



Transformational analytics:

How to empower better decisions,
faster, with modern BI

INTRODUCTION

Your data is an opportunity to transform

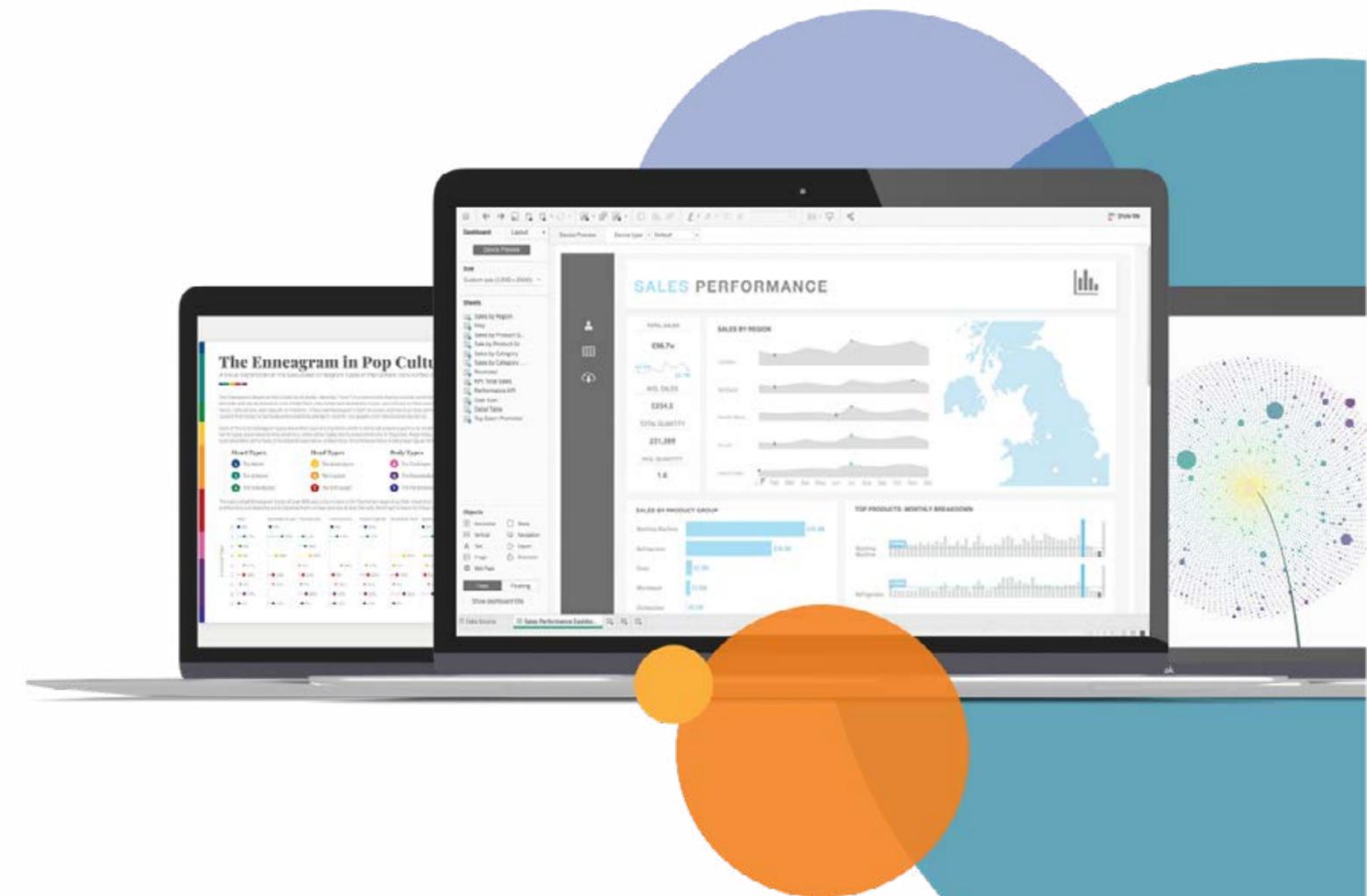
Evolving markets and customer expectations have accelerated the need for companies to transform digitally. The answers to how to navigate this changing landscape reside in data. But in our all-digital, multi-channel world, data is more prolific, diversified, and disconnected than ever before. Which means that unlocking valuable insights requires a strategic approach to analytics investments.

