

Fivetran

Powering data movement



MARKS &
SPENCER

Fivetran Overview

OUR MISSION

**Make access to data as
simple and reliable as
electricity**



How do companies do this today?

Legacy ETL 30-50%

- Expensive to build
- Highly Manual
- High Maintenance Cost
- CDC poorly supported
- Not designed for high performance

DIY Ingestion 30-50%

- Expensive Engineering Resources working on infrastructure
- Low Quality
- No Governance
- Hard to maintain
- Many different owners & code bases

Streaming 10-20%

- Complicated architecture for simple replication needs
- DWH don't accept streaming latency
- Used for 10-40% of data movement, when only 5-10% need truly need streaming infrastructure

What it costs them?

Headcount

Data engineers spend about 44% of their time building and maintaining data pipelines - which costs **\$520,000 per year.**

[Wakefield Research](#)

Infrastructure

Bad data costs organizations **\$13 million a year.**

[Gartner](#)

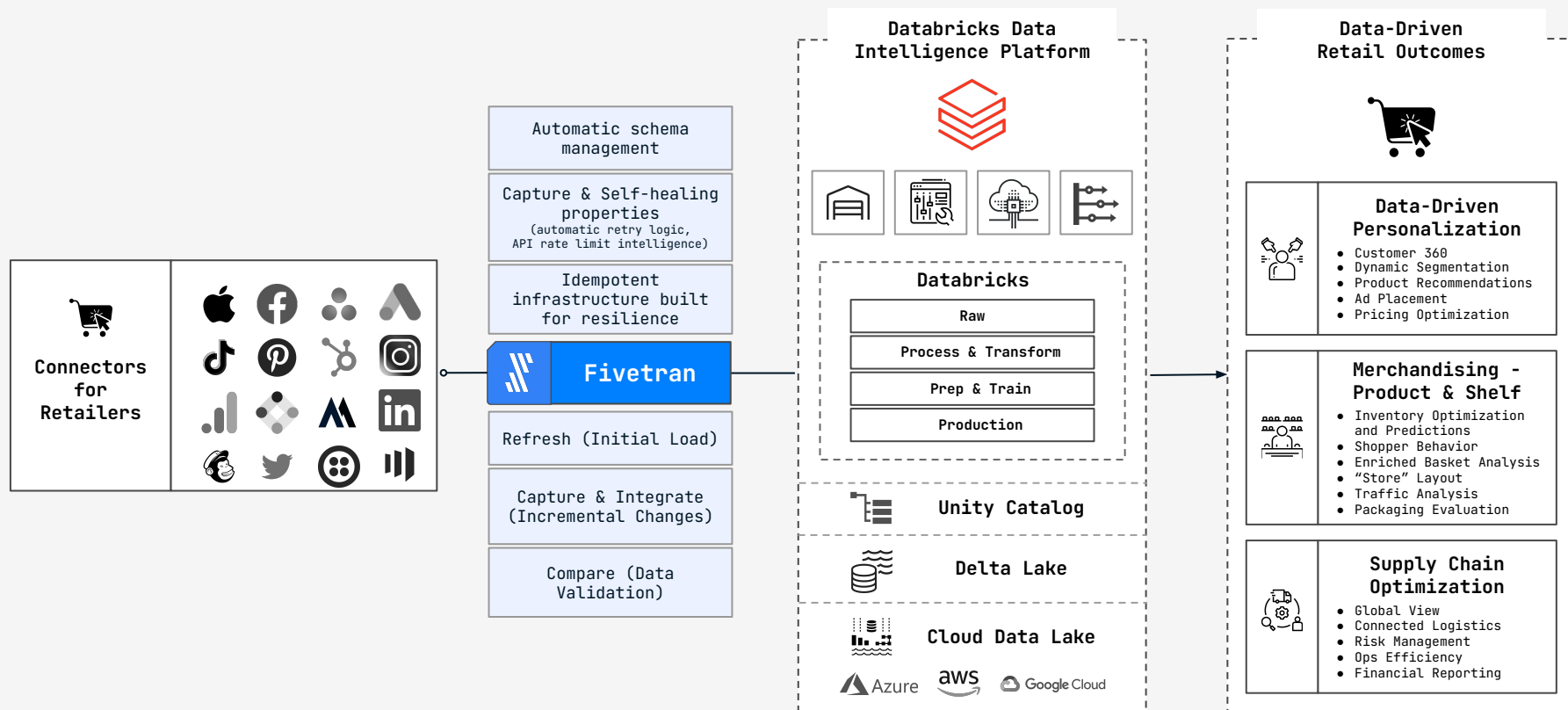
Protection

The global average cost of a data breach in 2023 was USD **4.45 million**, a 15% increase over 3 years.

