

Battlecard

Keboola vs Fivetran

Prepared: November 2022

Positioning: Keboola vs Fivetran



Keboola is a Data Platform as a Service that goes beyond the ETL. It's at the centerpiece of data operations, and provides core data architecture that drives successful digital transformation.



Fivetran is an ELT tool primarily focused on the extraction and loading part of the ETL process. Built for analysts who want their data centralized but don't want to spend time maintaining their own pipelines or ETL systems.

Battle card one page

FIVETRAN: MEET THE POPULAR ETL TOOL

Pricing:

- **Free plan:** 14-day free trial
- **Starter:** \$275/month for 500K MARs. Up to 10 users.
- **Standard select:** \$60/month for 200K MARs. 1 user.
- **Standard:** \$413/month for 500K MARs. Unlimited users.

KEBOOLA COMPETITIVE ADVANTAGES

End-to-end ETL: Multiple tools to create and automate data operations surrounding ETL, ELT, and reverse ETL data pipelines.

Ease of use: Drag-and-drop dashboards and visual builders. Quick learning curve, supported by Keboola Academy.

Best for everyone: Designed to be used by both engineers and non-technical domain experts.

Cost-effective: Streamline and unify all in-house data operations and only pay for what you use.

FIVETRAN STRENGTHS & WEAKNESSES

- Large number of native connectors.
 - Takes care of pipeline management tasks such as routing, error recovery, incremental loading, and scheduling.
 - Offers functionality for database and SaaS data replication.
 - Visualizations for data lineage tracing throughout your data flows.
 - Scales well with large amounts of incoming data.
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- Extensive technical and cloud infrastructure knowledge required if connector is not available.
 - No native transformation ability.
 - No on-premise solution, only cloud.
 - No broader data management capabilities.

CHALLENGES AND OBJECTION HANDLING

Keboola is not easy to use

While you do need a technical know-how to get the full benefits of Keboola, you can always count on immediate support if you need help. Keboola is also launching new features to simplify data processes (ex. no-code transformations, data templates).

Keboola is best for small companies and teams

Keboola has many enterprise customers with big data teams serving thousands of people within their companies. Example: Česká spořitelna, MallGroup, Home Credit, Kindred, Firehouse.

DISCOVERY QUESTIONS TO ASK

Uncover Fivetran's lack of broader data management capabilities

Which tools are you currently using for data management?
Is data quality something that is important for you?
How important is data governance in your organization?

Uncover Fivetran's high-cost and complicated pricing model

Does the volume of your datasets change or is it consistent?
Are you constantly adding new connectors?

Uncover Fivetran's vendor lock-in possibilities

Is vendor lock-in a concern to you - whether the reason is solution misfit or in case of a pricing increase?
If the price doubles next year when the renewal contracts are introduced, will you still be able to afford a solution you choose today?

Uncover Fivetran's lack of connectors

What connectors are you currently using?
Do you sometimes have a need for custom connectors?

Questions that will sow a seed of doubt

Is vendor lock-in a concern for you?

Fivetran has a closed-source ETL service, meaning once you build dashboards on top of their tool, it will be difficult for you to switch to another vendor. Annual contracts also make it harder to separate yourself from Fivetran, and reviews claim that the price goes up when renewal contracts are introduced.

[Review](#) | [Review](#)

Are you considering consolidating the number of tools you use?

Fivetran specializes in ELT and doesn't have a wide range of data operation capabilities. You will need additional tools if you will want a data catalog, advanced orchestrations and data science tools.

How important is pricing to your evaluation?

Keboola's pricing model is much more cost-effective compared to Fivetran. The pricing is determined with the universal currency of "computational runtime minutes", so all your data operations can easily be measured and compared.

How important are data transformations for you?

Keboola has recently partnered with dbt to extend its SQL transformation capabilities. It also offers extensive pre- and post-load data transformations. Unlike Fivetran, you can write custom transformations in the programming language your engineers and scientists love best (SQL, Python, R, Julia, ...). Business users can even use *no-code transformations to clean their data without writing a single line of code.

*launch in January 2023

Where Keboola outshines Fivetran

Price

Fivetran comes at a higher price tag than other products in the ETL space. Their customers complain that they find it difficult to figure out how much their MAR will actually cost by the end of the month, because adding a new connector or of schemas/tables can affect the cost dramatically.

[Review](#) | [Review](#) | [Review](#) | [Review](#) | [Review](#) | [Review](#)

Connectors

Fivetran has 190+ connectors ready for instant use. However, if you want to add a new source that is not available, you will need to request it with Fivetran's support and wait for them to build it. Lack of available connectors and the long waiting period after you request one is a common complaint amongst their customers.

[Review](#) | [Review](#) | [Review](#) | [Review](#)

Support

While some customers praise Fivetran for its customer support, others complain about inefficiencies, delays, and the necessary reliance on support for solving common problems. Also, they rank lowest among the ETL tools available on the market in terms of user satisfaction (4.2 on G2.com).