Many organizations are modernizing and increasing their analytics investments to innovate and adapt during this period of immense change. However, few organizations successfully implement an enterprise-wide analytics program that maximizes the value of their data and their people.

92%

92% of organizations are failing to scale analytics.

— McKinsey & Company



IT—you empower the organization

Today, IT teams are increasingly expected to contribute to digital business initiatives, including using data to identify cost savings, boost customer experiences, and even find new revenue streams. IT plays an essential role in connecting people to the data they need to make better, faster decisions, positioning IT as a leader and trusted partner to the business.

The key is to empower all users to answer their business questions through a trusted, self-service analytics environment. In leading organizations, IT enables governed data access, provides powerful, yet user-friendly analytics, and helps foster an organization-wide culture that prioritizes data-driven decision-making.

13^x

Data-driven companies are 13X more likely to spend IT budget on analytics.

— McKinsey & Company



What's inside

Explore challenges IT leaders like you can face when scaling secure and accessible analytics:

- Managing governance that enables self-service and responsible data use
- Supporting fast, trusted data analysis with modern, AI-powered analytics
- Empowering the entire organization with a scalable analytics program

Plus, learn how the analytics platform you use can make all the difference in your organization's journey to being more data-driven.



Manage data governance without compromise

The people closest to your business data should be able to ask and answer their own questions, but responsibly—you want self-service without chaos or compromise. Self-service analytics does not mean your employees have unfettered access to any and all data and analytic content. It means they have the freedom to explore pertinent business data that is trusted, secure, and governed.

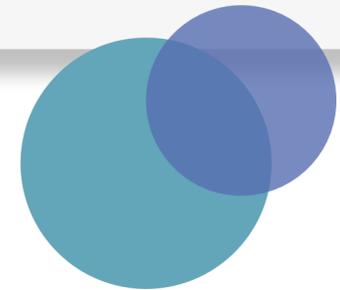
Challenges with data governance:

- Disconnected data silos and no data governance framework
- Data management processes aren't integrated into workflows
- Evolving compliance regulations and policy requirements



Focusing on command and control cultures, bureaucracy, complexity, and technology has hobbled data governance success.”

– Forrester: Break Through Data Governance Fatigue



Build trust with integrated data management

To deliver true self-service at scale, organizations must ensure the responsible use of data. Today, as more business users access data and adopt analytics, it's important to have a modern data management solution that helps users find relevant data and understand its quality and freshness. This can be done by surfacing metadata and integrating management processes into the modern analytics platform where people are already spending their time—which also extends the power of your existing data management investments.



Tableau Data Management includes:

- Integrated capabilities from data prep to cataloging, data discovery, and governance
- Scheduled and automated data prep flows with monitoring and alerting
- Greater visibility into metadata, run history, lineage, impact analysis, and more

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20 disparate data sources

36 tracking applications

Lake County Health empowers governed, enterprise self-service

With integrated Tableau Data Management, Lake County Health automated report creation across 20 disparate data sources and 36 tracking applications.

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Run large deployments with efficient server management

As organizations become more data-driven, data and analytics technologies are mission-critical to the business. This means IT must ensure high availability and disaster recovery, support operational efficiency, optimize and automate workloads, and monitor usage to anticipate infrastructure needs as your analytics program scales. With a highly configurable, manageable, and customizable platform to support your analytical processes, you can more efficiently foster and support a data-driven organization.



Tableau Server Management includes:

- Advanced platform capabilities for security, scalability, and manageability, including workload management and optimization through node roles
- Enhanced agent-based monitoring and simplified content migration
- Externally hosted metadata repository and centralized key management in the cloud

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JPMorgan Chase scales analytics to 30,000 users in highly regulated industry



I would rather create a platform that allows the business to solve their own problems, because we (IT) will never know them all,” said Steven Hittle, VP and BI Innovation Leader.

