

A Warehouse-Centric Approach to Data Integration



Table of Contents

Preface	2
Data Integration Approaches	3
The Future is Warehouse-Centric	6
Why Data Teams Shouldn't Build and Maintain Their Own ETL Pipelines	7
The Technical Challenges of ETL	7
The Technical Challenges of Reverse ETL	10
Getting Started with Fivetran and Hightouch	13

