

How Fivetran fuels your GenAI workloads

With structured and unstructured data movement to Snowflake

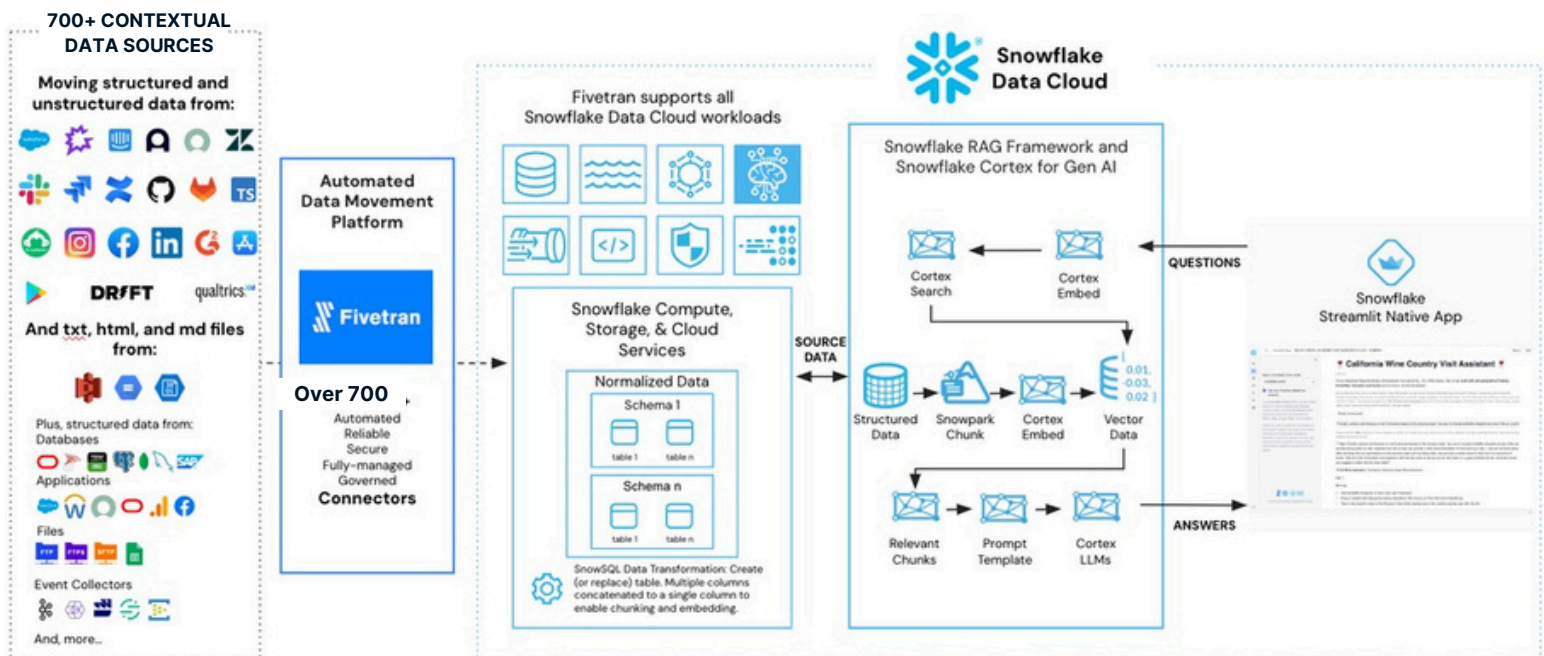
Fivetran moves custom, structured, and unstructured data from relational databases, cloud object storage, and SaaS application sources to the Snowflake Data Cloud. Fivetran's unique value includes:

- **Library of 700+ fully-managed connectors** that support unstructured text and structured data movement into Snowflake Data Cloud, including:

Customer interactions	Chat transcripts	Enterprise knowledge	Support	Code repositories	Survey data	Social comments	Plain text files
							
Opportunity notes, sales emails	Conversation transcripts	Messages, descriptions, pages	Tickets, knowledge base articles	Issues, pull requests	Questions, responses	Comments	Txt, html, md

- **Loading text and structured data into common, governed tables**, which Cortex then uses to train LLM models — including Snowflake Arctic.

With this text and structured data in Snowflake Data Cloud, customers can then easily build RAG-based generative AI (GenAI) applications using Streamlit and Snowflake Cortex, providing a range of open-source LLMs including Snowflake Arctic.



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Fivetran is the global leader in data movement, helping enterprises use their structured and unstructured data to power everything from AI applications and ML models to predictive analytics and operational workloads in Snowflake Data Cloud. The Fivetran platform reliably and securely centralizes data from hundreds of SaaS applications, file repositories and databases into Snowflake, where it can then be turned into a GenAI application using Cortex and Streamlit.

Key capabilities and features

How Fivetran prepares teams for GenAI



Data integration services:

- 700+ no code connectors into all major destinations (warehouses, data lakes, etc.)
- Ingests text-rich data and proprietary data held in databases that are key for AI model training
- Best-in-class change data capture and 99.9% uptime ensures data is accurate, secure, and always available



Pipeline flexibility:

- Fivetran's governed approach to data lakes helps organizations store rich, voluminous AI-ready data at scale
- Platform extensibility (transformation orchestration, REST API)
- Cloud- and deployment-agnostic so data teams can build a future-proof solution



Data governance:

- Integrations with data governance and observability tools, ensuring sensitive data used to train AI is never exposed
- Highest levels of compliance and security (CCPA, GDPR, HIPAA, ISO, SOC2)
- Centralized security for standardized governance (RBAC, Teams, SCIM, metadata)
- Automatic PII and column hashing to ensure the safety of sensitive information

Future investment

Fivetran continues to invest in new features and capabilities



Moving unstructured files

Adding unstructured file — PDFs, documents, images — movement from sources such as SharePoint, Box, Google Drive, S3, ADLS, GCS, and more into Snowflake



Extracting additional fields

Enhance existing connectors to extract additional semistructured and unstructured data points from SaaS applications such as Salesforce, Zendesk, Slack, Jira, Confluence, and more