



# Customer Success Stories in Asia-Pacific & Japan

Brought to you by Tableau and our Partners

Edition 1



# At Tableau, we are constantly inspired and amazed by our customers, the data-driven innovators of businesses who are constantly building value for their organizations, and our partners who are walking lockstep with them to ensure success.

Tableau helps people see and understand data. We know that when people use Tableau, their organizations see greater success. Our approach of building a data-driven organization, traversing a strong data culture - where everyone in an organization can work with the data they need – are where we see our customers derive greatest success.

In this eBook, you'll find 16 stories from across Asia Pacific and Japan (APJ) that showcase the best examples of partnership between our customers and Tableau partners that have taken the Tableau approach for success. These testimonials cut across industries and showcase the successes of some of the most resilient organizations throughout 2020's challenging global landscape. We hope these stories will inspire you to continue building success together with Tableau.



JY Pook  
**SVP and GM**  
**Tableau, Asia Pacific & Japan**



Ajay Advani  
**Vice President, APJ Partners**  
**Tableau, Asia Pacific & Japan**

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## AUSTRALIA & NEW ZEALAND

CUSTOMER	PARTNER
RocketBoots	DataSpark Analytics Pty Ltd
Transurban Limited	InterWorks Aus Pty Ltd

## INDIA

CUSTOMER	PARTNER
Bajaj Housing Finance Limited	Goldstone Technologies Limited
DTDC Express Limited	Team Computers Private Limited
Emami Limited	CRG Solutions Private Limited
Play Games 24x7 Private Limited	Goldstone Technologies Limited

## GREATER CHINA

CUSTOMER	PARTNER
COFCO Coca-Cola Supply Chain (Tianjin) Co., Ltd.	Bizinsight (Beijing) Information Technology Co., Ltd
Haichang Ocean Park Holdings Co., Ltd	Shanghai TBI Technology Co., Ltd
Shenzhen East Asia Qianhai Securities Company	Data Knowledge Management (China) Limited
EC Healthcare Group	Kepro Solutions Limited

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# Search by region

## JAPAN

CUSTOMER	PARTNER
Konica Minolta	NTT DATA Corporation

## SOUTH EAST ASIA

CUSTOMER	PARTNER
Department of Disease Control, Ministry of Public Health, Thailand	Business Applications Company Limited
Mitsui Leasing Capital Indonesia	Visidata Anugerah Mitra, PT
Navig8 Asia Pte Ltd	Oak Consulting Pte Ltd
Telkomsel	Cybertrend Intrabuana PT

## KOREA

CUSTOMER	PARTNER
KB Kookmin Bank	PLANIT Partners

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## BANKING & FINANCE

CUSTOMER	PARTNER
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Mitsui Leasing Capital Indonesia	Visidata Anugerah Mitra, PT
Shenzhen East Asia Qianhai Securities Company	Data Knowledge Management (China) Limited

## BUSINESS SERVICES

CUSTOMER	PARTNER
Haichang Ocean Park Holdings Co., Ltd	Shanghai TBI Technology Co., Ltd

## CONSUMER GOODS & SERVICES

CUSTOMER	PARTNER
Emami Limited	CRG Solutions Private Limited

## ELECTRONICS

CUSTOMER	PARTNER
Konica Minolta	NTT DATA Corporation

## GOVERNMENT

CUSTOMER	PARTNER
Department of Disease Control, Ministry of Public Health, Thailand	Business Applications Company Limited

## HEALTHCARE

CUSTOMER	PARTNER
EC Healthcare Group	Kepro Solutions Limited

## INSURANCE

CUSTOMER	PARTNER
Bajaj Housing Finance Limited	Goldstone Technologies Limited

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## LOGISTICS

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DTDC Express Limited	Team Computers Private Limited

## RETAIL

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COFCO Coca-Cola Supply Chain (Tianjin) Co., Ltd.	Bizinsight (Beijing) Information Technology Co., Ltd

## TECHNOLOGY

CUSTOMER	PARTNER
RocketBoots	DataSpark Analytics Pty Ltd

## TELECOMMUNICATIONS

CUSTOMER	PARTNER
Play Games 24x7 Private Limited	Goldstone Technologies Limited
Telkomsel	Cybertrend Intrabuana PT

## TRANSPORTATION

CUSTOMER	PARTNER
Navig8 Asia Pte Ltd	Oak Consulting Pte Ltd
Transurban Limited	InterWorks Aus Pty Ltd

# Tableau Provides a Data-Based Solution to Manage Social Distancing for RocketBoots

**Based in Australia, RocketBoots helps its customers use real-world data to understand and manage their physical environments using the power of software.**

RocketBoots sought to extend an existing solution for customers to manage social distancing using visual data.

