

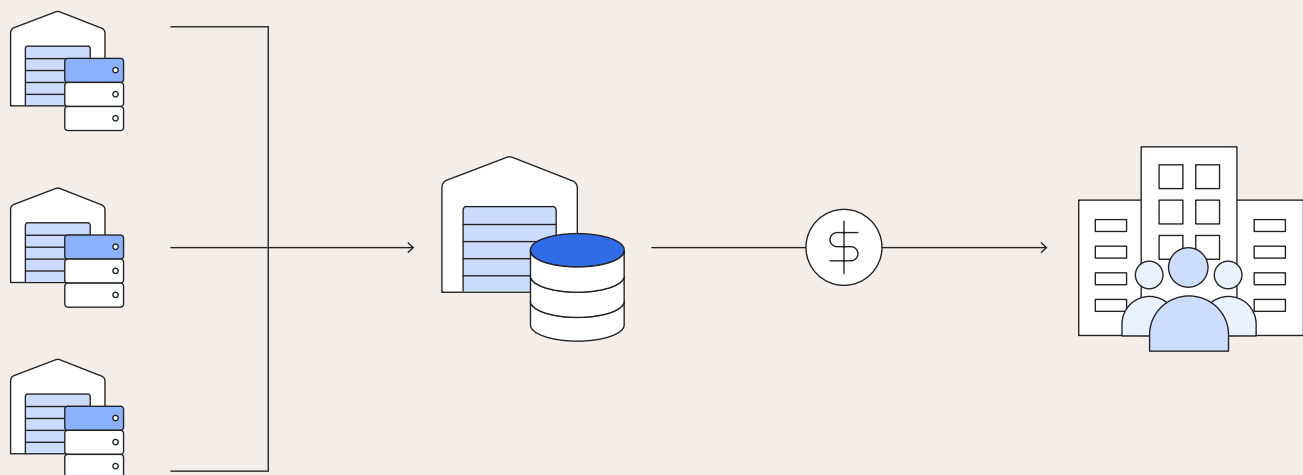


How Fivetran powers products

At Fivetran, we consider data a basic utility like electricity, with unlimited potential for innovation. Automated data movement ensures a reliable supply of data for analytics, business process automation and machine learning.

The following are some examples of extensibility in automated data movement. A reliable supply of data and programmatic control over data integration enables a multitude of products and business models.

Aggregation

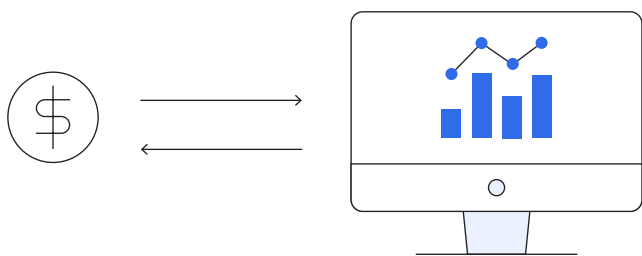


The quality of a predictive model depends first and foremost on the volume and quality of its data. You may aggregate data from a wide range of sources for any number of purposes:

- Market research, including business valuation and forecasting based on industry-wide data
- Consolidated business intelligence featuring data from multiple services
- Telemetry from multiple locations to optimize service and boost margins

White glove analytics

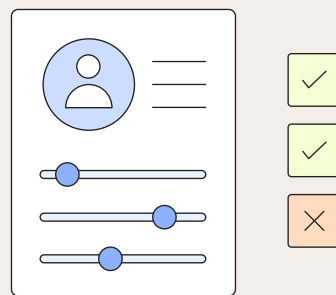
Data science is a difficult profession with scarce talent. Many organizations may provide analytics services on behalf of clients who choose to forgo building their own data teams and simply pay for insights.



