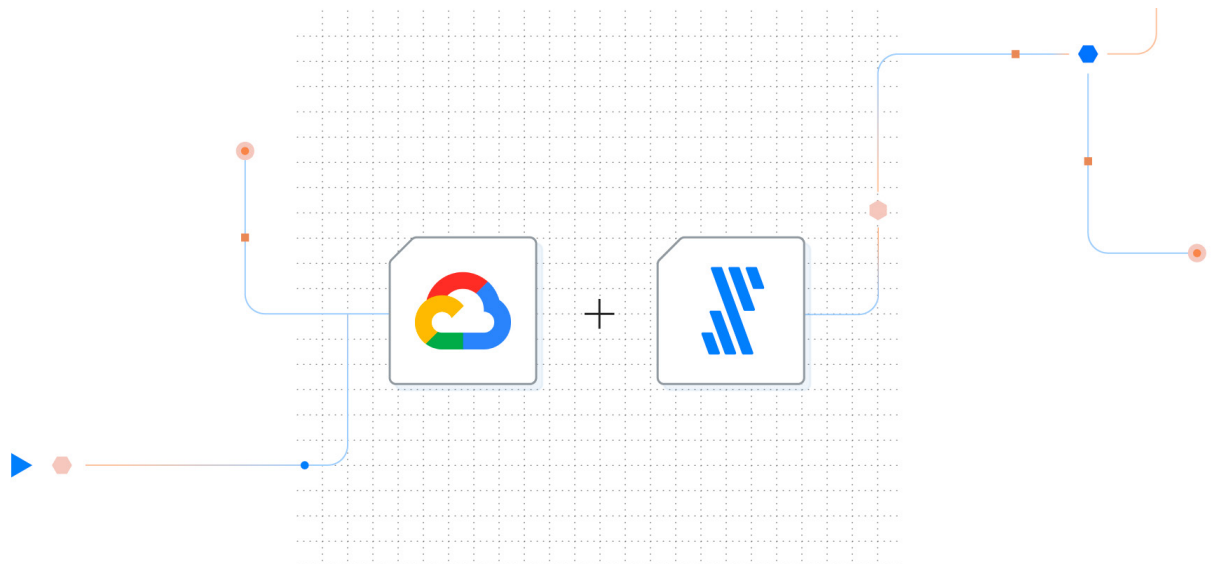
### **The solution:** **Clear view of trustworthy data**

BigQuery was chosen as the data warehouse at the center of a modern data stack and Fivetran was selected as the data source connector. The goal was to have infrastructure that provided flexibility and visibility, giving the business a transparent view of data that it knew it could trust. The team wanted to standardize and document the process and avoid relying on a single engineer to build a pipeline in the ingestion phase while making business decisions at the same time.

### **The results:** **Granular insights for more targeted marketing**

The biggest benefit from the modern data stack is seeing how the business is performing on a granular level, from the most profitable restaurants to what customers are ordering. Fivetran pulls payment data from Stripe that feeds Looker dashboards, giving the business fast access to insights on everything from deals on meals to possible incidents of fraud. The new stack has liberated the data team from time-consuming tasks. Integrating different data sources has enabled more sophisticated types of analysis.

Read the [full story](#).



## Maximize the value of your data warehouse with Fivetran and Google Cloud

As a Google Cloud Strategic Data & Analytics Partner, Fivetran is making significant investments in the broader data and analytics needs of global enterprises.

Together, Fivetran and Google Cloud are expediting and automating the first leg of analytics – data integration – so rich insights are available much faster. We're partnering to help organizations maximize the value of BigQuery and Google Cloud Cortex Framework. We're building complete, use case-based and industry-specific solution sets for analytical and operational needs. All to empower our customers to make faster, smarter, data-driven decisions.

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**Learn why thousands of companies use Fivetran to accelerate modern analytics and operational efficiency**