## Business needs:

COVID-19 has created deep challenges for organizations such as schools, banks and retailers that provide physical spaces. An added complexity is the need for businesses to comply with government-mandated social distancing requirements. RocketBoots wanted to extend their solution quickly and visually to help client organizations manage social distancing – with a sense of how people flow and interact across spaces.

## Solution:

RocketBoots engaged DataSpark, a Tableau partner that helps businesses to unlock the power of their data and become more agile and profitable. Three new visualizations were created using RocketBoots' existing Beehive product.

- Shows organizations their social distancing compliance score across all sites and zones.
- Helps businesses identify what times their sites are at the most risk.
- Allows customers to re-baseline property needs based on use, e.g. should data show an area is underutilized, this could provide an option to reduce footprint and costs.

## Benefits:

Working with Tableau and DataSpark, RocketBoots was able to extend an existing solution in just a few weeks and help businesses create safer spaces.

- Developed a new and timely visual data product to offer to customers concerned about COVID-19 requirements.
- Customers can quickly identify areas of risk for COVID-19 social distancing, monitor compliance and review footprint.
- RocketBoots has enjoyed a very positive response, testing with major banks, universities and workplace operators.

Customer



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Contact Tableau

# Transurban Optimizes Tableau for Organization-wide Excellence

**Transurban, based in Melbourne, is the world's largest toll road operator, with an average of over 2 million daily trips on their roads.**

They are also involved in the research and development of innovative transport technology for safer, easier and more environmentally sound road travel. Essentially, the business generates a huge amount of data.

## Business needs:

Transurban has been leveraging Tableau to derive insights into the voluminous data. As the organization became more data-literate, more people adopted Tableau to glean insights into the data. Educating and supporting these users became overwhelming for its Data, AI and ML teams. In addition, with the amount of data that needed to be published to Tableau Server and the increased number of users, ensuring stability and currency became an issue.

## Solution:

InterWorks is a global technology consultancy with offices in APAC, US and Europe. They helped Transurban upskill users with Tableau, implement best practices and provide key guidance.

- Identified trends and skill gaps among users; reporting back to the InterWorks Center of Excellence Group, providing support with customized workshops, and promoting data literacy.
- InterWorks Assist applied to give users direct on-demand support for Tableau Desktop while freeing up in-house IT teams.
- InterWorks Curator applied to integrate directly with Tableau Server, bringing all analytics into one place and customized for Transurban's needs.

## Benefits:

Transurban's user experience with Tableau has been given a major upgrade. Users can gain even more insights to help deliver optimized travel on their company's roads.

- More accessible and cohesive dashboard-consumption experience achieved.
- Personalization options are now available to users in different areas throughout the business.
- Flourishing Tableau Community of Practice now supports analysts going forward and provides a framework to further develop data governing practices to improve the solution continuously

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# COFCO Coca-Cola Supply Chain Introduces Uniform Data Standards

**COFCO Coca-Cola Beverage Co., Ltd. is the only Chinese controlled Coca-Cola bottling group in China.**

It is a joint venture between COFCO and Coca-Cola and the tenth-largest bottling group in the world. It boasts 19 bottling plants in the country. COFCO Coca-Cola believes that the real power of digital transformation comes from the ability of information to create value, so only by making full use of data analysis and leveraging the power of data can companies be invincible in the era of the digital economy.

## Business needs:

COFCO Coca-Cola receives 100,000 orders every day for a range of beverages across China through many different platforms. This creates a lot complex of data that is scattered and requires significant manual labor to comb and combine. COFCO Coca-Cola needed to adopt a robust and versatile big data solution that integrates all their current systems.

## Solution:

COFCO Coca-Cola consulted China-based Tableau partner Bizinsight Information Technology about implementing a Tableau system for data integration, data analysis and BI.

- The system integrates data from SALIENT, MARGIN MINDER, SAP ERP, CRM, ODS and other systems.
- Data platform built by ETC tool combs background data of the information system into Tableau front-end.
- Integrated self-service AI and BI tools through Tableau's front-end.

## Benefits:

By optimizing data processing and producing analysis reports through Tableau, it has not only significantly improved the data and analysis capabilities of employees, but has also impacted business development.

- Uniform data standards facilitating smoother communication and increased productivity.
- Automatic detection of customer relationships through advanced AI.
- Tableau enhances user analytical capabilities and helps employees understand the business logic behind the data.
- Realizing the value of data in a fast-moving consumer goods market has also allowed the organization to make smarter decisions and policies.

