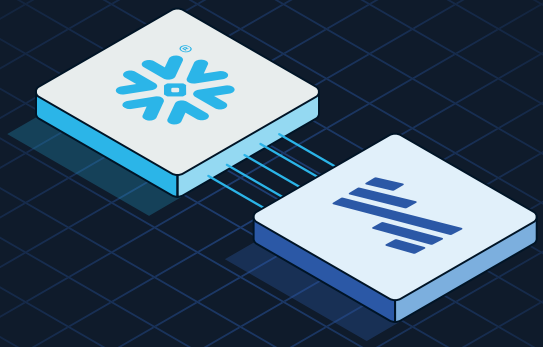
Best practice guide

Moving data and powering innovation with Fivetran and Snowflake

Accelerate data movement into the Snowflake Data Cloud to execute analytic workloads, AI and GenAI



Fivetran

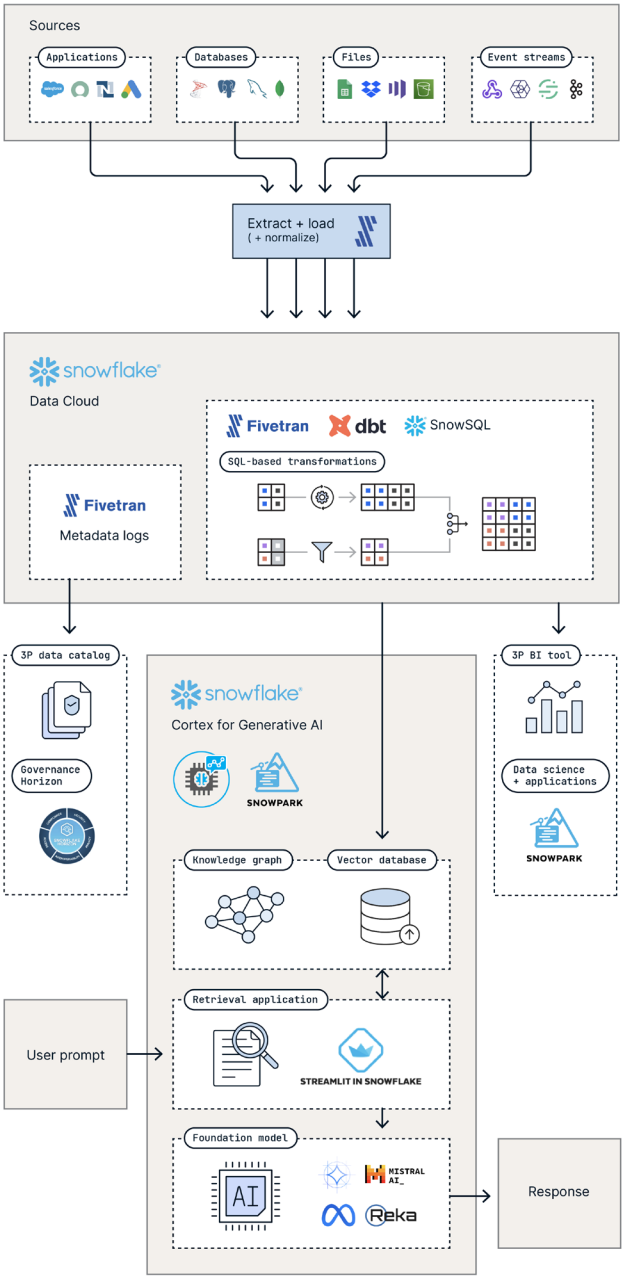
Data integration is deceptively complex. Considerations include scoping and scaling infrastructure, ensuring availability, recovering from failures and maintaining the system in response to changing data sources and business needs. Many common data integration tools offer frameworks for solving these tasks but still demand a considerable degree of engineering work from end users.

The Fivetran automated data movement platform automatically, reliably and securely centralizes data from hundreds of SaaS applications and databases into the Snowflake Data Cloud. By combining Fivetran and Snowflake, you gain the following capabilities:

Automated, zero-maintenance data pipelines	**Secure data replication for the Snowflake Data Cloud**	**Simplified data management for all analytics and AI use cases**
◆ Modern ELT approach: Fivetran automatically loads normalized data into Snowflake ◆ Continuous, fast data delivery with minimal configuration ◆ 500+ natively-supported connectors for industry standard databases, SaaS apps, event streams and files	◆ Log-based CDC replication delivers high data volumes in real time to Snowflake without impacting source systems ◆ Teams can extract and combine business-critical data for a 360° perspective ◆ Rigorously tested for compliance with common regulatory and industry standards	◆ Replace data silos and unify data teams on a single platform with a modern data stack built on Fivetran and Snowflake ◆ Use the Snowflake data warehouse to store structured and semi-structured data **or** Use Snowflake to read Iceberg tables stored on Amazon S3

How Fivetran and Snowflake work together

Fivetran seamlessly integrates with the Snowflake ecosystem, performing a critical role in moving data into a data lake or warehouse. Snowflake provides a destination (or query engine) for the data, some governance tools (Horizon), developer tools (Snowpark and Streamlit) and AI capabilities (Cortex).



