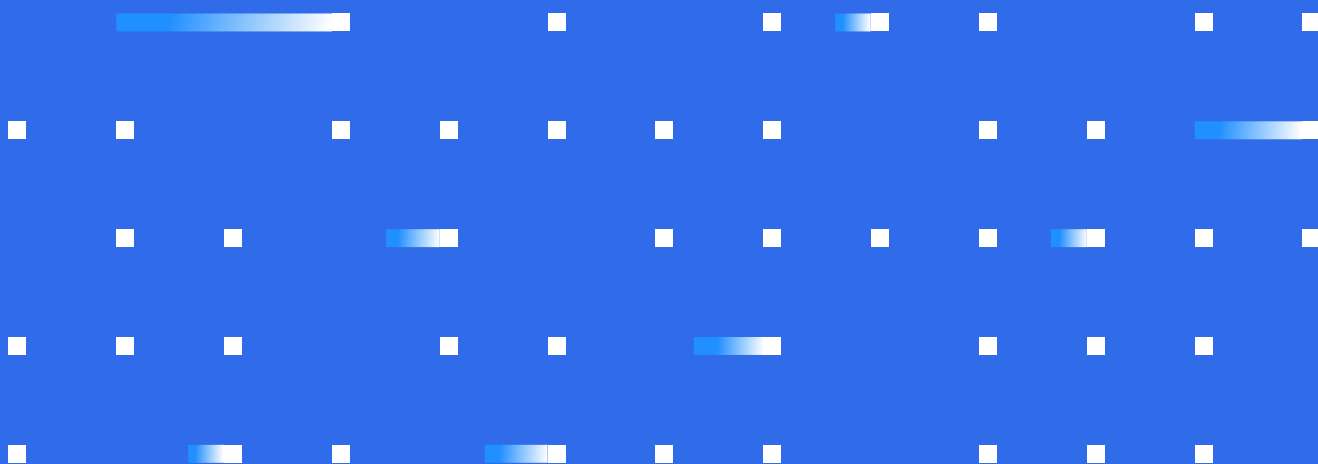
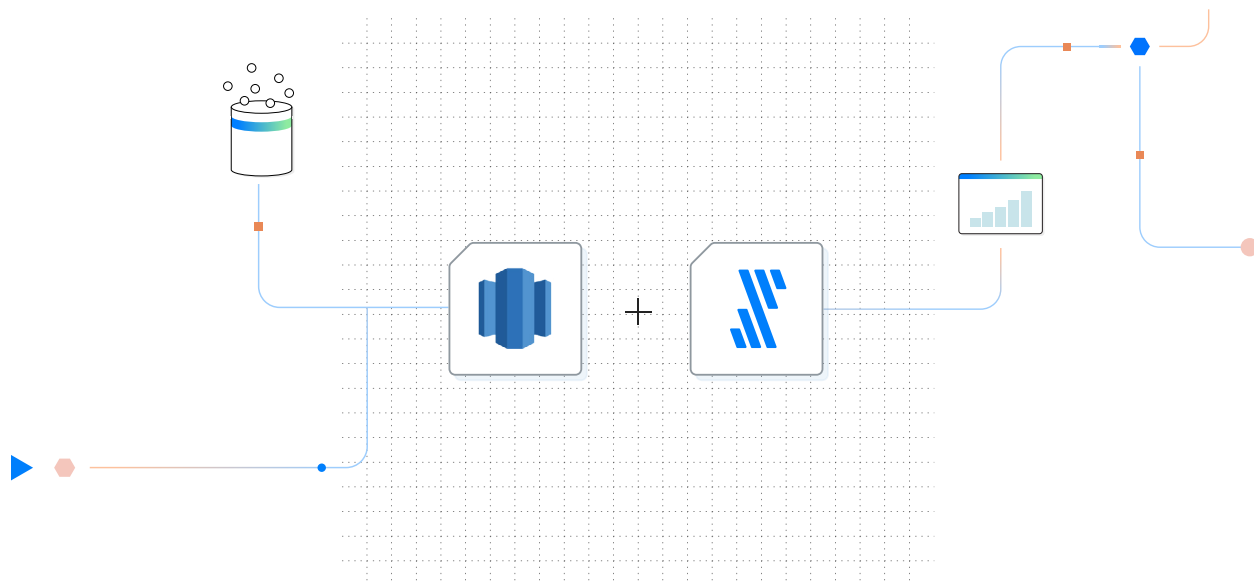