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# Haichang Ocean Park Holdings Coordinates its Diverse Data

**Haichang Ocean Park Holdings Co., Ltd is a well-known marine theme park developer and operator in China, with outstanding themed cultural tourism project development and operation capabilities, huge animal populations and leading conservation capabilities.**

Haichang Ocean Park introduced and deployed Tableau to open up data islands, improve the value of data, use data to support decision-making, and lead the transformation of the office from manual to intelligent decision-making.

## Business needs:

Haichang Ocean Park had a large flow of people and management pressure, so they needed visual representations of up-to-date and reliable product sales and development data. They previously used another tool to create multi-level summaries, but it was too slow given the size of the data and multiple data sources for effective manual handling. They needed to migrate to a more holistic and powerful system.

## Solution:

Haichang Ocean Park worked with Tableau partner Shanghai TBI Technology to implement a Tableau dashboard solution. The dashboard uses powerful AI and BI tools to allow end-users at Haichang Ocean Park to perform their own analyses and create their own visualizations.

- Provide training and answer questions that the stakeholders had.
- Recommended visual models for Haichang Ocean Park's business and design thinking direction.

## Benefits:

Thanks to Tableau's powerful AI, BI, and data handling features, Haichang Ocean Park saw immediate benefits in adopting Tableau and overcame the problems of combining and coordinating different data sets.

- Tableau can perform real-time analysis based on data changes and communicate timely reminders or warnings through different colored signal 'lights'.
- Transformed from a manual to an intelligent office as they can now quickly share a visual dashboard to all relevant personnel of operation and management through the network.
- Improved efficiency and credibility of data transmission, which brings a better sense of data usage to business personnel.
- By understanding and analyzing the meaning behind the data, the staff of Haichang Ocean Park can analyze competing products in depth, gain insights into consumption, explore opportunities, and improve efficiency. These effectively guide and promote the business to efficiently realize the enterprise's development goals.



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# East Asia Qianhai Securities Adapts to the Pandemic With a Digital Transformation

**East Asia Qianhai Securities Co., Ltd. is a Chinese brokerage and financing firm established in 2017 as a joint venture between Qianhai Financial Holdings, The Bank of East Asia and other shareholders.**

It was incorporated in Shenzhen and issued with 1.5 billion yuan in capital. Data is the core asset of a financial company. Facing the digital transformation trend, the only way to complete the transformation and upgrading of financial institutions is to make full use of their data advantages. At East Asia Qianhai Securities, Tableau has been gradually promoted in the company from the finance department, allowing data to spread point to point and enabling the company to realize the transformation from "business-driven" to "data-driven".

## Business needs:

East Asia Qianhai Securities relies on trusted data for important decision-making. Bad data can result in very bad decisions. During the COVID-19 outbreak, East Asia Qianhai Securities saw the need for standardizing their systems to allow quality data to flow on demand and integrate with internal and external data.

## Solution:

An intern in the finance department advised moving the department over to Tableau. The department consulted with Data Knowledge Management (China) Limited to make the change to an integrated system using Tableau as a front-end.

- Tableau front-end for powerful self-service BI analysis and visualization.
- 7 Tableau Desktop and 6 Tableau Explorer applications.
- Integrated Kanban for agile project management.

## Benefits:

Thanks to the system devised with Data Knowledge Management, East Asia Qianhai Securities' finance department can now trust its data is well-integrated, clean and arrives on demand. The company plans to roll out Tableau to all departments.

- Powerful data screening functions help finance personnel produce reports quickly and efficiently.
- Daily reports keep managers informed of changes, risks and opportunities.
- The transformation from 'business-driven' to 'data-driven' has broken the barrier and built an integrated Kanban board to help business personnel coordinate personnel and optimize their productivity.



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# Tableau Helped EC Healthcare Group Boost Operational Efficiency

**EC Healthcare is Hong Kong's largest non-hospital medical service provider.**

Using Tableau, the Group improved its overall service quality and efficiency through better data access via dashboards, and customer behavioral analysis.

## Business needs:

EC Healthcare Group believes that technology, services and branding are intertwined and has always encouraged its management to make decisions based on data. To accelerate its business growth, as one of the market consolidators in the medical industry, the Group management recognized that their databank and analytical tools fell short of what was needed to help them reach there, and they wanted to lift operational efficiency and improve decision-making across the business units.

## Solution:

KEPRO Solutions, a leading IT solutions system integrator in Hong Kong, assisted EC Healthcare Group to adopt Tableau, providing 24-hour technical support.

- Collected and integrated various data for analysis
- Built dashboards to boost efficiency and help decision making
- Facilitated analysis of customer behavior modeling so that UMH Group could identify customer trends and consumption patterns.