Using Fivetran and several tools in the Snowflake ecosystem, you can follow a straightforward workflow for data applications of all kinds.

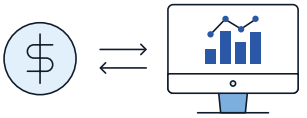
For conventional analytics and business intelligence, you can:

1. Use **Fivetran** to integrate data into the **Snowflake** Data Cloud.
2. Use **Fivetran, dbt** and/or **SnowSQL** to transform data into analytics-ready data models.
3. Use third-party business intelligence platforms and/or **Snowpark** with Python and Jupyter Notebooks to produce reports and dashboards.

For AI/ML applications, you can:

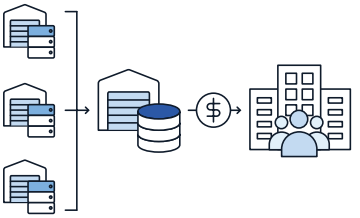
1. Use **Fivetran** to integrate data into the **Snowflake** Data Cloud.
2. Use **Fivetran, dbt** and/or **SnowSQL** to transform data into analytics-ready data models.
3. Use **Cortex** to set up ML or RAG (retrieval-augmented generation) models.
   - Cortex natively supports off-the-shelf machine learning models, such as for forecasting, anomaly detection, root cause analysis and classification.
   - Cortex also enables RAG by allowing you to embed data as vectors into the vector database of your choice.
4. Use **Snowpark** to develop your application backend on the secure Snowflake platform using the languages and libraries of your choice, with minimal development overhead.
5. Use **Streamlit** to quickly stand up an interface for users to interact with — again, with minimal development overhead.

This combination of platforms and tools enables you to build the full range of analytics and AI/ML applications:



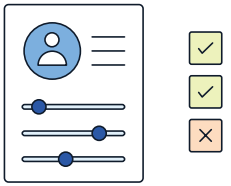
Curated, white-glove, real-time analytics

Data science is a difficult profession and talent is scarce. You can provide "insights as a service" for customers who choose to forgo building analytics capabilities in-house.



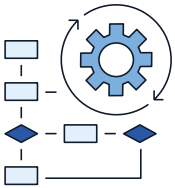
Data aggregation and sharing services

You will gain valuable insights by collecting data from across a market, industry, supply chain, etc.



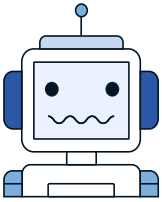
Personalization and recommendation

You can use behavioral, psychographic and other data for decision support.



Automation

You can use data to trigger all kinds of automatic behavior within your organization's operations and the goods and services you bring to market.



Generative AI of all kinds

Generative AI has the potential to become a phenomenally powerful productivity aide as well as the backbone for a wide range of innovative products, including:

- Chatbots for customer assistance and internal helpdesks
- Copilots for accelerating the production of code, documentation and other assets
- Diagnostic services and other tools for identifying obscure patterns
- Rapid brainstorming, design and prototyping tools

In short, with Fivetran and Snowflake, the world of data is your oyster. The types of data applications you can build are limited only by your imagination.

For functionality not directly supported by the Snowflake ecosystem, many third-party providers partner with and seamlessly integrate with the Data Cloud.