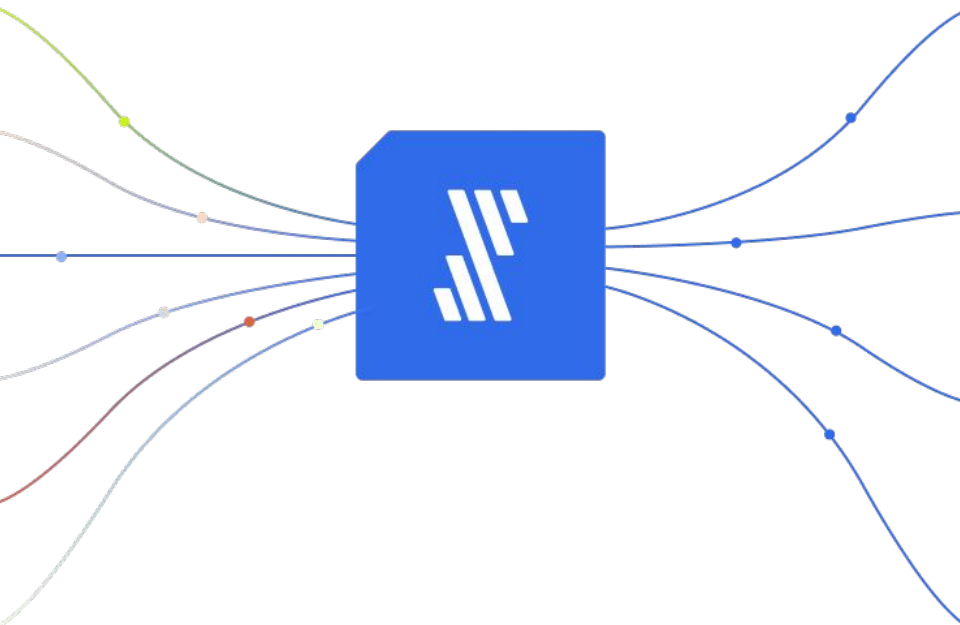
[IBM](#)



Retail Analytics with Fivetran & Databricks



Why Fivetran



Reliability

Reliable performance to ensure your team's valuable time is no longer spent on maintenance.

End-to-end **automation** including
99.9% uptime across 3M+ daily syncs
500+ team of engineers & customer support



Scalability

Grow your team, data volumes and business with a platform that supports all your data sources and destinations.

500+ pre-built connectors
Real-time data movement
High performance, low impact **CDC**
Platform **extensibility**



Security

Rigorous, built-in platform security and governance to move data with peace of mind.

Multiple secure **deployment** options
Data **governance**, observability & integrity
The **most security** credentials

Fivetran for retailers

What data movement powers

Optimize supply chain efficiencies

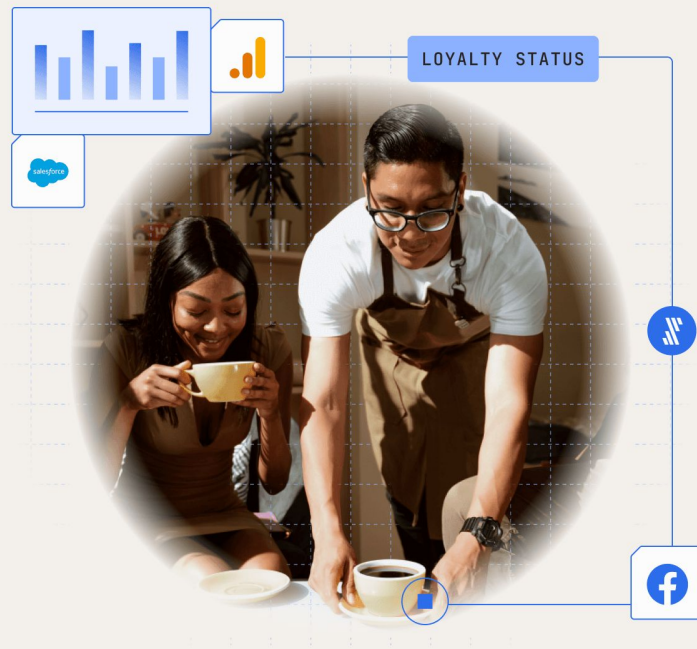
With our **real-time sync frequencies**, you can make informed decisions regarding adjusting inventory, rerouting shipments and reallocating resources to meet demand changes.

Improved sales insights

Use connectors like **Salesforce**, **Netsuite**, **Stripe** and more to consolidate critical sales reporting data into a centralized view. Fivetran's High Volume Agent connectors efficiently transfer large amounts of transaction and customer data, aiding in crucial operational decision-making.

Build a Customer 360

Use pre-built data models to create a holistic view of customers by leveraging data from CRMs such as **Hubspot**, SaaS tools like **Marketo** and payment platforms like **Stripe**. Get insights into the customer journey, enabling personalized marketing and boosting customer retention.



As your business and teams' needs change and grow, Fivetran scales along with you — with 100s of data sources for every team and department that can be added in minutes.

