The Business Value of Fivetran

Fivetran enabled interviewed organizations to achieve noteworthy business benefits by automating, replicating, and connecting sources, and moving data with speed. In achieving greater staff productivity, increased access to data, and business enablement, IDC calculated that interviewed organizations achieved **$1.5 million per year** in benefits, resulting in a **3-year ROI of 459%**.

KEY RESULTS

$1.5 million
average annual benefit per organization

$89,500
average annual benefit per data source

459%
3-year ROI

3 months
payback period

CUSTOMER QUOTE (RETAIL ORGANIZATION):
"The most significant benefit of Fivetran for my organization would be near-real-time data replication and availability."

BUSINESS ENABLEMENT IMPACT

- **$83,000** in additional net revenue
- **$177,400** annual operational cost savings

CUSTOMER QUOTE (MANUFACTURING ORGANIZATION):
"My organization is more resilient to business changes, especially when the change invokes a change on the source system. Because of Fivetran, we're able to provide access to that data a lot quicker than we would have in the past."

DATA STAFF IMPACT

- **66%** more effective at replicating data for analytics
- **35%** less data team time required to deliver insights
- **48%** more productive data engineers
- **20%** more productive data analytics team members
- **16%** more productive data governance team

CUSTOMER QUOTE (SOFTWARE ORGANIZATION):
"Fivetran has sped up the ability for us to expose this data to datacenters and analysts without having to go through a normal development cycle, which would probably take us months."

LOB IMPACT

- **40%** more productive finance teams
- **16%** more productive marketing teams
- **19%** more productive sales and customer success teams
- **29%** more productive logistics teams
- **12%** more productive product management teams

CUSTOMER QUOTE (MANUFACTURING ORGANIZATION):
"We gained the ability to easily bring in a variety of customer data sets from our marketing origination so we can track spend and categorize it, as well as pulling in financial forecasts from our financial department. It gives us a wider breadth of services."

Produced by IDC Custom Solutions | IDC #US51095823

Learn more