

# Looker and Fivetran Creating the Ideal Modern Data Stack



Many companies find that maintaining multiple data pipelines creates a strain on time and resources. Often, the crunch is due to engineering teams spending too much time managing organization-wide data queries. Centralizing data from multiple sources helps companies transform and operate efficiently, and making data accessible and actionable across all teams helps maintain a competitive advantage. The combination of having one data location, along with seamlessly accessing and analyzing information for fast decisions, help companies create an ideal modern data stack.

Fivetran automates data pipelines for data ingestion from 150+ source technologies. By centralizing all data sources into supported data warehouses including Google BigQuery, Snowflake, and Amazon Redshift, companies can make business-critical data accessible from one location.

Together Looker and Fivetran leverage a company's connected data warehouse with direct data queries. Better use of dashboards, data workflows and custom applications makes data accessible—and actionable—for everyone.

## Initial and Ongoing Time Savings for Data Resources

Fivetran gets companies up and running quickly with zero-maintenance data pipelines to cloud data warehouses, while Looker directly connects to the warehouse for near real-time insights.

Pipeline maintenance and new pipeline development tasks that used to be managed by the data engineering team are automated by Fivetran, and with Looker's reusable LookML modeling layer, users are able to manage their own queries. This saves time over the long haul on requests that at one time were managed by analyst teams.

## About Fivetran

Fivetran, the leader in automated data integration, delivers ready-to-use connectors that automatically adapt as schemas and APIs change, ensuring consistent, reliable access to data. Fivetran improves the accuracy of data-driven decisions by continuously synchronizing data from source applications to any destination, allowing analysts to work with the freshest possible data. To accelerate analytics, Fivetran enables in-warehouse transformations and delivers source-specific analytics templates. With more than 1,000 customers, Fivetran is headquartered in Oakland, California, with offices around the globe. For more information, visit [www.fivetran.com](http://www.fivetran.com).

## Directly Leveraging Modern Data Warehouse Investments

Fivetran automates data pipelines from 150+ source technologies so the data warehouse can do the heavy lifting on needed transformations via an extract-load-transform (ELT) architecture. Data that is not transformed in the data warehouse can be transformed at time of query within Looker, using the database's own query engine. Looker pushes analytics down to the database, so team members can view aggregate metrics and drill down to row-level detail on the most recent data.

## Becoming Data-Driven

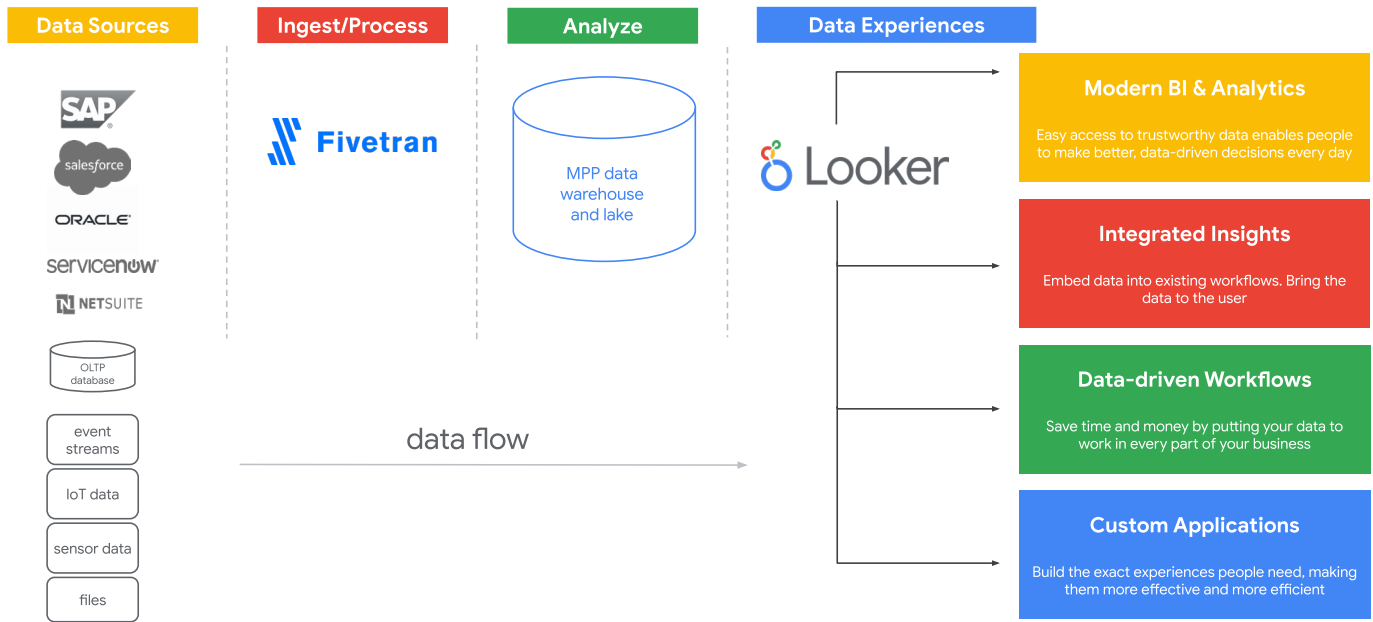
Fivetran offers reliable and accessible data pipelines by ensuring access to data that teams need in real time with standard schemas. Onboarding new data sources becomes an easy task for companies as well.

Looker offers governance and self-service by making data accessible to all users in a standardized manner. Team members become their own data analysts who can have confidence in reports they complete themselves.

## See Results Faster with Looker Blocks

Looker Blocks® are building blocks or pre-built pieces of code that companies can leverage to accelerate their analytics, allowing them to capitalize on the work others have done, and then customize to their specifications. With new data sources made accessible quickly using Fivetran, Looker Blocks make the data available to users, already modelled and ready for analysis, within minutes.

# The Looker + Fivetran modern data stack



## Create Robust Data Experiences

Fivetran simplifies data pipelines so that companies may focus on delivering powerful data experiences. Data experiences reimagine how business users interact with and leverage vital data as part of their regular work efforts. With Looker, an organization can provide a powerful single source of truth that infuses their freshest data into everyday workflows to deliver insights as meaningful experiences that tear down data silos and help teams find true power in their data.

Supplying employees and customers with direct access to timely and trusted data helps companies deliver actionable business insights at the point of decision that open up experiences tailored for every part of their business. Organizations can then create new value streams and infuse data into products and workflows that drive their business forward.