CONNECTORS, DESTINATIONS, AND BI TOOL SUPPORT					
Marketing Analytics	Finance Analytics	Product Analytics	ERP	Customer Success Analytics	Destinations
Marketo Google Analytics Snapchat Pinterest Ads Hubspot Appsflyer LinkedIn Ads Adobe Analytics Facebook Pages Google Campaign Manager Youtube Analytics Klayvio Twitter Ads TikTok Ads Google Ads Segment Salesforce Marketing Cloud CRITEO Criteo	Anaplan Oracle Fusion Apps Quickbooks ZUORA Zuora Xero NetSuite SAP Coupa	Amplitude Mixpanel Delighted Pendo Optimizely Heap	Oracle Cloud Fusion Microsoft Dynamics NetSuite Coupa SAP Anaplan	Salesforce Iterable Zendesk Front Intercom Freshdesk Kustomer Survey Monkey	Snowflake kafka Amazon S3 Google BigQuery Azure Synapse Databricks Relational Database
	E-Commerce & POS Analytics	Engineering & IT Analytics	Databases	Files, Events, Technical Sources	BI
	Magento Shopify stripe Stripe ZUORA Zuora Square Lightspeed Retail	Asana GitHub Jira Twilio ServiceNow	Oracle MySQL Mongo DB Postgres Maria DB DynamoDB SQL Server IBM Db2 Sybase	FTP Google Sheets Webhooks AWS Lambda Azure Blob Storage Amazon S3 Dropbox Sharepoint	Looker Tableau ThoughtSpot Sigma Sisense
	Sales Analytics	HR Analytics			
	Salesforce Microsoft Dynamics 365 Pipedrive Outreach	Workday Greenhouse			

500+ connectors for Marketing, Finance, Sales, Customer Success, and more.
Full list [here](#).



Support for different deployment models, meets customers where they are.

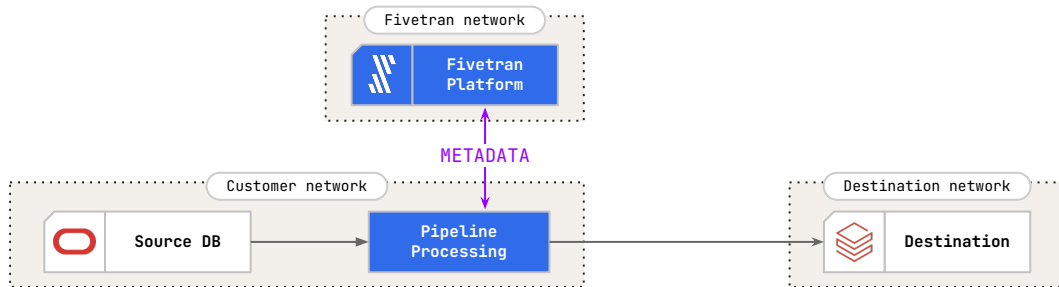
SaaS

The platform is hosted in Fivetran's secure cloud environment



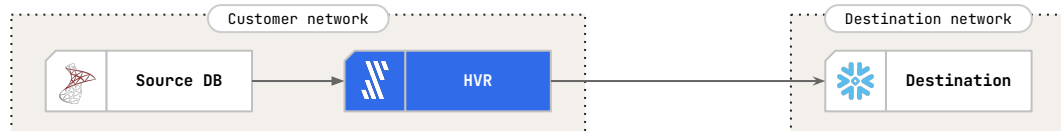
Hybrid

The platform is hosted in the cloud but data is processed in your secure environment.



Self-Hosted

Self-host HVR in your local environment for high-volume replication (HVR)



Case Studies

Fivetran is the
platform delivering
data readiness
for over **6,000**
companies.

Schneider
Electric

workday.

airbnb

cisco

verizon

CHESAPEAKE
ENERGY

LVMH

Spotify

experian.

AutoZone

Lufthansa

The
Guardian

snowflake

CONDÉ NAST

databricks

zoom

COLGATE-PALMOLIVE

Morgan Stanley

Boston
Scientific

AutoNation

Sainsbury's





Challenge

Frasers Group faced significant challenges in integrating technology and data following acquisitions, resulting in disparate tooling and data stores. Its manual ingestion efforts post acquisition diverted engineering resources away from core business objectives. Moreover, it caused downstream impacts on analytics for various business units.

Before Fivetran, Frasers managed multiple legacy and on-premises data stores using a combination of DIY solutions and Qlik Attunity.

Results

- Enabled Frasers Group to streamline its data infrastructure and focus resources on driving business growth.
- Self-service analytics available for non-technical teams.
- Future plan is to enhance governance by cataloguing data and leveraging programmatic controls.

Data stack and connectors

Facebook Ads	SQL Server
GA4	Snowflake
BigQuery	Webhooks
Oracle	Zoho

Destination and cloud

Google BigQuery

Data integration platform

Fivetran