

A unified data solution for **DNBs**

Rivery and AWS empower Startups and Digitally-Native Businesses to rapidly use their data to drive business value by making complex data integration simple.

2023 Forbes “Cloud 100” Rivery Customers:



The Common Data Challenges at Startups & DNBs are also our challenges

Being born in the cloud themselves, DNB's always buy (vs build) other cloud solutions for every department in the business. We know this because **WE ARE ONE!** For example:

Here at Rivery, our dev teams use JIRA, our product usage data is stored in MongoDB, our sales team uses Salesforce and Outreach, our marketing team uses Hubspot and advertises on 7 platforms (LinkedIn, Google, etc), our product team uses Amplify, our finance team uses Netsuite, and our HR team uses Bob and Greenhouse. We had **14 disparate systems** in just our third year of life!

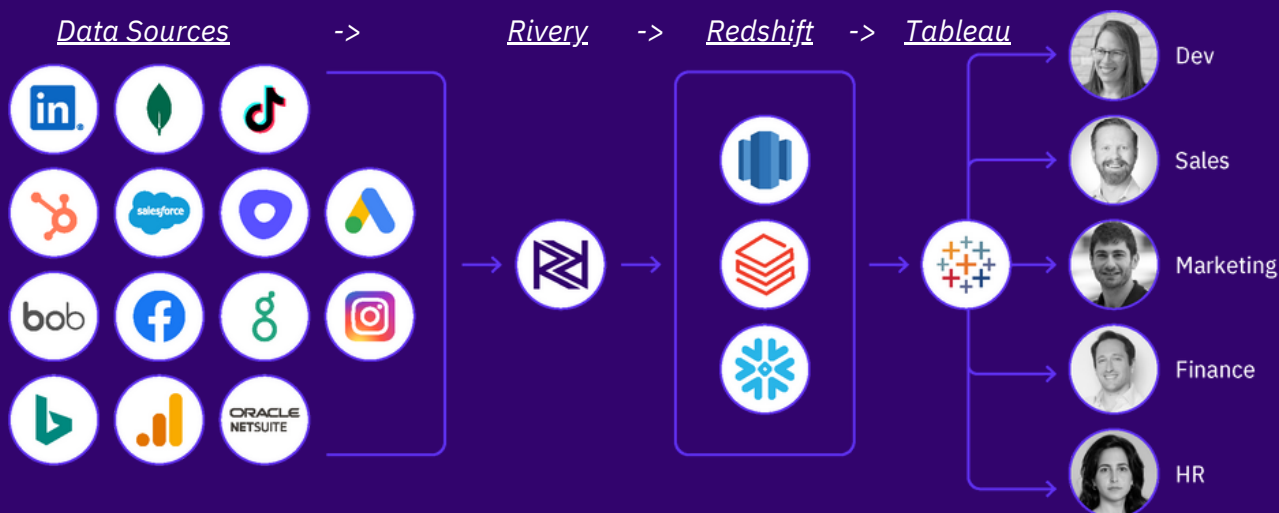
Our business teams couldn't perform crucial business analyses like Client Lifetime Value (CLV), Customer Acquisition Cost (CAC), or like finding the true ROI of product updates and marketing campaigns without a sea of manual downloads, Excel sheets, and one-off analyses. We were doing **20 hours of manual effort every week** on cross-departmental data integration in Excel and still missing on our analytical goals.

There's a better way!

Rivery provides a single solution - built on AWS - to *connect to 200+ data sources* that DNB's use, *cleanse and curate* that data in a cloud data warehouse (like Redshift, Snowflake, or Databricks), and *activate it* via Reverse ETL or by serving it to BI tools and data analysts.

Now our CAC, CLV, and ROI analyses are done automatically every day. Our dept leaders are thrilled.

Rivery at Rivery: A simplified visual to show how we use it internally (our other DNB customers are similar!)



Get started through AWS Marketplace

Rivery is on [AWS Marketplace](#), making it easy for AWS customers to get started. Most existing AWS customers also get some **AWS Credits back** following the purchase of Rivery via Marketplace!

Then scale with ease

Rivery's SaaS platform is easy to maintain and scales to more advanced use cases like multi-environment deployments, native CI/CD, version control, git integration, alerting, variable-driven development, headless API-based pipeline creation and orchestration, and more.



Rivery's tight integration with AWS enabled us to seamlessly run all of our marketing data integrations using our AWS native settings, starting with the seamless transaction through AWS Marketplace.



Roi Assa. BI & Data Director



A few of Rivery's native connectors most used by Startups & DNBs:

Data systems: Redshift, Athena, RDS/Postgres, Databricks, Snowflake, MySQL

eCommerce: Shopify, ShipHero, AfterShip, Alpaca, AWS Billing, Magento, Kanana, Stripe, PayPal, eBay, FedEx, AppStore Connect

Operations: AirTable, Impact Radius, Monday.com, Docebo, Asana, ClickUp, Anaplan, Calendly, DocuSign, Notion, OpenAI

CRM & Support: Salesforce, Zendesk, Intercom, ServiceNow, Genesys, FreshService, Sprinklr, Brevo, Chatbot, Chatwoot, Gorgias

Marketing: Twitter, Snapchat, Display & Video 360, Trade Desk, Taboola, DoubleClick, Marketo, Outbrain, Klaviyo, Yotpo, MediaMath

Storage & Files: G-Sheets, Gmail, SFTP, S3, Sharepoint, Github, Gitlab, Box, Cloudflare R2

[See the full list](#)

Top DNB Data Challenges

Keep up with changing needs

- With growth spanning across multiple functions, not having end-to-end data processes results in silos and poor use of data
- In the long run, restricted access to data-driven insights drains resources and slows down time to market

Avoiding data silos everywhere

- Agile dev teams need to implement new tech but without governance tools in place, the organization operates in silos
- Poor data quality leads to operational inefficiencies, stunting growth

Ingesting third-party SaaS apps data

- Agile dev teams need to implement new tech
Countless apps used in multiple systems
- Data proliferation and random data dumps lead to IT complexities and fragmented data management
- Constant API maintenance

Delivering personalized experiences

- Leveraging customer data for personalization and deeper understanding of individual preferences
- Data consumption can be reactive or selective, limiting the ability to deliver ROI on DNB data projects

How we solve them

Build fast with fewer engineers

- Cut hours of dev maintenance and build reliable solutions faster with native connectors, pre-packaged solutions, and the necessary tools to easily deploy to production
- Remove dependency on external tool licenses for end-to-end data processes (i.e. Orchestration Tool or Reverse ETL)

Integrate DataOps and governance

- Govern with RBAC, SSO and tight integration with Unity Catalog
- Action proactively and manage deployments across multiple environments with built-in version control and CI/CD



Use 200+ native connectors & countless options to build your own

- Integrate with any source in a few clicks
- Fully managed data replication
- Easily bring in all your data and work from one place

Put data to operational use with Reverse ETL

- Prep data in Databricks and push enriched insights back into any app your organization relies on - in a single workflow
- Gain 360° visibility into your entire customer journey and instant insights for strategic decision-making



scott@rivery.io



rudi@rivery.io



salome@rivery.io



neta.kal@rivery.io | shimrit@rivery.io

AWS PDM: garamiti@amazon.com