


Fivetran:
**A fully-managed,
zero-configuration
data pipeline**

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Allow Access?

Planner Data Loader is asking to:

- Access your basic information
- Access and manage your data
- Perform requests on your behalf at any time

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Cloud Applications

- Asana
- Atlassian JIRA
- Braintree (coming soon)
- CloudFront
- Desk.com
- Eloqua
- GitHub
- HubSpot
- Intercom (coming soon)
- Mailchimp
- Mandrill
- Marketo
- Mixpanel
- NetSuite
- Pardot
- Quickbooks Online
- Recurly
- Salesforce
- Salesforce Sandbox
- SalesforceIQ
- Shopify
- Stripe
- Xero
- Zendesk
- Zopim



Databases

- Aurora
- Heroku
- MariaDB
- MongoDB
- MySQL
- Oracle
- Postgres
- SOL Server



Cloud Storage

- Amazon S3
- Google Cloud Storage
- SFTP



Events

- Google Analytics 360
- Segment
- Snowplow.js
- Webhooks



File Uploads

- CSVs
- Google Sheets (coming soon)
- JSONs



Cloud Reports

- Adwords
- Bing Ads (coming soon)
- Facebook Ad Insights
- Google Analytics
- Google Play



Databases FIVETRAN **LEAD (SALESFORCE)**

Tables Views Schemas Stages File Formats Sequences

Q Load Table

Column Name	Ordinal	Type	Nullable	Default	Comment
ACTIVE_IN_SEQUENCE_C	51	BOOLEAN	true	NULL	
ANNUAL_REVENUE	29	FLOAT	true	NULL	
BOUNCED_EMAIL_C	67	BOOLEAN	true	NULL	
CALENDLY_CREATED_C	55	BOOLEAN	true	NULL	
CBIT_CLEARBIT_C	60	VARCHAR(16777216)	true	NULL	
CBIT_CLEARBIT_READY_C	59	BOOLEAN	true	NULL	
CITY	11	VARCHAR(16777216)	true	NULL	
COMPANY	9	VARCHAR(16777216)	true	NULL	
CONVERTED_ACCOUNT_ID	35	VARCHAR(16777216)	true	NULL	