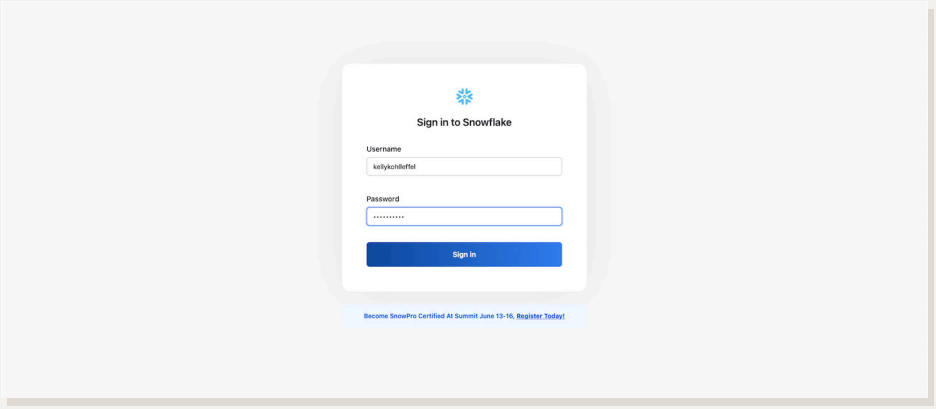
Getting started with Fivetran and Snowflake

There are two ways to get started with Fivetran:

1. Through **Snowflake Partner Connect** via your Snowflake dashboard. *Recommended.*
2. Through fivetran.com.

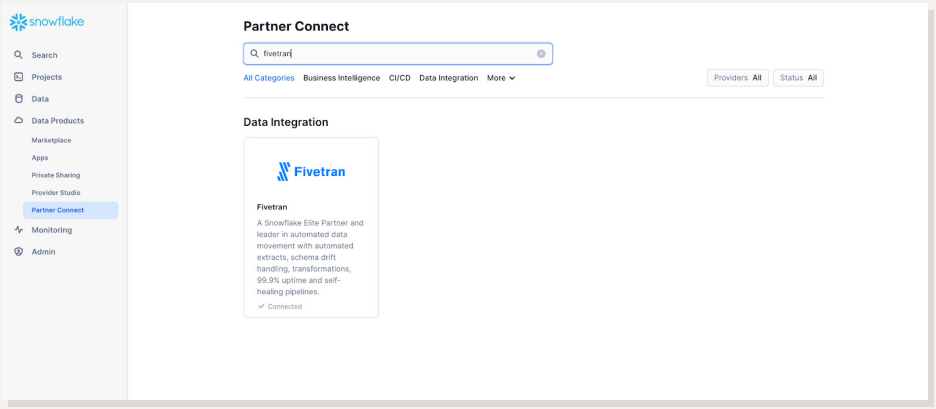
Here are step-by-step instructions for getting started with Fivetran through Snowflake:

STEP 1 Log in to your Snowflake account.



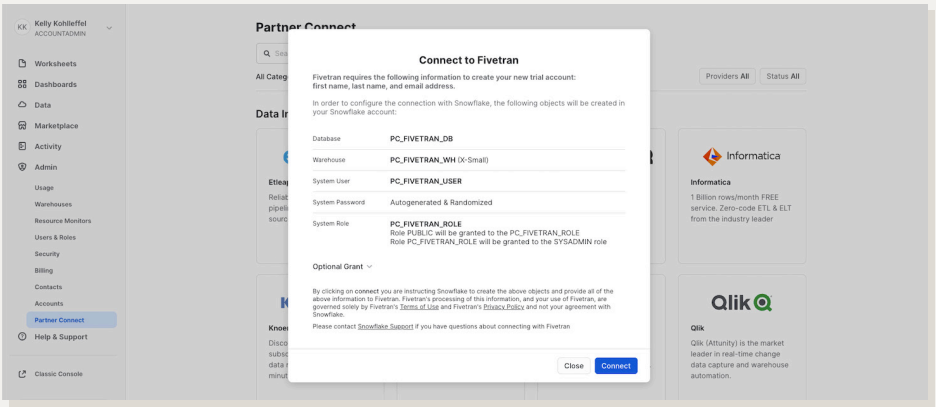
STEP 2

Under Data Products, select Partner Connect and search for Fivetran.



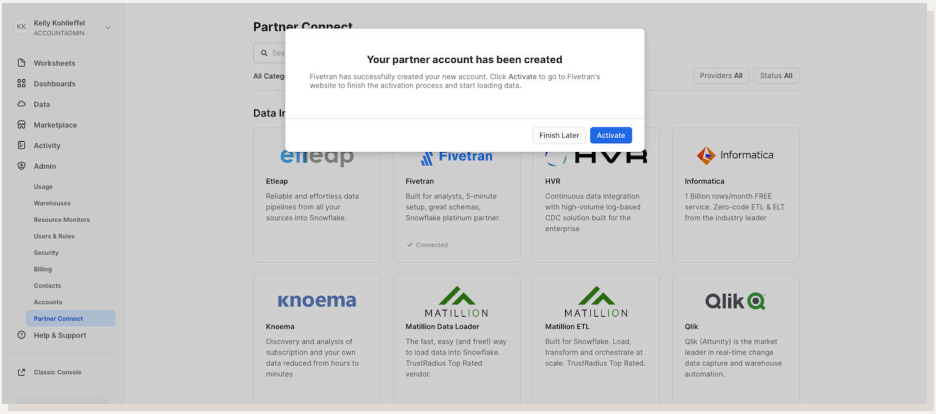
STEP 3

Select Fivetran and connect. Fivetran will auto-create an extra-small data warehouse inside of Snowflake to pipe your data into.



