



Modernize your data platform with Fivetran on AWS

Fivetran makes it easy for AWS customers to manage and extract value from massive data volumes.

Introduction

In the cloud era, the explosive growth of data is both an opportunity and a challenge — but it's a significant challenge

According to [IDC](#), more data will be created from 2021 to 2024 than all the data created over the past 30 years — and over the next five years, the world will create more than three times the data it did in the previous five.

In this environment, data-intensive organizations need to store and run complex analytical queries on exabytes of data, and they're looking for maximum agility, scalability and performance. To manage and extract value from massive volumes of data, thousands of leading businesses are choosing Fivetran for Amazon Web Services (AWS).

1. Automated ELT that supports AWS

AWS is the world's most widely used cloud platform, with over 1 million customers, including fast-growing startups, large enterprises and government agencies.

Those organizations use AWS to lower costs, become more agile and innovate faster.

AWS offers an enormous array of services, and features within those services — from infrastructure technologies like compute, storage and databases to emerging technologies like AI/ML and data lakes.

Fivetran automated data integration allows organizations to extract valuable insights from their data 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 AWS for richer, faster insights in minutes — not weeks or months.

Together, Fivetran and AWS provide a reliable, secure data stack that is as agile and scalable as data teams need it to be. To enable customers to get the best value from their AWS investment, Fivetran has deep and broad integration with AWS services.

2. Integrations across infrastructure, analytics and enterprise services

Fivetran supports AWS across a wide range of infrastructure, data and enterprise services.

DATA SERVICES

Fivetran supports the following AWS and third-party data services:

- Amazon Aurora (Postgres and MySQL)
- Amazon RDS (Oracle and SQL Server)
- Amazon S3
- Amazon DocumentDB
- Amazon Managed Streaming for Apache Kafka (Amazon MSK)
- Amazon Kinesis Data Firehose
- Amazon DynamoDB
- Opensearch
- MongoDB
- SAP Hana
- Amazon OpenSearch
- Amazon Ads
- AWS Glue
- Amazon Redshift

