



3 companies accelerating time to insights and enhancing customer experience

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

Proud customers
of Fivetran:



Table of contents

Introduction

Automated data integration: Faster insights, greater customer satisfaction

3

Chapter 1

Saks uses real-time data to elevate luxury retail

4

Chapter 2

Dropbox gains instant access to critical business insights

5

Chapter 3

National Australia Bank's data transformation drives efficiency and customer satisfaction

6

Conclusion

Unlock real-time insights with Fivetran for better customer experiences

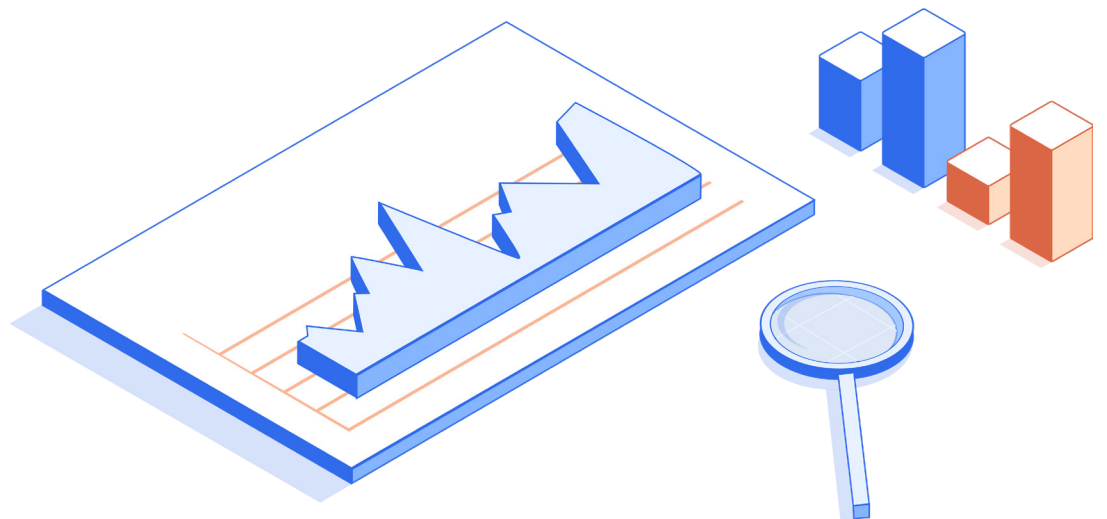
7

Introduction

Automated data integration: Faster insights, greater customer satisfaction

The ability to harness real-time data is no longer a luxury — it's a necessity. Leading enterprises are embracing modern data infrastructures that deliver actionable insights instantly, enabling them to drive customer-centric innovation, enhance operational efficiency, and maintain a competitive edge.

Industry leaders like Saks, Dropbox, and National Australia Bank (NAB) have successfully implemented real-time data strategies to transform their businesses. Fivetran's automated data integration has allowed them to accelerate decision-making, streamline operations, and unlock the full potential of their data. From luxury retail to cloud storage and banking, these companies are leveraging the power of automation and a suite of smart data integration tools — what we call the modern data stack — to stay ahead of the curve and deliver exceptional customer experiences.



Chapter 1

Saks uses real-time data to elevate luxury retail

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

GOAL

As consumer expectations evolved, Saks embraced a digital-first strategy, offering personalized, elevated experiences at every touchpoint. Recognizing the need to accelerate insights and enhance customer experience (CX), Saks sought to modernize its data stack. However, the company faced significant challenges: Slow, engineering-intensive ETL processes and a complex enterprise service model hampered decision-making, while integrating new data sources was a time-consuming, weeks-long endeavor. Saks needed a modern, cloud-based infrastructure to drive agility and innovation.

SOLUTION

In just 6 months, Saks rebuilt its data ecosystem with Fivetran, Snowflake, and dbt, replacing slow ETL processes with automated pipelines that cut data onboarding from weeks to hours. Now, Saks ingests data from dozens of sources, refreshing insights every 5 minutes — ensuring teams always have the latest information to deliver an exceptional CX. With its modern data stack, Saks is transforming how it interacts with customers. AI-powered insights and real-time data allow Saks to enhance customer service, optimize brand partnerships, and personalize marketing and recommendations.

RESULTS

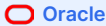
Saks' modern data stack doesn't just enhance CX — it fuels long-term innovation and efficiency. The company can now:

- ◆ **Test and launch new AI-driven features** in weeks instead of months, keeping Saks at the forefront of luxury e-commerce.
- ◆ **Empower decision-making across teams** with real-time KPI reporting, ensuring CX initiatives are backed by data.
- ◆ **Reduce operational costs** with automated data pipelines, allowing a lean data team to focus on strategic initiatives.

