

Artefact and dbt Labs partner to accelerate data and AI transformation and improve data governance for their customers.

Paris, France, September 26, 2025 – Artefact and dbt Labs partner to help clients unlock more value from their data by building trusted, governed, and scalable data pipelines. The partnership also supports the development of Artefact's expertise in the Modern Data Stack (MDS), leveraging industry-standard tools and best practices.

The dbt Labs technology powering modern analytics engineering

dbt Labs is the creator of dbt, the standard for AI-ready structured data.. dbt brings software engineering best practices like version control, testing, and documentation to the analytics workflow, creating a single source of truth for business-critical data. The dbt platform provides a centralized development experience and empowers any data professional to securely build, test, and deploy trusted data products and to scale analytics in the age of AI.

How Artefact turns data from the dbt Labs' platform into a competitive advantage

To leverage data as a competitive advantage, organizations require a foundation of trust. As a dbt Labs partner, Artefact addresses this core need by merging strategic data consulting with the technical expertise to build a reliable single source of truth using dbt. We guide clients through the entire data lifecycle, from initial data architecture planning to the final activation of trusted data for analytics and AI. Clients achieve greater confidence in their reporting, reduce time spent validating numbers, and empower their teams to make faster, data- and AI-backed decisions that drive growth.

Artefact's data & AI end-to-end consultancy services leverages dbt to create value throughout the entire value chain of enterprises

Artefact and dbt Labs are pleased to announce a new collaboration focused on helping businesses get more value from their data. The work combines dbt's industry-standard data transformation framework with Artefact's real-world experience in building effective data solutions.

Artefact's teams have been using dbt for years to help clients build effective and reliable data solutions. This hands-on experience includes leading a wide range of data projects. For example, Artefact has led the modernization of a leading pharmaceutical company's legacy data platform by migrating it from Oracle to Google BigQuery and dbt, built



automated pipelines for a global leader in consumer electronics to deliver marketing MMM (Media Mix Modeling) insights, and implemented advanced data governance and data mesh principles for a major luxury group. These projects showcase Artefact's deep expertise in using dbt to build the trusted data platforms that modern businesses require.

About dbt Labs

Since 2016, dbt Labs has been on a mission to help data practitioners create and disseminate organizational knowledge. dbt is the standard for AI-ready structured data. Powered by the dbt Fusion engine, it unlocks the performance, context, and trust that organizations need to scale analytics in the era of AI. Globally, more than 80,000 data teams use dbt, including those at Siemens, Roche, and Condé Nast.

Learn more at getdbt.com, and follow dbt Labs on [LinkedIn](#), [X](#), [Instagram](#), and [YouTube](#).

About Artefact

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1700 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 20 offices, we work with leading international brands worldwide.

For more information, please visit: [Artefact](https://artefact.com).

PRESS CONTACT

Sophie Huss

Chief Marketing Officer

sophie.huss@artefact.com

+33 (0)6 13 34 58 89

Etienne Thiebaut

Senior Data Analyst

etienne.thiebaut@artefact.com