Classic **Extract-Transform-Load**

SOURCES

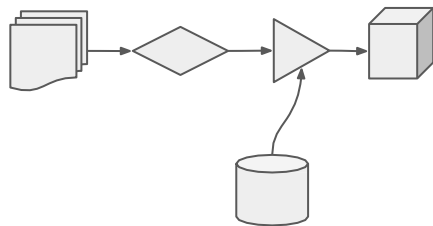


ORACLE

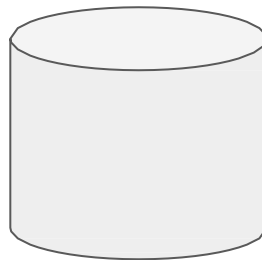


eloqua

DEEP ETL PIPELINE



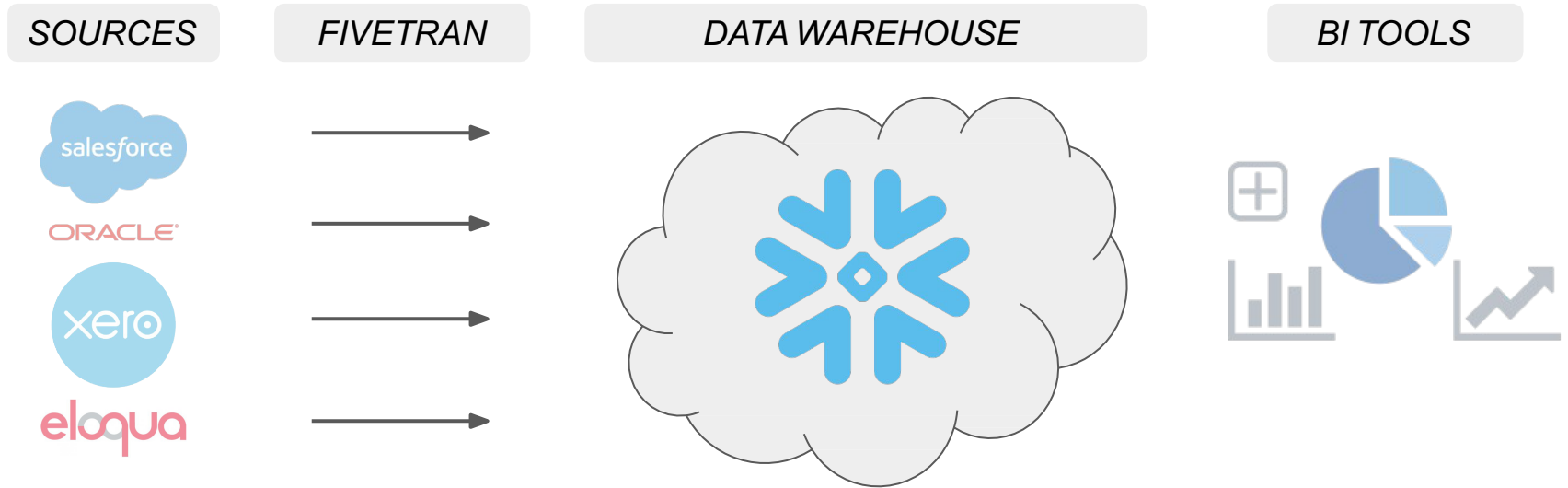
DATA WAREHOUSE