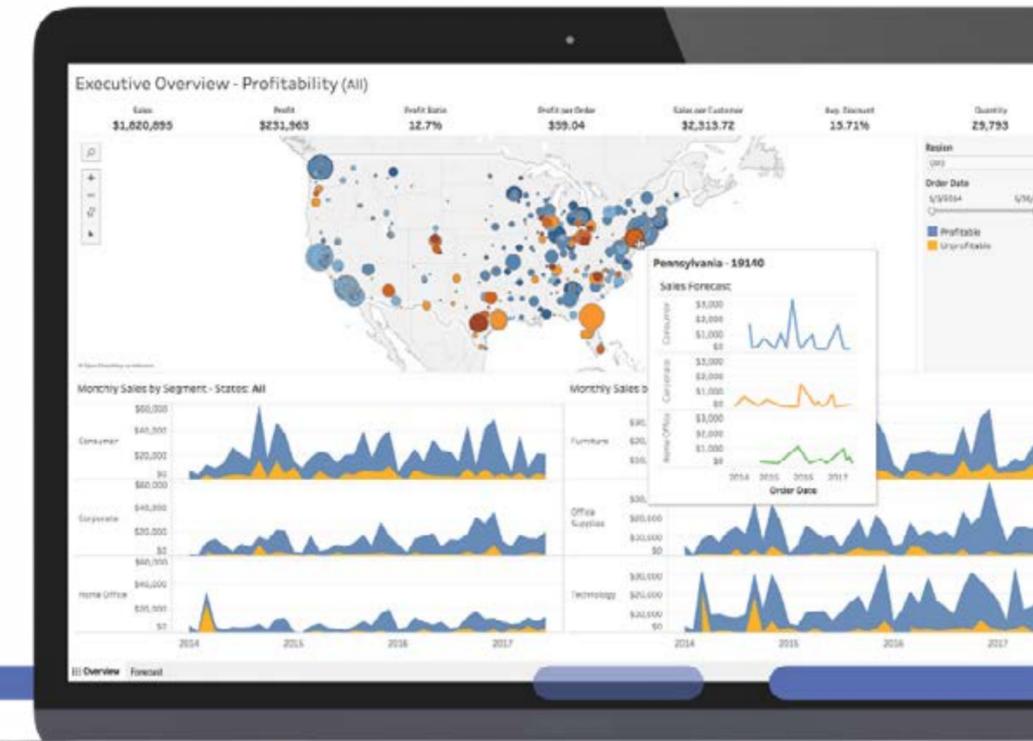
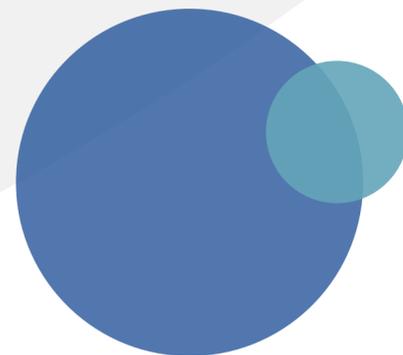
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Help everyone get actionable insights, faster

Making real-time decisions with trusted data requires powerful, yet intuitive analytics that enable people of all skill levels to get insights from data. Traditional reporting and distribution tools often require technical expertise to ask sophisticated questions or iterate during analysis. Today, interactive, visual interfaces with built-in AI can help users of all skill levels confidently explore data right in their workflows, offering transformative speed to insight and self-reliance.

Challenges with analyzing business data:

- IT is often a gatekeeper and bottleneck
- High barriers to entry and reliance on coding skills
- AI and machine learning solutions aren't accessible to all



The rise of augmented analytics, combined with cloud and other accelerants, fueled the clustering of new data and analytics capabilities that, in effect, adapt to the skills, needs and problems of different classes of business users. This rise has resulted in extending the reach of data and analytics.”