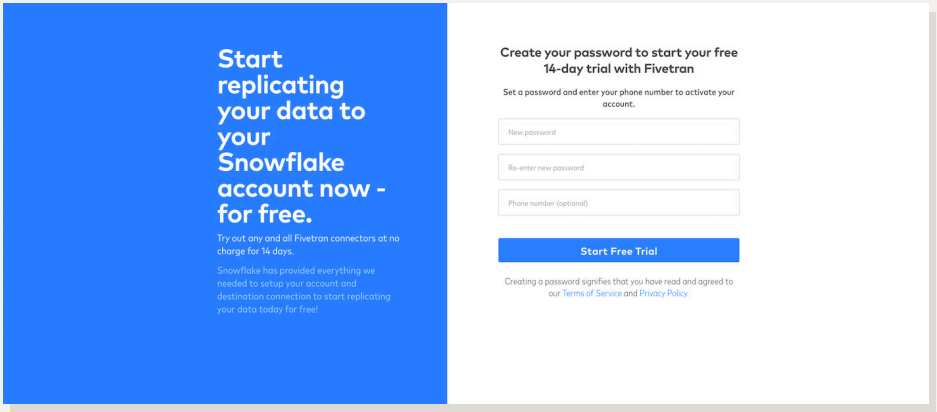
STEP 4

Once the account has been created, a pop-up will appear that states the account is ready to be activated. Select Activate.



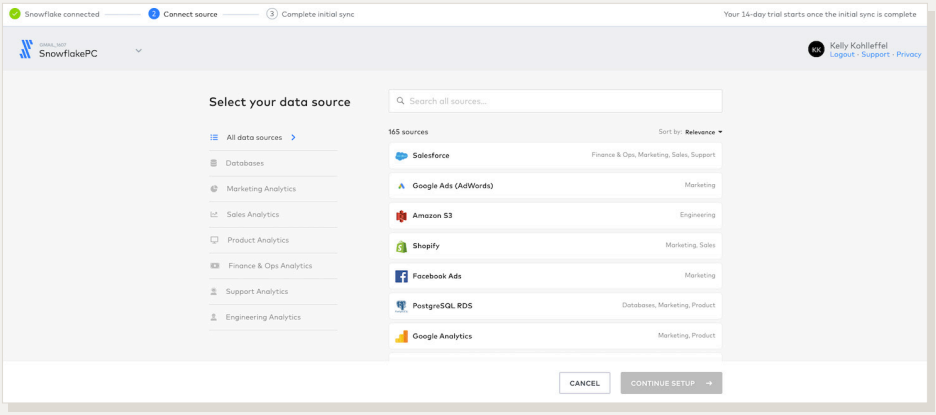
STEP 5

After activation, you will be prompted to create a password before selecting Start Free Trial. No credit card is required to sign up for the free trial and use Fivetran for 14 days, and it only begins once you have successfully completed an initial sync.



STEP 6

After creating an account, Partner Connect brings you to the Fivetran UI, where you can add connectors and have all of your data at your fingertips. After choosing a connector, follow the on-screen instructions to set it up.



Once you have created and synced your first connector, your free 14-day trial starts. Fivetran will deliver the data you need in a timely manner and in an easy-to-query format.

To see how you can further combine Fivetran with Snowpark and Streamlit, consider attending or watching a recording of a hands-on lab. It can take as little as a few lines of SQL and Python to start spinning up your organization's next breakthrough.

Fivetran, the global leader in data movement, helps customers use their data to power everything from AI applications and ML models, to predictive analytics and operational workloads. The Fivetran platform reliably and securely centralizes data from hundreds of SaaS applications and databases into any cloud destination — whether deployed on-premises, in the cloud or in a hybrid environment. Thousands of global brands, including Autodesk, Condé Nast, JetBlue and Morgan Stanley, trust Fivetran to move their most valuable data assets to fuel analytics, drive operational efficiencies and power innovation.

For more info, visit fivetran.com.