Fivetran

Powered by Fivetran

Effortlessly connect to your customers' data

What is Powered by Fivetran?

Powered by Fivetran is the easiest way for customers to connect their data to their product or service. Designed to be embedded into web applications and analytics portals, it includes all of the world-class data replication and automation technology found in our core offering. Powered by Fivetran enables product and data teams to stop the low-value activity of building and maintaining data pipelines and focus on surfacing valuable insights and building great product experiences.

Why Powered by Fivetran?

Onboard new customers (and their data) with ease

Powered by Fivetran creates an experience in your product that allow your customers to easily connect their data to the product, entirely on their own without logging into Fivetran. This eliminates the need to manually create connections for customers which saves a lot of time.

Build better reports and products

Choose from our 700+ pre-built connectors and let Fivetran manage the data plumbing. Instead of working on data pipelines, spend time developing your core product and better analytics that help you acquire new customers and gain more value from your existing customers.
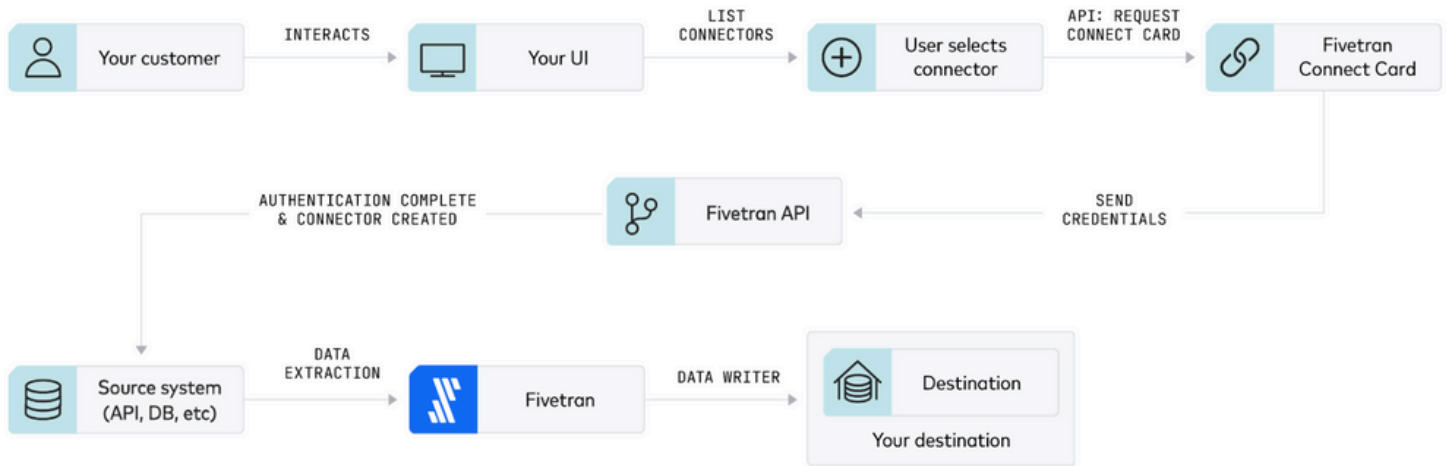
Remove credential management risk

In order to create a connection to your customer's data, you need the credentials for each of their data sources you want to connect to. With Powered by Fivetran, instead of asking customers to share their sensitive data source credentials with you, customers can share their credentials with Fivetran directly.

How does Powered by Fivetran work?

To onboard customer data, you'll first need to get access to their data source(s). Based on the Fivetran REST API, Powered by Fivetran brokers the exchange of sensitive login credentials between you and your customers, gathering the information required to create a connection between the customer's data source and Fivetran. The result is an effortless exchange of data between you and your customers.

> "With the Connect Card capability, Powered by Fivetran helps our product team get to market faster with our application and focus efforts on developing the embedded analytics that make it competitive."
>
> **Eric Westerkamp,CEO, CaliberMind**

Thousands of leading organizations choose Powered by Fivetran