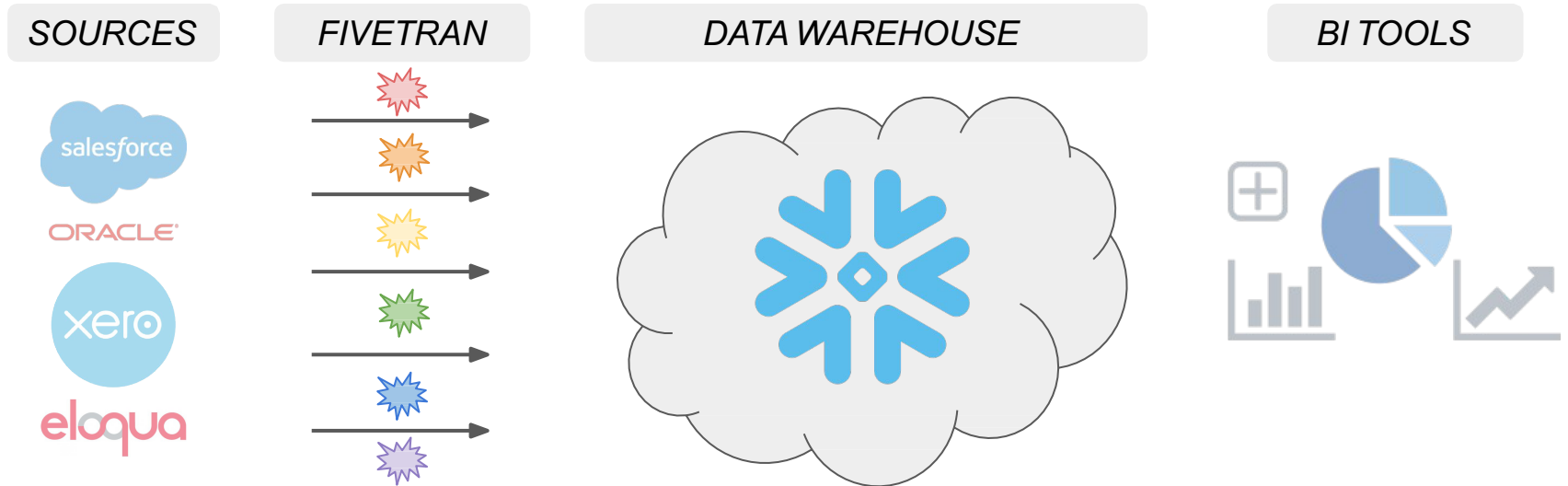
BI TOOLS



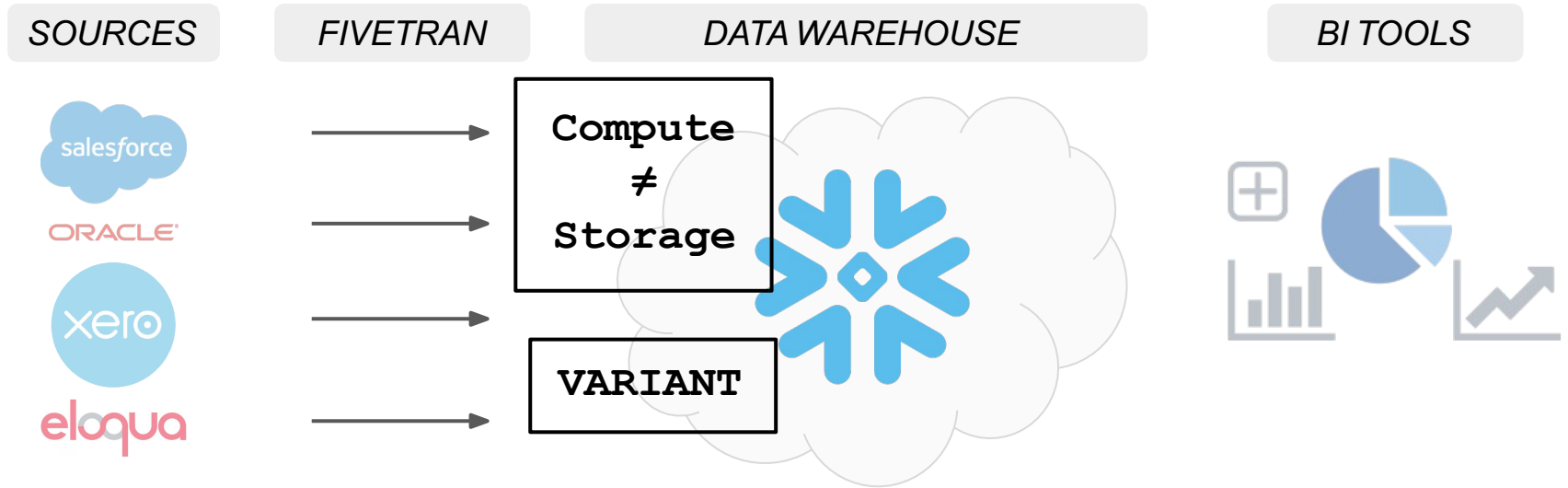
Modern **Extract-Load-Transform**



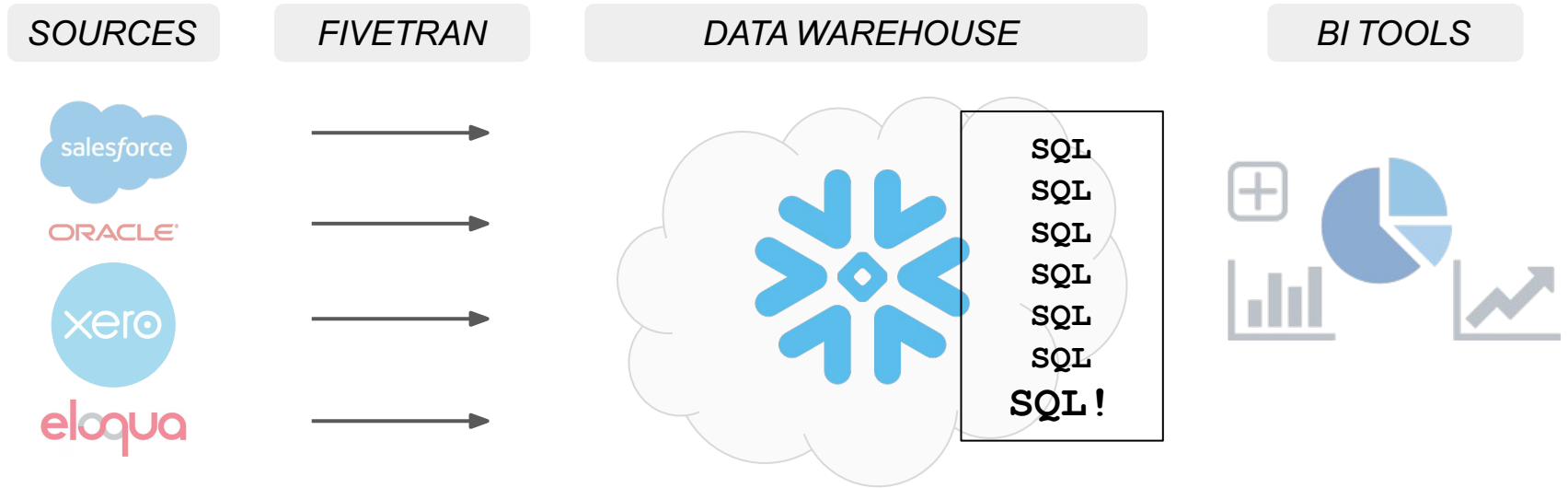
Extract-transform-Load-Transform