Power your data movement for Amazon Redshift with Fivetran





According to IDC, the amount of data created from 2021 to 2024 will be more than the data created over the past 30 years. Further, the world will create more than three times the data over the next five years than it did in the previous five.¹ The explosive growth of data is staggering – and the need to manage and analyze that data is unrelenting.

Data-intensive organizations are choosing Amazon Redshift, a fully-managed, scalable data warehouse service, to analyze exabytes of data and run complex analytical queries. To maximize agility, scalability and performance, thousands of leading organizations are choosing Fivetran for Amazon Redshift.

Make every decision data-driven. No matter how much data you have.

The leader in modern data integration, Fivetran enables organizations to use their data to drive business decisions without complex engineering. As an Amazon Redshift Ready Partner, Fivetran extracts data from SaaS applications, databases, social media platforms and other sources, both inside and outside your AWS environment. It loads and centralizes all the data into Amazon Redshift and transforms the data within Amazon Redshift for richer, faster analytic insights in minutes, not weeks or months.

Together, Fivetran and Amazon Redshift enable customers to drive business insights through a reliable and secure data stack that is as agile and scalable as they need.

1. IDC, "Worldwide Global DataSphere Forecast, 2020-2024: The COVID-19 Data Bump and the Future of Data Growth," May 2020

High-volume data movement with Fivetran for Amazon Redshift

▶ **Accelerate insights with faster, richer analytics**

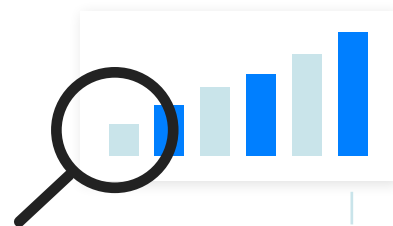
Fivetran provides hundreds of fully-managed data pipelines for SaaS platforms, including Salesforce, Marketo, Google Analytics, Adwords, NetSuite, to databases such as PostgreSQL and MySQL hosted on Amazon RDS or Amazon Aurora. Transform your data in a high-performance ELT architecture, where the processing is done within Amazon Redshift itself instead of moving data in and out, for faster analytics. With Fivetran and Amazon Redshift, you can focus on analyzing your data rather than on data engineering.

▶ **Automate data flows and improve operational efficiency**

Fully-managed, automated data pipelines translate into zero management and configuration requirements. Over 200+ connectors keep up with data pipeline changes automatically, even as the source API and schemas change. Our native integration with Amazon Redshift further accelerates data onboarding so you can access and use your data in minutes.

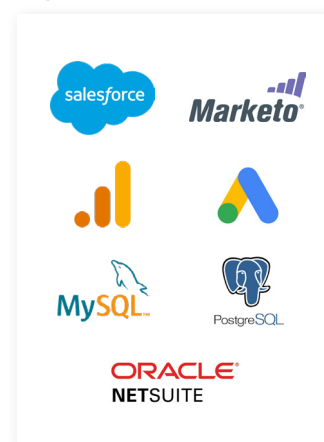
▶ **Reduce complexity and costs with AI and automation**

Reduce pipeline downtime, lower administrative costs and automate data migration and integration with AI-driven schema migration and data mapping. Eliminate outdated manual processes and simplify complex tasks for faster turnaround times, fewer errors and increased efficiency. For maximum flexibility, you can choose to deploy Fivetran via [AWS Marketplace](#) or leverage Fivetran's private networking services. Fivetran Business Critical [supports AWS PrivateLink](#) for greater ease of use, reliability and the agility of a modern data stack while reducing complexity and keeping data movement secure.