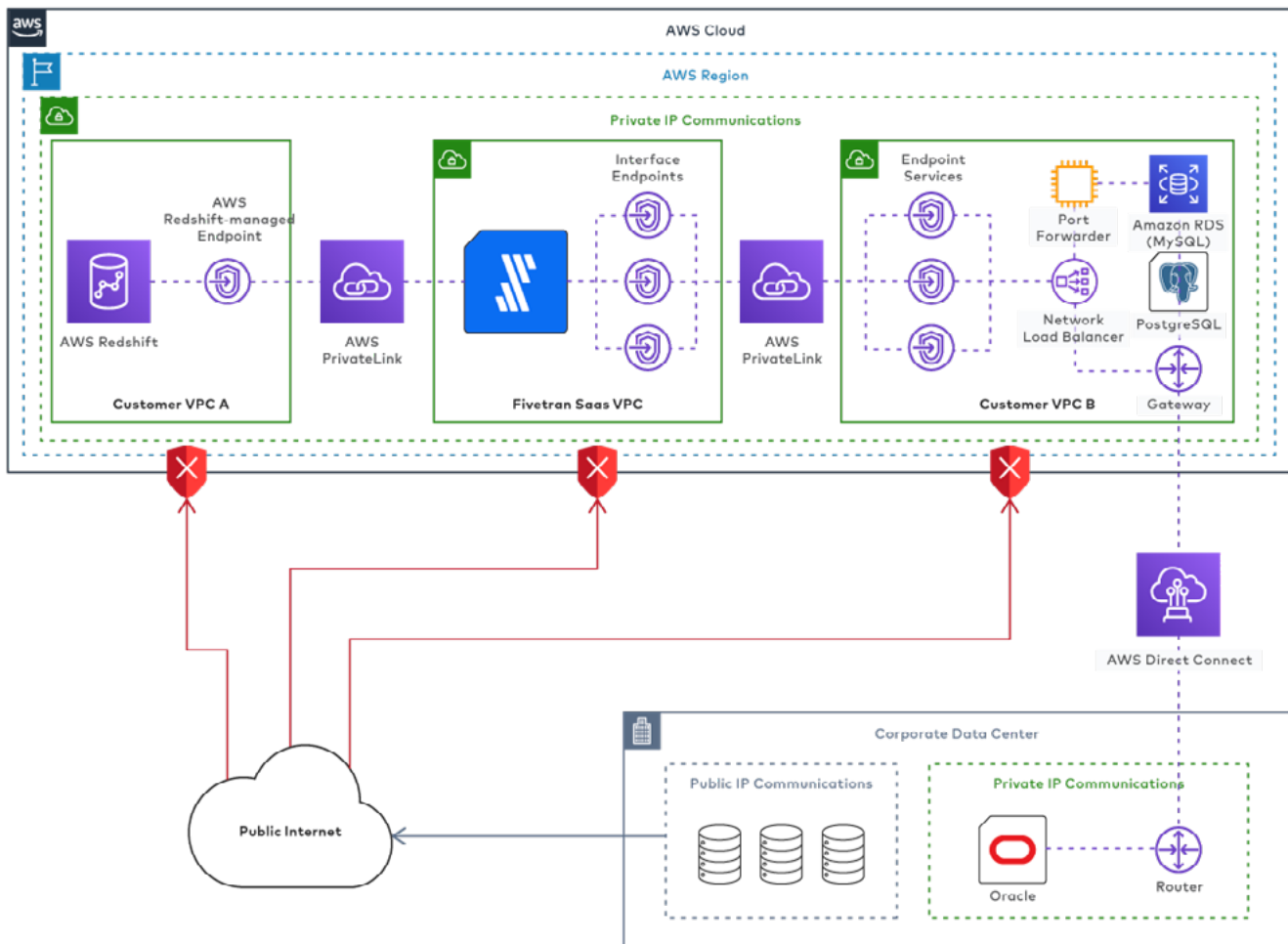
INFRASTRUCTURE SERVICES

Fivetran supports many AWS infrastructure services, including:

- AWS Config
- AWS Systems Manager Inventory
- AWS Lambda
- Amazon Kinesis
- AWS Key Management Service (Customer Managed Keys)

ENTERPRISE SERVICES

- **Cloud region:** Select the region of the Fivetran servers processing your data as it is synced from source to destination to minimize latency and ensure compliance (GDPR).
- **AWS Key Management Service:** Control the master key Fivetran uses to [encrypt](#) your credentials and temporary data.
- **Single sign-on (SSO):** Use SAML authentication to [configure SSO](#) with authentication tools such as Okta, OneLogin and PingOne.
- **AWS PrivateLink:** Connect your sources and destinations within AWS — without exposing your data to the public internet. See the reference diagram below.



CUSTOMER STORY

WeWork relies on Fivetran and AWS to scale data integration and enable data governance

Challenge: Centralizing data from hundreds of sources and improving data governance

Before adopting Fivetran, [WeWork's](#) data team was trying to figure out how to securely centralize terabytes of data from hundreds of data sources — a process that would have required months of data engineering efforts, followed by hundreds of engineering hours a month. It also needed to improve its data governance after going public.

Solution: Fivetran and a modern data stack on AWS

WeWork chose Fivetran to centralize data from myriad sources — including [Salesforce](#), [MySQL](#), [Zendesk](#), [Google Sheets](#) and [Stripe](#) — into a Snowflake cloud data warehouse. The complete data stack runs on Amazon Web Services.

Result: Secure data integration at scale and governance across the data lifecycle

With zero engineering effort required from WeWork, Fivetran delivers analysis-ready data from hundreds of data sources into Snowflake. WeWork can move sensitive data confidently, knowing that Fivetran complies with the highest security standards, including SOC 2 Type 2 and ISO 27001, and offers features like VPN tunneling.

Fivetran also serves as the foundation for rigorous data governance, providing a historical record of what data was ingested and when, including any changes to the database and who has access, as well as whether a given data set is complete.

"WeWork's investment in Fivetran to centralize our data architecture has been paid back tenfold, and our leadership team trusts that the data they are working with is up to date and accurate."

Lucianne Millan,
Senior Manager of Data Engineering, WeWork

[Read the full customer story](#)

wework

CUSTOMER STORY

Blend leverages Fivetran and AWS to accelerate its data maturity

Challenge: Centralizing disparate data into Amazon Redshift

Financial technology company [Blend](#) was [struggling to get data into Amazon Redshift](#), which it had chosen as the core of its analytics operations. The company — and the number of SaaS data sources it relied on — was growing fast, and it did not have enough in-house engineering bandwidth to scale its DIY data integration. Building a new data pipeline could take a month, and pulling just a single column from Salesforce or changing a field could take weeks, limiting access to critical data.

