



News Release

Teradata and Fivetran Collaborate to Transform Data Pipelines for Rapid AI Insights

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New connector makes access to data simple & reliable; gives customers more choice and flexibility

Teradata (NYSE: **TDC**) today announced a new partnership with Fivetran, the global leader in data movement, to simplify data integration for customers by automating the movement of data from hundreds of sources across the enterprise into Teradata. By enabling data from disparate sources to seamlessly centralize on the Teradata VantageCloud platform, Teradata and Fivetran empower customers to leverage all their data for complex AI workloads and drive trusted AI at scale.

According to a **recent survey by Fivetran**, nearly half of enterprise AI projects – including generative and agentic AI – fail due to poor data readiness. To fully realize the potential of AI, enterprises need a solid data foundation and organizational norms that facilitate the responsible and effective use of data. This includes refined data, that can be stored centrally or distributed, coming from a variety of continuously and automatically updated data sources. It also includes robust data governance frameworks to maintain data quality and compliance as AI initiatives expand. Teradata and Fivetran’s integration is designed to create a scalable, automated, and cost-effective way to process data from hundreds of sources using Teradata’s trusted and reliable data environment, making data much easier to access. This ultimately lowers data migration effort and cost, simplifies operations, and accelerates business insights.

“With AI innovation accelerating at an unprecedented pace, transforming data pipelines through automation has become critical for businesses to stay competitive. By leveraging data automation, enterprises can streamline data integration, reduce errors, and enhance decision-making processes, enabling them to adapt swiftly to market changes and drive continuous improvement,” said Dan Spurling, SVP Product Management at Teradata. “Teradata’s



integration with Fivetran allows our joint cloud and hybrid customers to automate complex data movement at scale into our harmonized analytics and data platform, ensuring they have reliable, real-time data to power trusted AI, analytics, and strategic decision-making.”

Fivetran offers the leading fully managed, end-to-end data movement platform—syncing data from source to destination and back again to power real-time analytics, AI, and personalized customer experiences for thousands of customers worldwide. The integration between Teradata and Fivetran is designed to unlock innovation for joint-customers by accelerating insights, optimizing operations, and powering AI- and data-driven decisions through these core components:

- **Automated Data Integration:** The demand for automated data integration solutions is growing rapidly. As enterprises deal with increasing data volumes and complexity, tools like Fivetran simplify the ETL (Extract, Transform, Load) process, making it more efficient and scalable.
- **Real-Time Data Synchronization:** Businesses are increasingly seeking real-time data synchronization to ensure timely insights and decision-making. Fivetran's ability to provide real-time, efficient data synchronization from various destinations into Teradata meets this need.
- **Data Democratization:** One of the key goals of the modern data stack is to make data accessible to a wider range of users, including analysts and business users. The integration simplifies data management and allows users to focus on data analysis and insights rather than data engineering.

“Fivetran’s mission is to make access to data as simple and reliable as electricity—regardless of where it lives or where it needs to go,” said Mark Van De Wiel, Field CTO, Fivetran. “With the addition of Teradata as a destination via the **Partner-Built program**, customers can now seamlessly move data into Teradata using the same automated, fully managed pipelines they expect from Fivetran. This expands our ecosystem and gives joint customers the ability to centralize their data for AI and analytics without added engineering overhead.”

The integration with Fivetran offers data engineers the ability to effortlessly transfer data from more than 700 sources into Teradata, including:

- SaaS applications (e.g., Salesforce, HubSpot)
- Databases (e.g., MySQL, PostgreSQL, Oracle)
- ERP systems (e.g., SAP, NetSuite)
- Files (e.g., CSV, JSON)
- Event streams (e.g., Kafka)

This extensive range of connectors allows data engineers to harmonize and transform data from various origins into Teradata creating a holistic data platform. This enables analysts to access and query the data alongside all



other business application data.

Availability

Built using Fivetran's Partner SDK, the new Teradata destination connector will be available to joint cloud customers in June 2025. Developed and maintained by Teradata through Fivetran's Partner-Built program, the connector runs on Fivetran's fully managed infrastructure. This allows customers to move data into Teradata easily and securely, without having to manage pipelines or additional infrastructure.

Join Teradata on June 26, 2025, for a **live demo** showcasing Teradata's integration with Fivetran, to see how to process and deliver data in real time and transform raw data into meaningful insights.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. See how at **Teradata.com**.

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