200+

fully-managed
connectors





Intercom enables actionable insights with a 360-degree view of trusted data

Intercom is a modern customer communications platform that unifies every aspect of the customer journey, from conversion to engagement to support.

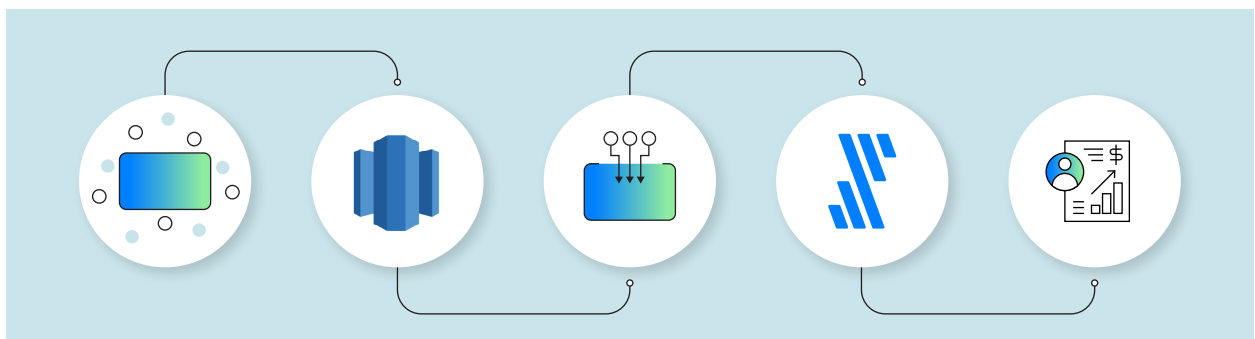
The challenge: Joining data for reporting across the business

After years of managing all invoicing systems for recurring subscriptions internally, Intercom added Zuora to its finance stack to improve the resiliency of its subscription management tools. When it tried to integrate its Zuora data into Amazon Redshift with its existing ETL solution, Intercom faced a number of critical challenges that would require at least two to three engineers to manually build and maintain data pipelines.

The solution: Improving data integrity

With Fivetran, Intercom has been able to build a significant amount of finance and accounting-related transformations that have reduced the overall manual labor associated with errors and discrepancies from around 10 hours a week to just one hour.

Previously, Intercom had to share SQL queries between finance, analytics and accounting as they didn't have a central way to store this information. They've gone from mostly manual reporting processes to automated processes on top of the Zuora, NetSuite and Stripe data that they get through Fivetran. It can then join that data directly with their product data without resorting to manual workarounds. Fivetran's automation is critical. The data has become increasingly trusted by financial reporting teams and executives.



The results: Accurate data for critical insights

Intercom is constantly looking at ways to combine cross-product, marketing, sales and pre-sales data, with the financial data from Zuora and Stripe to drive business decisions. The data is used on a recurring basis in all financial reports, top-line executive reporting and go-to-market business reviews. Using Fivetran to integrate multiple data sources has enabled the business to quickly join accurate data for critical insights.

- ▶ The accounting team uses the data to consider its general accounting principles, such as how it manages payments and accounts receivable.
- ▶ The financial planning and analysis team uses segmentation and customer performance data to develop a long-term strategy.
- ▶ Revenue and customer information informs the core customer lifetime value model: a predictive model based on the invoices collected from Zuora.
- ▶ Finance and marketing data helps the business increase efficiency with paid ad spend.
- ▶ Zuora data informs how the business allocates costs, and evaluates performance and profitability.

Read the [full story](#).

"Even in the COVID-19 business environment, our strategy teams never had to wonder, "Is the data ready to go?" They know the data will always be ready to go in the morning and that they can use it to keep up with the pace of change."