Personalization and recommendation

Predictive modeling can reveal important details about people's needs and preferences, and can form the backbone of services that are personalized for their customers. Examples include:

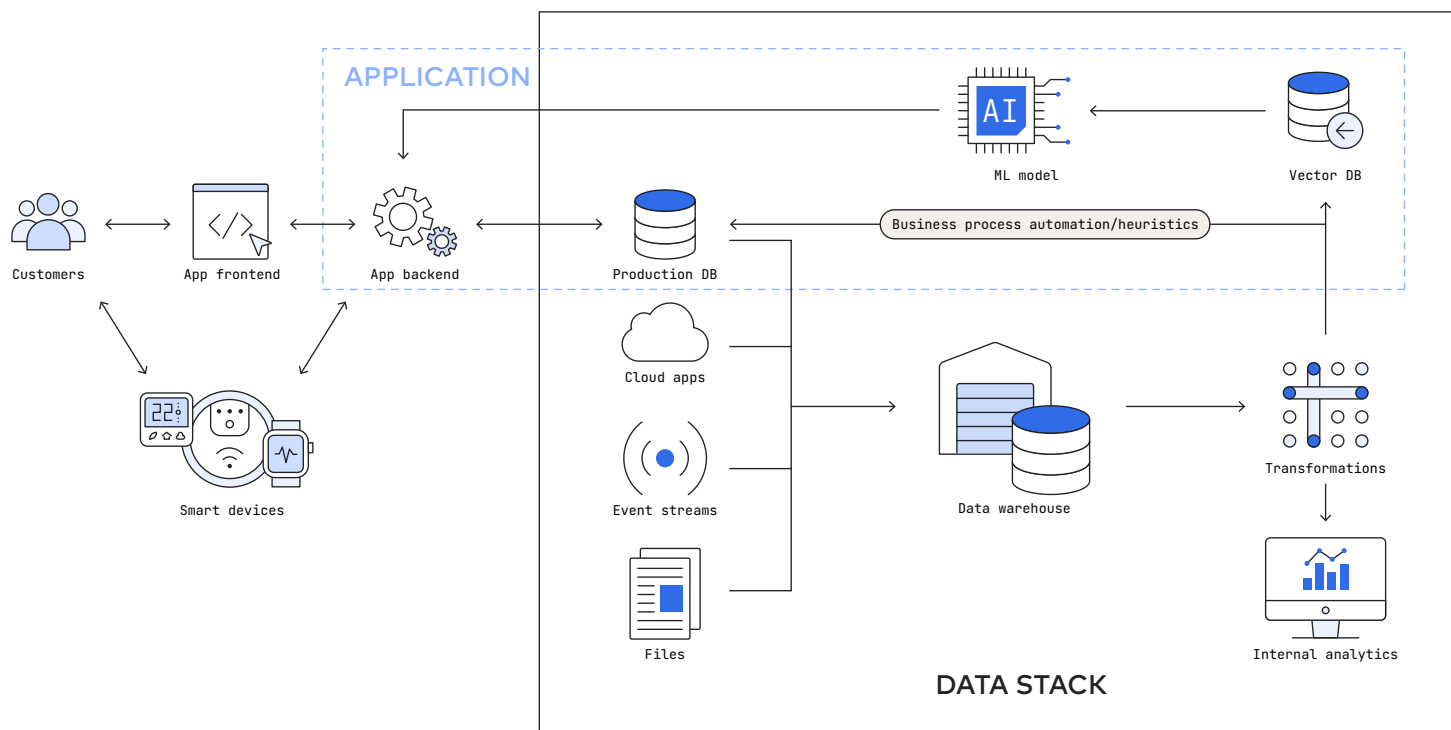
- Personalized learning
- Product and media recommendations
- General decision support



Smart products

Most uses for data have not been invented yet. The sky is the limit for smart products, devices and data applications of all kinds. Examples include:

- Healthcare administration software for private medical practices
- Point-of-sale systems
- Smart home devices
- Low-code data applications



Data products rely on extensibility, a crucial capability offered by Fivetran. Learn more about how Fivetran works under the hood with our ebook *The ultimate guide to modern data movement*