– Gartner, *Data and Analytics Worlds Collide: A Gartner Trend Insight Report, 2021*

Lower the barrier to analysis with AI

Giving more people the ability to analyze data and make decisions faster means leveraging an analytics solution with broad and deep capabilities for a wide spectrum of users and use cases. AI, machine learning, and natural language capabilities can be highly technical, but they can also be made approachable. Intuitive, visual analytics combined with transparent AI capabilities can augment analysis for users without technical expertise. This helps everyone more confidently perform analysis, while leaving the decision-making to people with the appropriate business context.



Tableau AI analytics includes:

Augmented analytics – Confidently get answers and uncover insights faster with approachable machine learning, statistical analysis, natural language, and smart data prep.

Tableau Business Science – Leverage AI-powered predictions, what-if scenario planning, and guided machine learning model building—all with clicks, not code.

Data science integrations – Make your statistical models more accessible directly in Tableau, with R, Python, MATLAB, and more.

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Hankook Tire reduces reporting time by 75% with agile analytics



Data analysis using Tableau makes it possible to gain top-tier competitiveness in the digital age,” said Lee Gwang-won, G.IT Planning Team, Digital Strategy Department.

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Take action faster with data in context

Empowering users with data right in their workflows—like their CRM, or embedded in company portals where people are already spending their time—will help them adopt and engage with your analytics solution. This also helps shorten the time between finding insight and taking action, helping people make decisions when the data is most relevant to the situation at hand.



Tableau CRM includes:

- Actionable insights and recommendations in the context of Salesforce business processes
- Customizable, no-code machine learning and statistical analytics models
- Tight data integration, saving IT time and resources

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Avaya embeds intelligent insights into CRM workflows

Account teams and executives used AI-powered forecasting directly in their Salesforce workflows to hit or exceed sales quotas, growing Tableau CRM usage 500% in the first year and doubling it the following year.

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Empower the enterprise with scalable analytics

Modern BI has opened new doors for people to ask and answer their own business questions by exploring their data. Organizations driving enterprise-wide adoption of data and analytics are seeing business benefits like greater profits, growth, and customer retention. But to put data at the center of every conversation, these companies need more than the right analytics platform to be successful. People throughout the organization must embrace a data-centric mindset, increase their data skills, and foster community—in short, they need a Data Culture.

Challenges with scaling self-service analytics:

- Lack of shared data strategy, aligned metrics, and data skills
- Resistance to change, new technologies, and processes
- Frameworks for scale often focus on technology, not people



Strong data culture and people are vital components for success in the digital economy. Data strategy and technology are not enough to make an organization truly data-driven.”

– IDC, *Why You Should Care About Data Culture, 2020*

Get started with a proven Blueprint for being data-driven

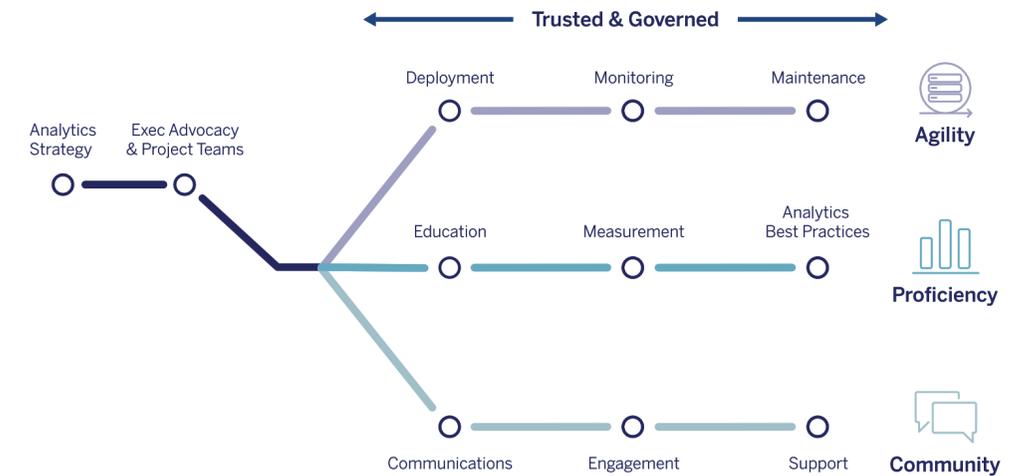
Without an effective data strategy, many organizations are held back from unlocking the creative potential and enhancing the decision-making of their employees. In addition to tools and processes, leaders need to ensure their efforts focus on people—from getting the right representation in critical roles, to training, change management, and community support.