Perry Wang, Head of Analytics Engineering, Intercom





Treatwell automates financial processes with Fivetran

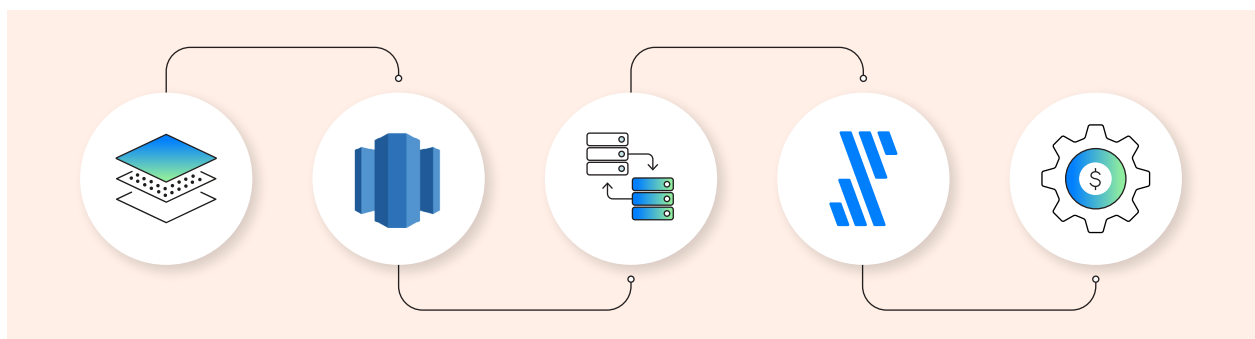
Treatwell is Europe's largest hair and beauty booking marketplace. The company has over 500 employees, with a data platform team of five people that includes a data product manager, data engineers and a business intelligence analyst. The team serves business users directly and through analytics within the direct business units.

The challenge: Improving data modeling, data accuracy and engineering practices

As the business grew, adopted new applications and gathered new datasets, scalability became a concern. Maintaining an in-house ETL solution was difficult and time-consuming as it looked to move business-critical data from Salesforce to Amazon Redshift. Instead of helping business users get value from data, data engineers had to spend their time trying to access data, build and maintain data pipelines to Amazon Redshift. As their business scaled, they needed an effective way to access the data to solve problems and drive value.

The solution: Automating month-end financial processes

Treatwell has been working on automating many of its month-end processes for the finance team. Previously, the data-heavy process required a lot of manual work in spreadsheets. With Fivetran and Looker, the process is much smoother, and saves the finance team three days of reconciliation and investigation each month. The team implemented best engineering practices across the technology stack and code base and automated many of its month-end processes for the finance team. They also use Fivetran to integrate their Stripe data, reconcile it with different systems within the data warehouse, and provide access to that information to their finance team.



The results: Flexible data visualization for strategic decision-making

With Fivetran managing the data integration, the data platform team can focus on improving the business model and accurately using the data. Analysts are able to configure Looker using LookML in ways that allow business users to intuitively access the correct data. The finance team can visualize data at a granular level in Looker, and inspect, pivot and group data in multiple ways for month-end journals. Now, the team can spend their time conducting valuable analyses instead of struggling with data.

Read the [full story](#).

"Fivetran is more affordable than hiring additional engineers solely dedicated to building and maintaining pipelines. Our aim is to help enable better and faster decisions through data – not build pipelines. With that as our guiding principle, Fivetran was the clear choice."

Perry Wang, Head of Analytics Engineering, Intercom

treatwell



Maximize the value of your data warehouse with Fivetran and Amazon Redshift

In just five minutes, Fivetran can replicate all your applications, databases, events, and files into Redshift's high-performance data warehouse. Load data with ease with over 200 connectors. Highly available and zero maintenance, you can depend on our fully-managed pipelines to ensure your analytics are available faster and more reliably.

Learn why thousands of organizations choose Amazon Redshift and Fivetran to power their data movement and drive business insights.

fivetran.com/partners-aws