## Benefits:

KEPRO Solutions and Tableau have provided EC Healthcare access to good, accurate data as a foundation to delivering better service. Tableau offers visual data to management and staff to achieve better business decision-making.

- Tableau dashboards boost operational efficiency across business units, driving operational excellence.

- EC Healthcare Group has a clearer view of customer behavioral patterns, providing better care to the customers.

- A better alert system on major business parameters, which is beneficial for the group to oversee various business units' performance.



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# Bajaj Housing Finance Transforms Operations with Tableau Dashboards

**BHFL (Bajaj Housing Finance Limited) is a leading home mortgage company based in India.**

Using Tableau, it created efficient data dashboards across its divisions, reducing the number of man-hours per year and streamlining operations.

## Business needs:

The business faced data challenges across three key divisions. HR needed to automate key processes around headcount, turnover, opportunities and learning and development. Its Builder Group needed a better monitoring system and in Operations lacked clear identification of key metrics to use in the business.

## Solution:

Tableau Gold Partner Goldstone Technologies Limited, a listed business intelligence and IT consultancy founded in 1994, Goldstone assisted the internal teams at BHFL to develop business critical and transformative dashboards using Tableau.

- HR: Dashboard solution developed combining Tableau and Python Script to automate manual tasks and improve efficiency.
- Builder Group: Integral system in Tableau developed to enable visual reviews of builder projects, properties and customers.
- Operations: Dynamic dashboard using defined business logic and automated reports with escalation metrics.

## Benefits:

Tableau has helped BHFL streamline operations and improve overall efficiency. This has saved considerable man-hours across the divisions and provided real-time data on custom dashboards for analysis.

- Significant Manhours reduced across different department such as HR, BG & Operation.
- Static reports now consolidated into interactive visualizations via dashboards.
- Near real-time data available across the divisions for immediate analysis and decision-making

Customer

**BAJAJ HOUSING FINANCE LIMITED**

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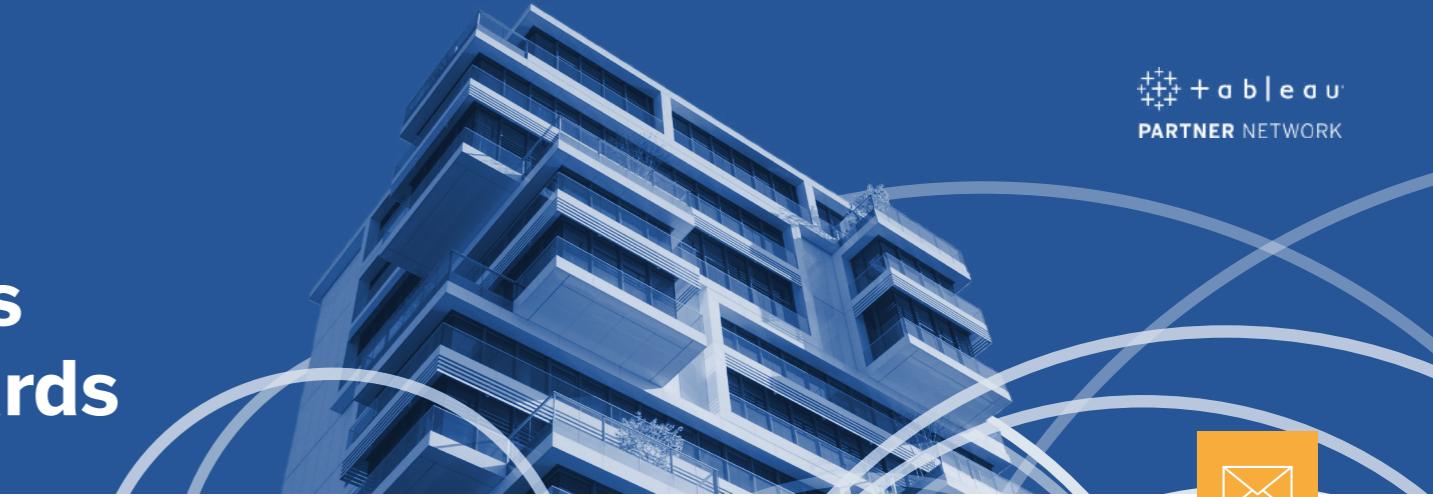
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# DTDC Gets Business Back on Track with a New Data Culture

**DTDC's mission is to remain India's preferred express parcel service provider.**

DTDC has over 30 years of experience in the distribution and logistics business. It has over 10,000 employees, 500+ branches and handles 400,000+ shipments daily across 12,000+ postcodes in India.