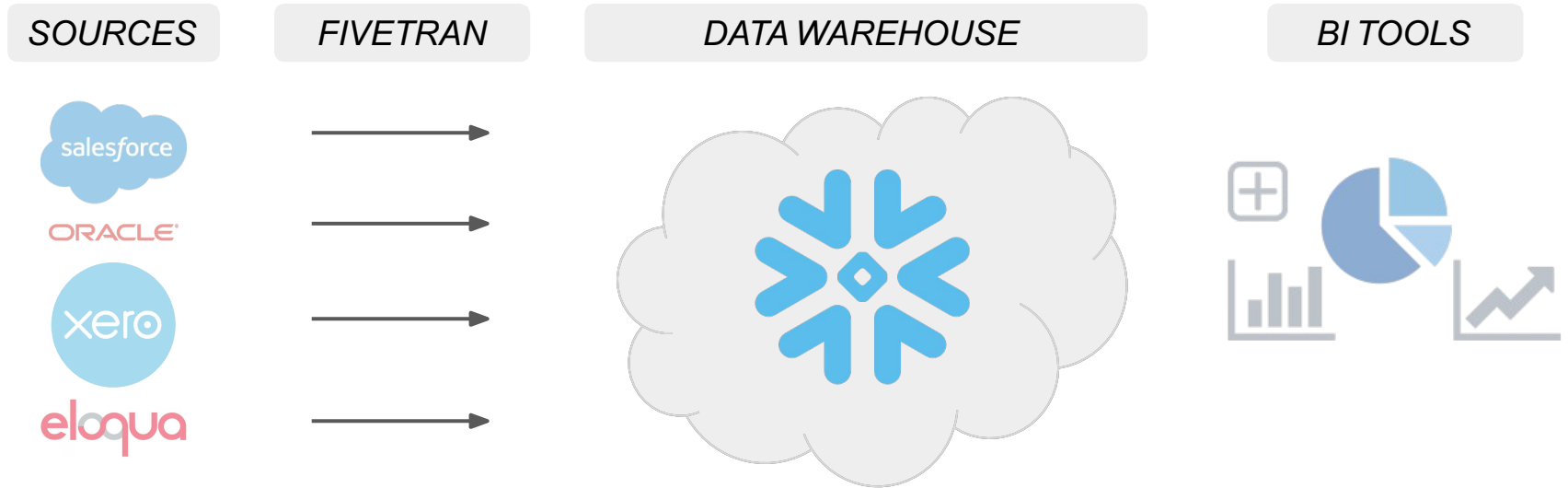
Snowflake = *Perfect for ELT*

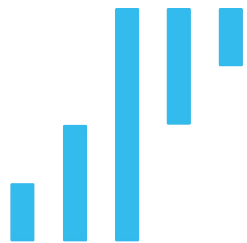


Extract-Load-Transform = lots of SQL!



ELT > building your own data pipeline





Come by the booth!



George



Taylor



Nate