

# Fivetran Transformations

Automated, SQL-based transformations are the ideal companion to pre-built connectors



## Easy to Use

Solve complex problems without wrangling infrastructure



## Automated

Set to execute when new data arrives or on a schedule

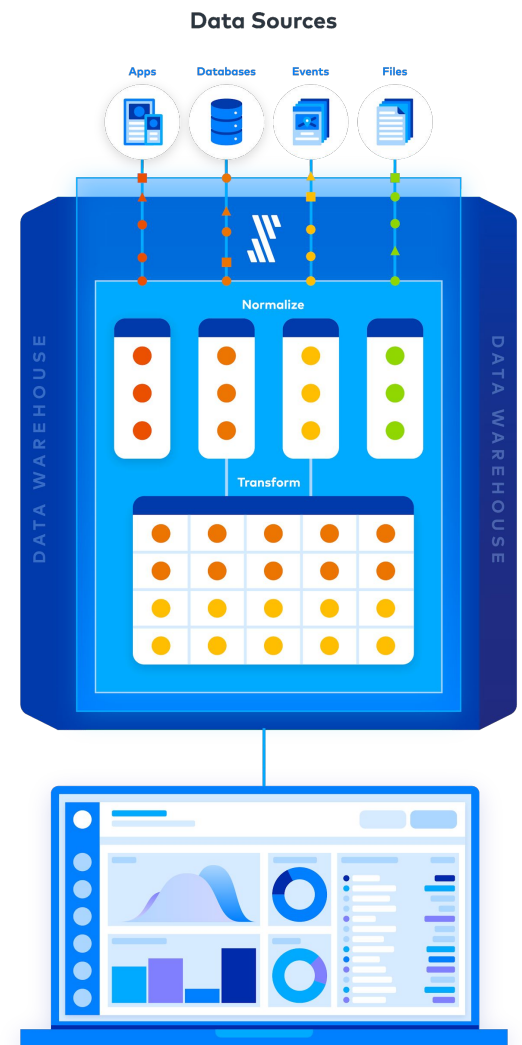


## In Your Warehouse

Deliver enormous scalability and the ability to recover from failure

### Example Transformation Use Cases:

- Data cleansing
- Incremental updates
- Key restructuring
- Data validation
- Cross-column calculations
- Splitting or merging fields



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Fivetran's new transformation tool is the embodiment of modern ELT design and offers clear advantages over traditional ETL, which isn't built to harness cloud capabilities. Since the transformation tool is integrated with the data warehouse, users can make the most of Snowflake's extremely performant and infinitely scalable cloud-built data warehouse architecture.

— Harsha Kapre, Partner Ecosystems Product Manager at Snowflake

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## Beyond EL

Transformations in the data pipeline (i.e., classic ETL workflow tools) are inherently destructive to data and lock in your business logic to the platform implementing it. Because the transformations are applied before the data enters the warehouse, this method is both extremely manual and time-intensive, making it nearly impossible to recover from misaligned assumptions or to be truly agile.

Instead, Fivetran takes an automated approach. First, take care of the "EL" in minutes with our pre-built data connectors. Then, using our

transformation tool, schedule SQL to run within your cloud warehouse environment — enabling you to fully harness modern, scalable computing.

### Say goodbye to complex workflows

With Fivetran Transformations, you avoid data loss when your business logic changes or transformations fail.

Our method is intentionally simple. By removing the complexity that comes with ETL, our ELT approach gives data teams immense agility and control over their infrastructure.

### Additional Resources:

Documentation: [fivetran.com/docs](https://fivetran.com/docs)

Analyst Recipes: [fivetran.com/blog/analyst-recipes](https://fivetran.com/blog/analyst-recipes)

Talk to a human: [fivetran.com/contact](https://fivetran.com/contact)

For companies looking for a strategic partner to help them with the transformation tool, or to build out a modern data strategy using Fivetran, partners from our global network of system integrators are ready to provide assistance, including Interworks, Das42, Redpill Analytics, Analytics Academy, Sutter Mills, Decisive Data, and more

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**The Fivetran Transformations tool makes a ton of sense. You don't need to go to a lot of effort to get your transforms to work, and users can view, add and manage transformations within the Fivetran dashboard. This transformation product continues their tradition of simplifying analytics.**

— Mike Fuller, Senior Solutions Architect at Red Pill Analytics

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