[Review](#) | [Review](#) | [Review](#)

Fivetran strengths & weaknesses



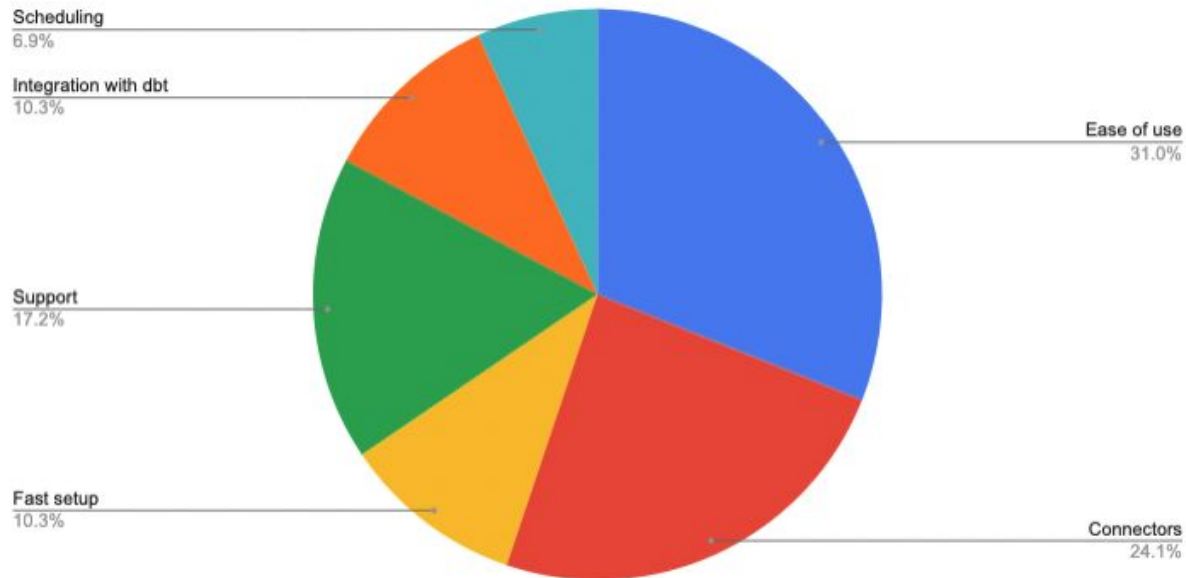
- Intuitive and easy-to-use tool.
- **Large number of native connectors.**
- Takes care of **pipeline management** tasks such as routing, error recovery, incremental loading, and scheduling.
- Offers functionality for **database and SaaS data replication.**
- **Visualizations for data lineage** tracing throughout your data flows.
- Scales well with large amounts of incoming data.
- Over **50 prebuilt data models** for supporting common analytical scenarios like finance and digital marketing needs.



- If a connector is not covered by Fivetran out-of-the-box, **coding your own connector will require extensive technical and cloud infrastructure knowledge.**
- **No native transformation ability.** Fivetran relies on dbt Core for transformation, and you'll have to integrate dbt into your data architecture to transform data.
- No on-premise solution, only cloud.
- **No broader data management capabilities** such as auto discovery of data semantics, data governance, and data quality.
- Advanced security options available only for Enterprise plans.

What users love about Fivetran (50 most-recent G2 reviews)

G2 Reviews	Strenghts					
	Ease of use	Connectors	Fast setup	Support	Integration with dbt	Scheduling
>50	14	8	6	7		1
51-1.000	9	7	3	5	3	2
1.000+	1	1	1			
TOTAL:	24	16	10	12	3	3



Product overview

Fivetran is an ETL platform specializing in the Extract and Load parts of the data pipeline. It delivers ready-to-use connectors that automatically adapt as schemas and APIs change, ensuring consistent, reliable access to data, with zero-maintenance and a quick setup.

Positioning:

- Fivetran is the leader in automated data integration, delivering ready-to-use connectors that adapt to change and making data centralization effortless in order to accelerate data analytics.
- Promotes the modern data stack approach to data integration.
- Is part of the global data community: Organizes events, webinars, meetups and provides multiple resources like articles, ebooks, and weekly demos. Their experts are regular speakers/attendees at data-related summits.
- Recently, they have also emphasized employer branding, launching a series of videos promoting their company culture.

Latest news:

- [Introducing Fivetran Community](#)
- [Fivetran is now a dbt Metrics Ready Partner](#)
- [Fivetran partners with Microsoft for the Intelligent Data Platform Partner Ecosystem](#)
- [Fivetran Metadata API](#)

Pricing

[The Fivetran pricing model](#) is volume-based and you pay for “Monthly Active Rows” (MAR). The rows are counted multiple times: **once they extract data, when it is used in transformations, and when it is written into a data source.** Fivetran also offers progressive discounts for higher data volumes, and doesn’t charge for the initial load.

Free version: 14-day free trial

Starter:

- Up to 10 users, analytic-ready schemas, prebuilt data models, 24/7 global customer support.
- \$275/month for 500K MARs | \$500/month for 1M MARs | \$793/month for 2M MARs

Standard select:

- 1 user, everything from starter + fully-managed database connectors, SSH tunnels for encryption, Reverse SSH channels, SLA for system uptime, access to Fivetran’s Rest API.
- \$60/month for 200K MARs | \$150/month for 500K MARs (cap)

Standard:

- Unlimited users and usage, everything from Standard select.
- \$413/month for 500K MARs | \$750/month for 1M MARs | \$750/month for 1M MARs | \$1,190/month for 2M MARs

Resources

Keboola's resources:

- [Keboola vs Fivetran](#)
- [Fivetran vs Stitch vs Keboola](#)
- [Fivetran alternatives](#)
- [8 ways you can reduce the costs of your data operations](#)
- [7 reasons why we integrated dbt into Keboola](#)

Case studies:

- [Rohlik](#): The four use cases described are **logistics and supply chain optimization, marketing and personalization, dynamic pricing** and **daily reporting**.
- [Harri](#): From idea to shippable product in 3 months, using 3 ingredients – Keboola, Snowflake & ThoughtSpot. **Keboola as part of the data engineering team**, and how it **accelerates product development**.
- [*Planetly](#): Keboola as the **centerpiece of their data architecture** for all the data pipelines and flows.

G2.com:

- [Fivetran vs Keboola](#)

*now part of OneTrust ESG