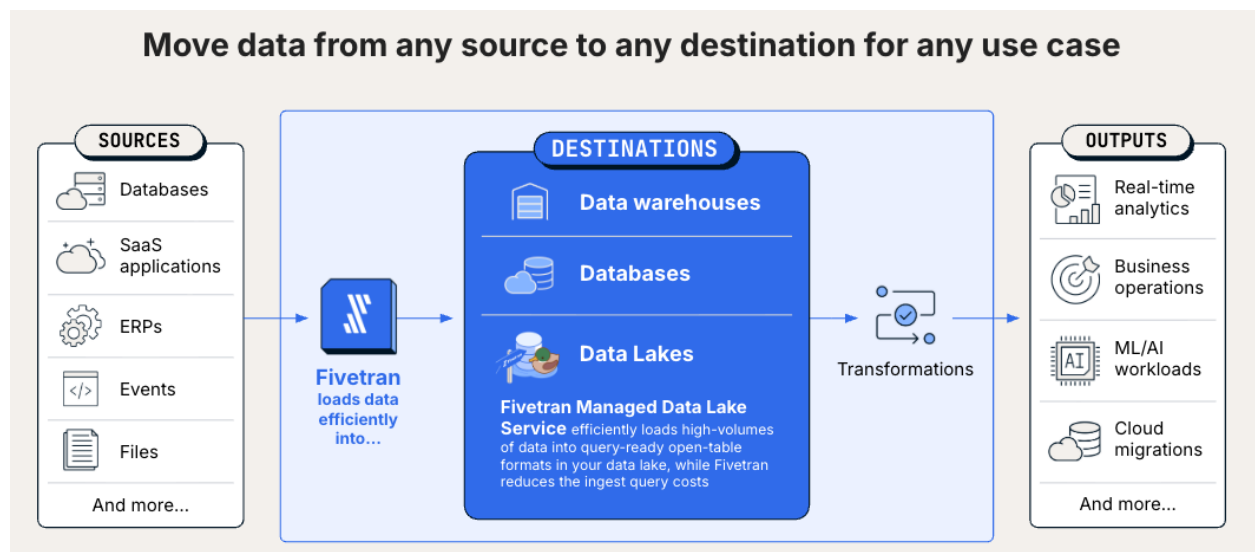


Fivetran — Automated Data Integration Platform

Introduction & Platform Overview

What Is Fivetran?

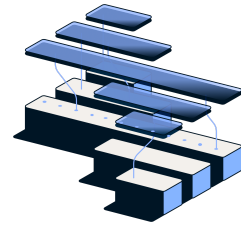
Fivetran is an automated data integration platform that centralizes data from a wide range of systems—including SaaS apps, databases, and custom sources—into analytics destinations such as cloud data warehouses and data lakes. It ensures data is standardised and analytics-ready with minimal engineering overhead.



Core Capabilities

- **Automated Data Movement:** Continuous pipelines from source to destination.
 - **Standardised Data:** Clean, organised and query-ready tables.
 - **Scale & Reliability:** Support for hundreds of connectors and growing.
-

Architecture & Deployment Models



General Architecture

Fivetran removes the complexity of data ingestion and movement by offering a managed service that:

- Replicates data from hundreds of sources.
- Handles schema changes automatically.
- Writes data into destinations in formats ready for analysis or storage.