KEY STAT

Accelerated AI-driven CX features from months to weeks

SOURCES

 Oracle  PostgreSQL
 SQL Server  Workday
 Salesforce +15 more

DESTINATIONS

 Snowflake
BI TOOL
 Looker

“

Fivetran allowed us to reconstruct our entire data ecosystem in an unbelievably short time and enhance our technology infrastructure. We spend less time managing data movement and more time using insights to elevate the Saks customer experience.”

– MIKE HITE, CTO AT SAKS

[READ THE FULL CASE STUDY →](#)

Chapter 2

Dropbox gains instant access to critical business insights

Dropbox, a global leader in cloud storage and collaboration, serves over 700 million users across 180 countries, helping individuals and teams stay organized while driving billions in revenue through diverse services and 4,800+ integrations.

GOAL

Despite its data-driven culture, Dropbox struggled with integrating and scaling internal data processes. Lengthy reporting cycles and engineering bottlenecks delayed insights, impacting CX and business decisions. The data engineering team couldn't keep up with custom pipeline requests, particularly from marketing and CX, with each request taking up to 8 weeks to fulfill. This backlog stalled high-priority initiatives for months, prompting Dropbox to seek a solution to speed up data access and ease the team's workload.

SOLUTION

Within 30 minutes of deploying Fivetran's first connector, Dropbox recognized its potential for rapid access to business-critical insights. By eliminating manual pipeline maintenance, Fivetran relieved the data engineering team of routine tasks, allowing them to focus on high-impact projects like financial modeling and advanced analytics. Fivetran now manages the workload of 3 full-time engineers, enabling the team to prioritize strategic initiatives.

RESULTS

With Fivetran, Dropbox has achieved significant improvements in operational efficiency and data accessibility:

- ◆ **Enabled real-time CX insights**, accelerating issue resolution and product optimization.
- ◆ **Optimized marketing performance**, improving ROAS analysis across LinkedIn, TikTok, Twitter, and Google Ads.
- ◆ **Streamlined data integration from acquisitions** like HelloSign, DocSend, and FormSwift, creating a unified analytics environment.

KEY STAT

**Improved time to insights
from 8 weeks to 30 minutes**

SOURCES

 Zendesk Chat
 TikTok Ads
 Amazon S3
 MySQL
 Google Ads
+39 more

DESTINATIONS

 Databricks  AWS MSK
 Snowflake +2 more

BI TOOL

 Looker  Tableau

“

We were spending too much time keeping the lights on. With Fivetran running, we don't have to worry about maintaining custom integrations, upgrading APIs, or addressing backlogged requests. We can now focus on projects that drive real business value.”

— **LAUREN LIN**,
DATA ENGINEERING MANAGER AT DROPBOX

[READ THE FULL CASE STUDY →](#)

Chapter 3

National Australia Bank's data transformation drives efficiency and customer satisfaction

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

NAB's commitment to remaining competitive in a rapidly evolving financial landscape meant overcoming significant challenges with legacy data systems, which resulted in rising costs, frequent service disruptions, and inefficiencies including duplicated data across systems. NAB recognized the need to modernize its data infrastructure by delivering data fast, securely, and at scale across the business to enhance decision-making and drive superior customer experiences.

RESULTS

In its first year with Fivetran, NAB reduced ingestion costs by 50%, boosting productivity and improving ML model and SQL query performance by 30%, while enhancing customer personalization and operational efficiency with Fivetran and Databricks.

- ◆ **Banker chat assistant:** NAB uses generative AI to scan documents and provide real-time, accurate information for customer queries.
- ◆ **Financial crime detection:** NAB uses graph databases to track fund flows and detect anomalies in real time, improving security.
- ◆ **Refining campaigns:** GenAI helps NAB personalize marketing campaigns, boosting engagement and relevance.
- ◆ **AI-led document review:** NAB automated trust deed reviews, reducing the process from 45 minutes to 5 minutes, saving 10,000 hours annually.

SOLUTION

Rather than simply attempting to upgrade its legacy systems, NAB chose a bold, greenfield approach called Project Ada. This ambitious project, powered by Fivetran and Databricks on AWS, allowed NAB to standardize on modern data technologies, driving scalability and cost efficiency across the organization.

KEY STAT

Enabled GenAI for personalized customer campaigns

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 →](#)

Conclusion

Unlock real-time insights with Fivetran for better customer experiences

Automation can eliminate the inefficiencies of manual data pipeline management and fully harness the power of data, allowing engineering teams to focus on innovation rather than infrastructure. With Fivetran, leading enterprises like Saks, Dropbox, and National Australia Bank have seamlessly centralized data, unlocked real-time insights, and scaled operations without overwhelming their technical resources.

Organizations that modernize their approach to data movement will outpace those wrestling with outdated, engineering-intensive processes. Fivetran is the key to this transformation, enabling companies to turn data into a strategic asset rather than an operational challenge. By automating data movement, businesses can unlock new efficiencies, enhance engineering productivity, and confidently scale into the future.

Learn how automated data movement boosts productivity and accelerates insights for your business.

Download the report →



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.

