



3 companies powering AI innovation with automated data integration

Automated data integration offers teams the bandwidth to focus on higher-value projects.

Proud customers
of Fivetran:



HubSpot

Saks

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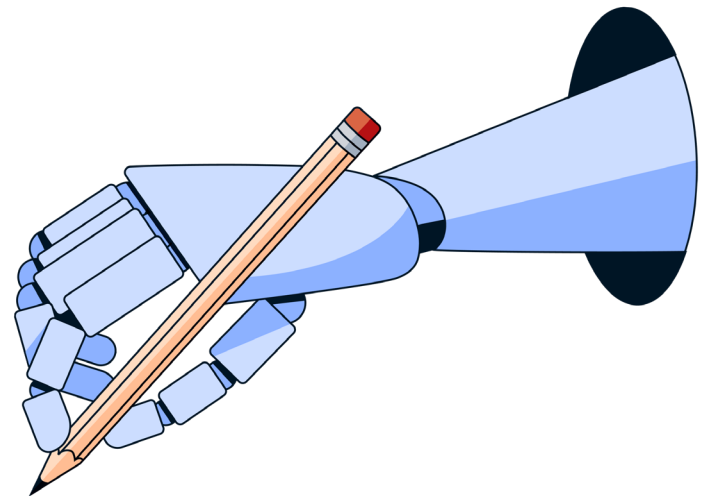
Introduction

Building the foundation for AI success with Fivetran

Without clean, timely, and accessible data, even the most advanced AI models fall short of their potential. This is where Fivetran steps in — empowering businesses with the infrastructure needed to deliver AI-ready data.

Leading organizations are leveraging Fivetran's automated data integration platform to streamline data management, accelerate AI adoption, and drive operational efficiencies. From personalized customer experiences in retail to predictive workforce planning in HR, Fivetran is enabling companies to harness the full power of AI across a variety of sectors.

Through real-world case studies, we'll show how businesses like National Australia Bank (NAB), HubSpot, and Saks have transformed their data ecosystems with Fivetran.



Chapter 1

National Australia Bank scales AI and enhances customer experiences

National Australia Bank (NAB), Australia's largest business bank, serves 10 million customers across 700 locations with 38,000 employees, dedicated to putting customers first and supporting thriving communities.

GOAL

As NAB company grew, it wanted to remain competitive and meet the complex needs of its diverse customer base. However, its legacy data systems were costly, fragmented, and prone to service disruptions, which impacted internal teams and customers. NAB needs a scalable, cost-efficient data architecture to support personalization, financial crime detection, and operational efficiencies.

SOLUTION

NAB launched Project Ada, a greenfield initiative built on Fivetran and Databricks on AWS. By integrating 200+ siloed data sources into a Databricks lakehouse, NAB eliminated batch processing delays and achieved real-time data replication — essential for AI-powered insights. Fivetran's change data capture (CDC) technology played a critical role, minimizing storage costs while ensuring data freshness.

RESULTS

NAB's modern data stack resulted in a 50% reduction in data ingestion costs within the first year and a 30% increase in ML performance. With seamless access to real-time data, NAB is scaling AI-driven initiatives across the business:

- ◆ **Banker chat assistant:** Uses GenAI models to scan knowledge repositories and instantly retrieve answers for customer service teams.
- ◆ **Financial crime detection:** Deploys graph databases to track fund flows and detect fraudulent transactions.
- ◆ **Personalized marketing:** Leverages GenAI to tailor campaigns based on individual customer personality types.
- ◆ **AI-led document review:** Cuts processing time for 15,000 annual trust deeds from 45 minutes to just 5 minutes, saving 10,000 hours per year.

KEY STAT

30% increase in ML model performance

SOURCES

 Oracle
  Salesforce
 PostgreSQL
  MySQL
 SQL Server +3 more

DESTINATIONS

 Databricks

“

Our strategies for supporting financial crime detection and real-time personalization, including the adoption of generative AI, require real-time data. Fivetran enables us to provide the best customer experience with fresh, reliable, and compliant data.”

— JOANNA GURRY,
EXECUTIVE OF DATA PLATFORMS AT NAB

[READ THE FULL CASE STUDY →](#)

Chapter 2

HubSpot accelerates workforce intelligence and HR analytics

HubSpot, a leader in inbound marketing, sales, and customer service, serves over 205,000 companies globally with its cloud-based CRM platform and employs more than 7,600 people since its founding in 2006.

GOAL

HubSpot's hiring and workforce planning data was fragmented across spreadsheets, Workday, and Greenhouse. Extracting insights was cumbersome, requiring manual interventions and custom-built pipelines that frequently broke. HubSpot initially attempted to integrate data sources by automating spreadsheet workflows, creating custom data pipelines, and manually importing CSV files. While this approach enabled basic reporting, it was fragile, inefficient, and not cost-effective.