Deployment Options

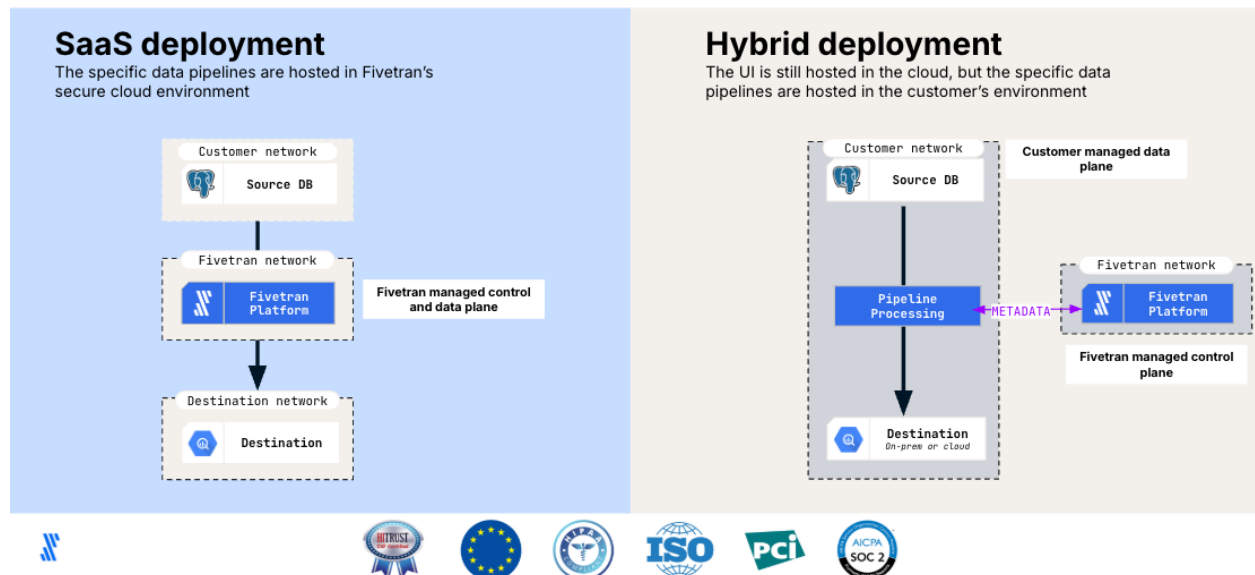
Fully Managed Cloud SaaS

- Fully managed service hosted by Fivetran.
- Handles orchestration, monitoring, retries and scaling.

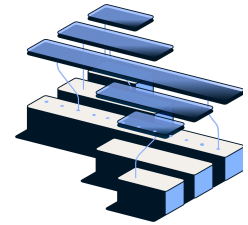
Hybrid Deployment

- For sensitive data or custom control, a hybrid deployment keeps data flow within private networks or VPCs while still using Fivetran's orchestration and tooling.

Two secure ways to deploy Fivetran connections



Connectors & Extensibility



Connector Ecosystem

Fivetran supports automated replication from **700+ sources**, including:

- SaaS applications
- Databases
- Streaming sources
- File sources
- Custom data types

Fivetran supports
over 700
high-performance
connectors

Moving data at over
500 GB/hour on large databases

Moving 500k customer records to
business applications in **<5 secs**



CEMEX rapidly integrated over
4,000 tables in SAP for data
streaming use cases

CUSTOMER STORY

Across: databases, data warehouses, SaaS applications



[And more](#)



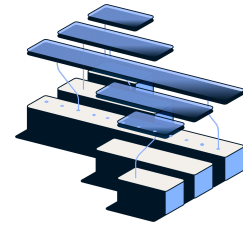
Connector SDK
& Custom API

Custom Connector SDK

The **Fivetran Connector SDK** enables the creation or extension of connectors for sources that are not natively supported:

- Write custom extraction logic with templates.
- Integrate proprietary systems into Fivetran pipelines.
- Benefit from Fivetran's automation and reliability.

Transformations & Reverse ETL (Census)

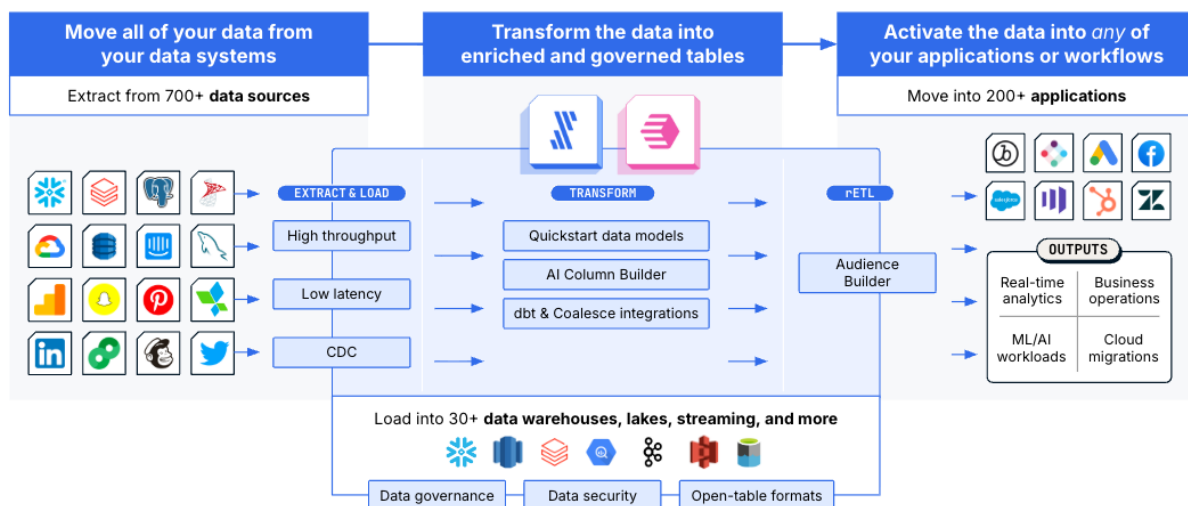


Transformations

Fivetran supports transformations as part of the ELT workflow so data can be transformed after loading:

