dbt Labs

Improve data velocity and trust with dbt Cloud

The analytics workflow problem

When data teams work in silos, data quality suffers. dbt provides a common space for analysts, data engineers, and data scientists to collaborate on transformation workflows using their shared knowledge of SQL.

By applying proven software development best practices like modularity, portability, version control, testing, and documentation, dbt's analytics engineering workflow helps data teams build trusted data, faster.

> The new workflow with dbt and Snowflake isn't a small improvement. It's a complete redesign of our entire approach to data that will establish a new strategic foundation for analysts at JetBlue to build on."

Ben Singleton
Director of Data Science & Analytics

jetBlue

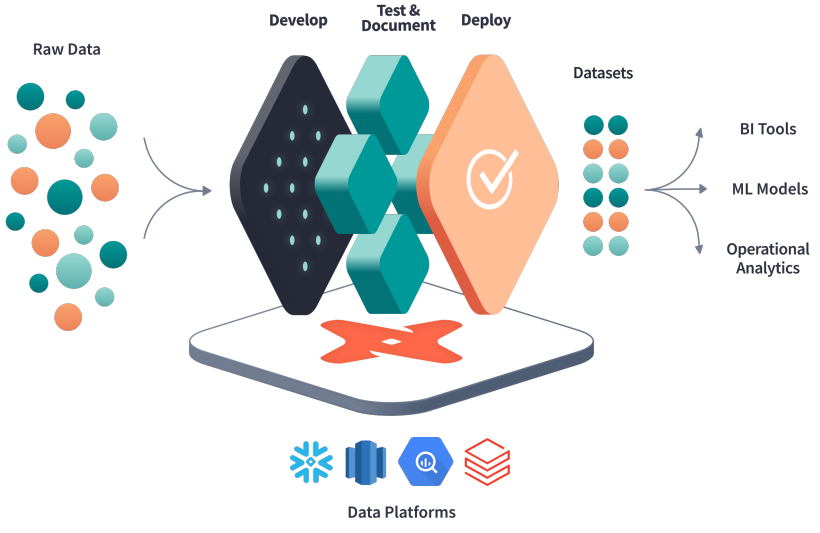
The dbt Cloud platform

dbt is an open core solution that lets data teams transform data directly within the cloud data storage layer. dbt Cloud offers a centralized development experience for anyone who writes development code to also safely deploy, monitor, and investigate that code – all in one web-based UI.

dbt Cloud also provides a layer of abstraction and automation that eliminates all of the setup and maintenance work required to manage data transformations at scale. Now anyone on the data team who knows SQL can own (or have more direct insight into) end-to-end transformation workflows, without filing a ticket.

dbt Cloud features

- **IDE that enforces git best practices**
- **Automated testing & documentation**
- **In-app scheduling and alerting**
- **Automated branch protection policies**
- **SOC II compliant, plus RBAC and SSO**



How dbt Cloud works

1

Modular SQL–driven development

dbt Cloud provides a web-based experience where anyone on the data team can write, test, deploy, and monitor transformations without writing boilerplate DDL and DML. The dbt development framework relies instead on simple SQL SELECT statements to infer dependency graphs, run transformation models in order, and automatically drop or create views.

2

Automatic testing and documentation

Pre-configured and custom tests help users create a "paper trail" of transformation logic across every stage of development from source data verification through transformation and deployment. Self-updating dependency graphs and auto-generated documentation reduce manual overhead while promoting transparency for data collaborators and consumers alike.

3

Deployment and governance

Built-in CI/CD workflows that include job scheduling, git-enabled version control, live alerting, and Slim CI gives analysts the confidence to make incremental changes without fear of slowing or disrupting downstream dependencies. As an additional layer of protection, dev, staging, and production environments are each automatically generated on every CI run.

Benefits of dbt Cloud

Unite your team

SQL–driven development means analysts and engineers can both collaborate on data transformation, eliminating bottlenecks and silos.

Develop faster

Macros and packages enable complex queries to be repeated on-demand; Slim CI reduces wasteful runs by focusing only on changes.

Reduce downtime

Data quality alerting ensures models meet expectations. Self-service logs let analysts resolve issues without filing a ticket.

Ensure consistency

SQL suggestions and built-in version control help everyone develop with the same speed and care – on or off the command line.

Share definitions

Auto-updating documentation provides visibility into lineage, freshness, and linked dependencies for data producers and consumers.

Provide context

A centralized development experience lets anyone who writes dbt code also deploy, monitor, and investigate that code in one place.

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