Tableau Blueprint provides:

- A holistic approach based on real-world expertise and analytics best practices
- A framework to align success metrics to valuable business outcomes
- Step-by-step guidance on data strategy, agile deployment, increasing proficiency, and more

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Red Hat doubles analytics adoption to 4,500 staff in less than a year



Blueprint demonstrated to us how Tableau approaches governance to enable speed, and that isn't something we saw before," explained Wes Gelpi, Senior Manager of Business Intelligence & Analytics.

[READ THE FULL STORY](#)



Lean on the world's most supportive data community

Expanding support for your internal users with a diverse, global data community can help accelerate your teams' skills, find creative solutions to shared problems across industries or use cases, and ensure lasting analytics engagement. From analysts to academics and developers to data leaders, passionate data users support one another to achieve personal and professional data goals, helping each other realize the value of analytics they've personally experienced.



The Tableau Community includes:

- 500+ Tableau user groups worldwide and online
- Active community forums with nearly 200,000 questions asked
- 13,000 new visualizations each week on Tableau Public, the world's largest and most inspiring data viz repository

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JLL drives data literacy to fuel company-wide innovation

In addition to teaching technical skills, challenging how people think about data at Jones Lang LaSalle (JLL) has inspired the company to streamline compliance costs, reduce overheads, and generate additional revenue through new initiatives.

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Transforming into a data-driven organization

Today's leading, data-driven organizations are not only more resilient to change, but also more deeply understand their customers. But becoming data-driven requires both great technology and a Data Culture that changes mindsets, attitudes and habits.

The real aspiration is to get every person in your organization to see the value in your data, to nurture confidence in using data to answer questions, and inspire others to do the same. Success at scale relies on a systematic, agile approach to identify key sources of data, how data is selected, managed, distributed, consumed, and secured, and how users are educated and engaged.



Why choose Tableau?

Tableau is here to help—with our industry-leading software, proven Blueprint methodology, and unrivaled global community.

Platform with flexibility and choice – You can get more value from your existing and future technology investments because Tableau offers unparalleled choice and flexibility. Deploy Tableau anywhere—Linux or Windows, on-premises,

in a public cloud or fully hosted SaaS, even embedded in web portals and applications—and connect to any data, wherever it resides.

Greater value, greater adoption – People love using Tableau, so customers who deploy Tableau see wide adoption quickly and great ROI. Our licensing model helps all users get the right capabilities at the right price. And we partner with customers to build a Data Culture that boosts trust and confidence in analytics.

The full power of Salesforce – Tableau is part of the Salesforce Customer 360, a key enabler for digital transformation with data at its core. Together with MuleSoft and Salesforce, we provide the world's leading data solutions to help you unlock, analyze, and act on your data.

[LEARN MORE ABOUT TRANSFORMING YOUR DATA STRATEGY IN THIS PLAYBOOK](#)

Dubai Airports finds new revenue streams and maintains “clockwork operations”

From Finance to Capacity Planning, 13 departments use Tableau at Dubai Airports to identify new flight routes and airline partnerships, while closely monitoring the market's recovery to inform decisions about facilities reopening and passenger confidence.

[READ THE FULL STORY](#)

About Tableau

Tableau is a complete, integrated, and enterprise-ready visual analytics platform that helps people and organizations become more data-driven. Whether on-premises or in the cloud, on Windows or Linux, Tableau leverages your existing technology investments and scales with you as your data environment shifts and grows. Unleash the power of your most valuable assets: your data and your people.

Additional resources

[Tableau for Executives](#)

[Tableau for IT](#)

[Tableau Blueprint](#)

[Data Culture Playbook](#)