Solution: Fivetran on AWS

Blend adopted Fivetran to move data into Redshift from multiple data sources, including [Salesforce](#), [Marketo](#), [Asana](#), [NetSuite](#) and [Lever](#). The data team can now easily combine data from disparate sources and create and share more powerful metrics.

Result: Faster reporting and better forecasting

Before Blend modernized its stack, mandatory revenue calculations took its finance team seven days, but reliable access to up-to-date data cut that time by more than half. The professional services team — responsible for integrating Blend's solution with banking customers — is now equipped to better forecast capacity, allocate resources and make staffing decisions based on historical data.

And the process of modifying data pipelines, which used to take days, now takes minutes.

"The value of Fivetran isn't any one individual connector — the value is being able to pull in Salesforce, Marketo, Asana, NetSuite and Lever, and blend the data from historically separate departments together for analysis and new metrics."

William Tsu,
Customer Success Operations, Blend

[Read the full customer story](#)



CUSTOMER STORY

Condé Nast maps cross-brand customer journeys with Fivetran + Databricks on AWS

Challenge: Accurately and cost-effectively centralize trillions of customer data points

Condé Nast publications include The New Yorker, Vanity Fair, GQ, Wired and Architectural Digest. Hundreds of millions of people around the world consume this content digitally, generating trillions of data points and potential customer insights.

But Condé Nast had no central mechanism for managing and maintaining data integration sources. Pulling data into the data lake with custom scripts was cost-prohibitive; each marketing platform had its own API, data structure and other properties.

Solution: Fivetran and Databricks on AWS

Condé Nast chose Fivetran to automate data ingestion from dozens of scattered sources into its lakehouse, Delta Lake on Databricks. In the lakehouse, the data is transformed and segmented into three layers for analysis in Qlik, Mode and Databricks SQL.

This segmentation allows the team to maintain changes from the source via Fivetran and what they expose to the business. They are never caught by surprise when a marketing partner updates a schema.

Result: Better customer experiences and additional revenue streams

With Fivetran augmenting Databricks' AI capabilities, Condé Nast marketers can now deliver personalized experiences for customers based on previous digital interactions — a brand can better engage with customers on social channels, for example, based on their interaction with Vanity Fair or GQ. And marketers can maximize the impact of their paid media spend.

Deep visibility into the customer experience has allowed Condé Nast to diversify its revenue streams — an important differentiator in today's highly competitive media landscape.

"With Fivetran, we can pull data from pretty much anywhere and put it anywhere, and the data workflows just work. This gives us a true 360-degree view of how our audiences are engaging with our content that we can then use to gain valuable insights into our audiences across brands."

Nana Yaw Essuman,
Senior Director of Data Engineering, Condé Nast

[Read the full customer story](#)

CONDÉ NAST

Fivetran in AWS Marketplace

Fivetran is available in the [AWS Marketplace](#), and customers who purchase it there enjoy distinct benefits, including unified management, security and billing with an existing AWS contract; and support and training included in the AWS Marketplace. They can also choose from two pricing models.

PRICING FLEXIBILITY

Customers running Fivetran with AWS can choose between a [pay-as-you-go model](#) — which comes with a free trial — and an [annual subscription model](#) that includes discounted pricing. With pay-as-you-go, customers pay monthly depending on usage.

With the annual contract model, in addition to a discounted rate, you can use 50% of your Fivetran spend toward your annual EDP commit drawdown.

UNIFIED BILLING

Simplify and streamline the billing experience. Fivetran on AWS means a single, consolidated contract and one billing statement.

GOVERNANCE AND COMPLIANCE

Get full visibility into your procurement and consumption on the AWS console.

Get started now

Whether you're using the **pay-as-you-go** or **annual contract** model, you can get started using Fivetran on AWS right away — simply subscribe in the [AWS Marketplace](#) with the pay-as-you-go option. If you're signing an annual contract, you'll receive a private offer to subscribe in AWS Marketplace. Upon accepting, you'll be redirected to Fivetran for immediate access and assistance getting started.

Contact to see how we can help modernize your stack and power your data movement.

Learn more



Modernize your data platform with Fivetran on AWS

In just minutes, Fivetran can begin replicating all your applications, databases, events and files into your high-performance cloud data platform on AWS. Highly available and zero-maintenance, our 200+ fully managed data connectors enable faster, more reliable analytics. Learn why thousands of organizations power their data movement and drive business insights with AWS and Fivetran.

fivetran.com/partners-aws