- Use **Quickstart transformations** for prebuilt models that can be enabled with minimal setup.
- Integrate with analytics tools such as dbt and Coalesce to automate transformation workflows end-to-end.

Our approach is easy-to-use and performant

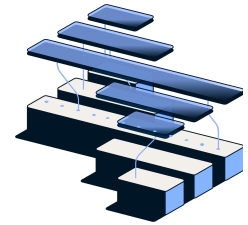


Census (Reverse ETL & Activation)

Census is a component of the Fivetran ecosystem designed to:

- **Sync modeled data** from the data warehouse back into operational systems.
- Support use cases like customer engagement, marketing automation, and operational analytics by updating systems with analytics-ready data.

Data Lakes & Use Cases



Managed Data Lake Service

Fivetran's **Managed Data Lake Service** enables customers to:

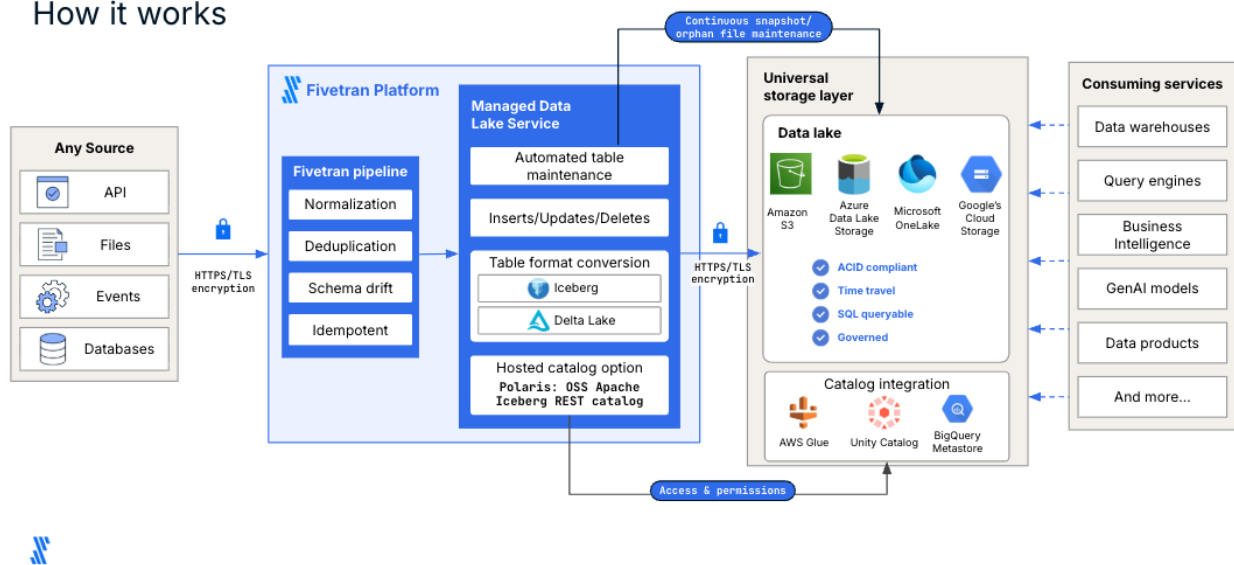
- Automatically replicate data from 700+ sources into data lakes such as Google Cloud Storage, AWS S3 or Microsoft ADLS Gen2.
- Store data in open, query-ready table formats like **Apache Iceberg** and **Delta Lake**.
- Provide a governed, scalable storage layer for analytics and AI workloads.

Benefits

- Simplifies data lake ingestion and transformation.
- Reduces total cost of ownership (TCO) through automated, continuous table updates.
- Enables faster access to analytics and machine learning datasets.

Fivetran **Managed** Data Lake Service

How it works



Modern Data Stack Insights

For additional Fivetran Insights, go to fivetran.com/resources