SOLUTION

Fivetran transformed HubSpot's data infrastructure, unlocking AI-powered workforce analytics with immediate impact. By centralizing its HR and recruitment data, HubSpot unlocked powerful workforce analytics, transforming how the company predicts hiring needs, employee performance, and workforce trends. With Fivetran automating integrations across HR and recruitment platforms, HubSpot's engineering teams shifted their focus from pipeline maintenance to higher-value AI initiatives.

RESULTS

With Fivetran, HubSpot achieved:

- ◆ **90% improvement in predictive accuracy** of recruiter productivity and employee success.
- ◆ **Pipeline development reduced** from 6-10 weeks to under an hour.
- ◆ **Text-based AI insights** from recruitment data, performance reviews, and internal communications.
- ◆ **\$100,000 in data engineering labor saved** in year 1, eliminating nearly 1,000 hours of engineering time and yielding a 150% ROI.
- ◆ **Reduced manual fixes** from 3-5 hours per update to under 5 minutes, ensuring AI models receive clean, uninterrupted data.
- ◆ **AI-powered forecasting** to optimize headcount planning and budget allocation.
- ◆ **Predictive modeling of employee success rates** based on pre-hire behavioral data.

AI-ready data powered by Fivetran allows HubSpot to explore even more advanced applications, including:

KEY STAT

90% improvement in predictive metrics accuracy

SOURCES

 Greenhouse
  Google Sheets
 Workday
  Amazon S3
 SurveyMonkey +13 more

DESTINATIONS

 Snowflake
 BI TOOL
 Looker



Fivetran has revolutionized our approach to data, enabling AI/ML and GenAI initiatives on employee performance and providing managers with faster insights. These advancements were unimaginable just 2 years ago.”

– **SANDRO FRATTURA**,
ANALYTICS ENGINEERING MANAGER,
HUBSPOT PEOPLE OPERATIONS

[READ THE FULL CASE STUDY →](#)

Chapter 3

Saks powers AI-driven personalization with Fivetran

Since 1924, Saks has set the standard in luxury retail, offering expertly curated fashion and delivering unparalleled, personalized shopping experiences.

GOAL

To power its digital-first strategy, Saks needed to revamp its data infrastructure to harness AI and ML for seamless, personalized customer experiences. Before Fivetran, Saks relied on dozens of fragile ETL pipelines that took weeks — sometimes months — to onboard new data sources. The company's pipelines required constant maintenance, making it impossible to quickly adapt to market trends and limiting innovation. Saks needed a modern data stack that could provide real-time, AI-ready data while reducing operational bottlenecks.

SOLUTION

Within 6 months, Saks onboarded 35+ data sources, and today, Saks ingests data from dozens of databases every 5 minutes with near real-time updates. With centralized data, Saks is leveraging AI through large language models (LLMs) to power data-driven recommendations for customer service agents, enabling them to provide high-touch luxury service at scale.

Beyond customer support, Saks uses AI-driven insights to deliver consistent KPI reporting across its enterprise and brand partners, optimize logistics, and accelerate ML experiments without burdening engineers with engineering-intensive data management.

RESULTS

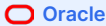
By centralizing their data, Saks:

- ◆ **Improved decision-making by centralizing data**, reducing operational costs, and cutting required staff from 4-5x to a handful of data engineers.
- ◆ **Enabled focus on high-value AI research and development** by freeing up resources from pipeline management.
- ◆ **Accelerated innovation** through next-gen ML model building and experimentation with novel data sets.

KEY STAT

Scaled AI innovation with real-time data integration

SOURCES

 Oracle  PostgreSQL
 SQL Server  Workday
 Salesforce +15 more

DESTINATIONS

 Snowflake
BI TOOL
 Looker

“

The beauty of Fivetran is that it solves a very complex problem very simply for us: ingesting lots of different data. It's one of the fundamental pieces of our AI strategy and allows us to bring in new novel data sets and determine whether they'll be useful for us.”

— MIKE HITE, CTO AT SAKS

[READ THE FULL CASE STUDY →](#)

Conclusion

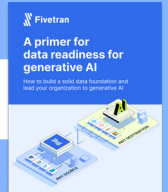
Power AI solutions with Fivetran's automated data integration

HubSpot, Saks, and NAB illustrate the power of Fivetran to unlock innovation across diverse industries. Each organization has leveraged Fivetran's robust data integration platform to drive smarter decisions, streamline operations, and unlock the full potential of AI.

Fivetran empowers companies to break down data silos, automate integration processes, and provide real-time data to enable AI and analytics initiatives of all kinds. By eliminating the complexities of engineering-intensive data management, businesses can not only achieve operational efficiencies but also foster an environment of continuous innovation, driving better outcomes for customers, employees, and stakeholders alike.

Download our ultimate primer for GenAI to learn how to prepare a solid data foundation to leverage GenAI.

Download now →



Join thousands of companies using Fivetran's automated data integration to drive business impact.

Start your free trial today



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 LVMH — trust Fivetran to move their most valuable data assets to fuel analytics, drive operational efficiencies and power innovation.

