

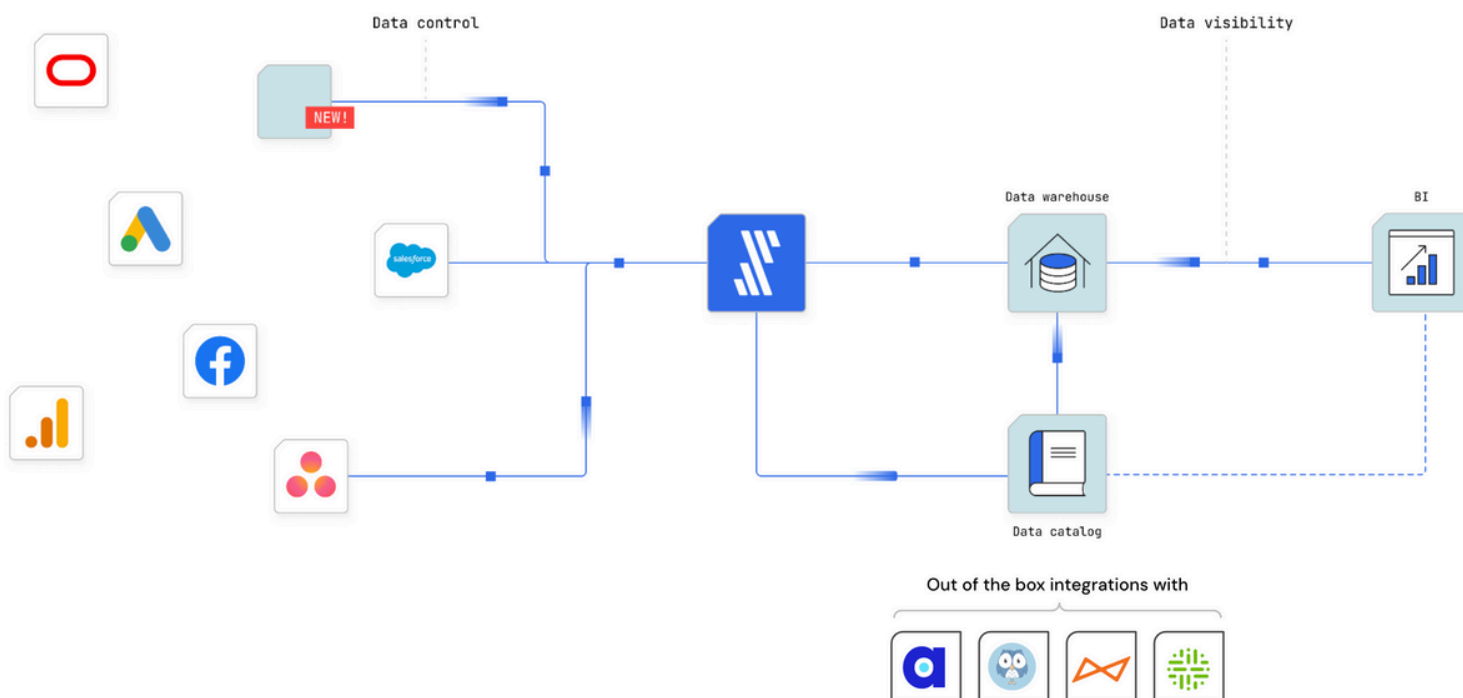
Democratizing data

How Fivetran accelerates Data democratization

When every department relies on data to get their work done, your core IT team can become a bottleneck for data requests. Data democratization enables delegating data integration ownership to the teams that generate data to allow your organization to load more data, resulting in better data-driven decision-making for everyone. For data to be trusted, sensitive data needs to be protected.

Scaling for self-service analytics

Security & Legal teams	Core data team	Distributed Analyst team	Rogue data team
- Growing number of regulations for data use - GDPR, CCPA - High risk associated with data misuse - External data audits - Regulations are constantly changing	- Ever-growing queue of data integration projects and requests - Unable to focus on higher value projects - Want to make data accessible but can't due to compliance restrictions	- Can't make timely, data-driven decisions without access to fresh data - Red tape and long wait times to get access to data - Turning to ungoverned "shadow IT" solutions	- Spun up to serve quick data needs - No guarantee of compliance, exposing the company to risks - Creates additional work for security and legal teams to keep track



Visibility, control and scale



Know your data

Maintain visibility over what is happening with your data.

- Metadata sharing
- Catalog integrations
- Column level lineage
- Schema changes



Protect your data

Keep control over who has access to your data.

- Column masking/blocking
- Single sign-on/SAML
- Role-based access control



Access your data

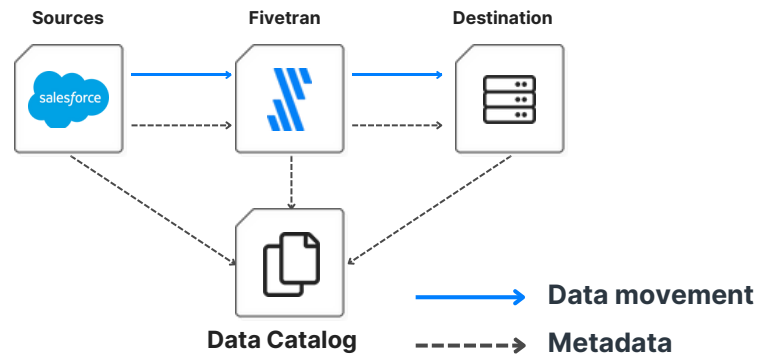
Handle the entire scope of your data.

- Automated User Provisioning
- Connect Cards
- API for programmatic pipeline creation

Increase your data visibility with Metadata sharing

Share information about the data Fivetran is loading to your destinations with your data catalog or BI tool via the Fivetran Platform Connector. Metadata is captured in the data catalog to provide better lineage, discoverability and observability for complete, end-to-end data governance.

>>[Learn more](#)



Scale your democratization efforts across your enterprise

CONNECTORS, DESTINATIONS, AND BI TOOL SUPPORT					
Marketing Analytics	Finance Analytics	Product Analytics	ERP	Customer Success Analytics	Destinations
Marketeto Google Analytics Snapchat Pinterest Ads HubSpot LinkedIn Ads Facebook Pages YouTube Analytics Twitter Ads Google Ads Salesforce Marketing Cloud Mailchimp	Anaplan Quickbooks Xero SAP PayPal Oracle Fusion Apps Zuora NetSuite Coupa	Amplitude Mixpanel Delighted Pendo Optimizely Heap	Oracle Cloud Fusion Microsoft Dynamics NetSuite Coupa SAP Anaplan	Salesforce Zendesk Intercom Customer Qualtrics Iterable Front Freshdesk Survey Monkey	Snowflake Amazon S3 Azure Synapse Relational Database kafka Google BigQuery Databricks Azure Data Lake Storage
E-Commerce & POS Analytics	Engineering & IT Analytics	Databases	Files, Events, Technical Sources	BI	
Magento Stripe Square Salesforce Commerce Cloud Criteo The Trade Desk Pipedrive Outreach	Asana Jira ServiceNow GitHub Twilio	Oracle MongoDB Maria DB SQL Server MySQL Postgres DynamoDB DB2 Sybase	FTP Webhooks Azure Blob Storage Dropbox Google Sheets AWS Lambda Amazon S3 Sharepoint	Looker ThoughtSpot SiSense Tableau Sigma	

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