## Business needs:

DTDC started its data transformation 5-6 years ago. Its aim then was to assimilate and democratize data. In 2020, COVID 19 accelerated a need for the company to have a single source of truth for deeper insights to drive business critical decisions that impacted cost and profitability. One of the key goals was to ensure a return to pre-COVID profitability.

## Solution:

DTDC worked with Tableau's partner Team Computers, an Indian consultancy focused on bridging business needs to the best IT solutions. Team Computers built on top of DTDC's existing data transformation and rolled out Tableau to DTDC's entire business management team.

- Moved data to Google Cloud Platform (GCP BIGQ).
- Added Tableau Online for an end-to-end analytics solution.

## Benefits:

DTDC's business exceeded pre-COVID levels in nine months, supported by the Tableau implementation and its visibility of performance. The use of Tableau has unified the team around shared goals and key performance indicators and will bring more predictability to its operations.

- Better understanding of delivery delays in a spatial scenario with data showing relative spread of the problem on a map of India.
- Added Tableau Online for an end-to-end analytics solution.
- Easy learning curve for users who can now easily plan ahead and track against targets.

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# How Visual Analytics and Automation Transformed Emami

**Emami is a leading personal care and healthcare business in India that has a portfolio of more than 300 products across several brands that it sells in over 60 countries.**

Tableau helps Emami measure brands health and performance and has played a central role in maturing the use of analytics for the business.

## Business needs:

Emami wanted to speed up reporting by providing each department with dashboards that could be refreshed automatically by pulling information straight from its data warehouse. It also wanted to make use of predictive analytics rather than always looking at the past.

## Solution:

CRG Solutions, a leading Tableau partner in India, helped the business to broaden Emami's visualization capabilities and assisted the business to roll Tableau out so as to achieve much better data insights.

- Supported Emami in advancing its use of analytics and building its data culture by engaging employees through workshops.

## Benefits:

Emami has moved up the value chain from ad hoc analytics to making available full, self-service visualizations. They are now moving toward predictive analytics to optimize the business.

- 650% growth in the number of employees using Tableau in 2 years from 20 employees to 150 employees, who have created 67 visualizations on Tableau that have helped employees across the business make data-driven decisions.
- No need to wait 10 days for month-end reports; instead, staff can refresh dashboards on the 2nd day of each month, allowing them to better appreciate the value of the data.

- Built a brand heatmap to drill down to understand which brands generate the most growth and with these insights, help the business make better decisions on where and how to sell its products.



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# GAMES 24x7 Revolutionizes the Gaming Experience with Streamlined Analytics

**Play Games 24x7 Private Limited is India's most successful gaming company.**

Its mission is to develop immersive gaming experiences using the "Science of Gaming" – a blend of creativity, analytics and data science.

## Business needs:

Games 24x7 conducts multidimensional AB testing to improve its user experience. They previously used manual queries in other solutions for their analyses, which involved data mining and statistical analysis at the same time. This was time-consuming and unscalable. As a result, Games 24x7 needed to upgrade their analytics.

## Solution:

Games 24x7 partnered with Indian IT services company Goldstone Technologies Limited. They implemented a self-service BI system through Tableau that enabled end-users at Games 24x7 to configure data analysis using parameter selections.

- Used Tableau to create executive dashboards.
- Integrated R into the back end to enable statistical testing in Tableau.
- Hosted Tableau on the cloud through AWS to make data secure and accessible.
- The solution alleviated the need for query-writing with Tableau itself creating the custom query through input parameters.

## Benefits:

With the solution designed and created by the Games 24X7 team implemented by Goldstone Technologies, Games 24X7 significantly sped up its AB testing analysis. In addition, the testing team was able to perform its own analyses in the system.

- Automatic data querying decreased the time spent compiling reports by 70%.
- As the AB Testing Team could conclude experiments by themselves, analysis ticket requests reduced from 5-6 a month to zero.
- Over 50 people across the organization look at Tableau data visualizations.



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# Konica Minolta Cuts Down Report Creation Time to 25%

**Konica Minolta is a Japanese multinational company providing solutions that solve and optimize office environment issues by combining multifunction devices and IT services to other businesses.**

Utilizing this technological capability, they have been providing a shopper behavior analysis service, "Go Insight", since 2017.

## Business needs:

Konica Minolta analyzes eye movement, the time spent in front of a shelf, and customer movement, among other things, through sensors and cameras to effectively analyze customer behavior in a way that simple POS data cannot. Initially, the developers in the company used Python and R for data analysis and visualization and then reported it through PowerPoint. This took too much time and required advanced programming skills. Konica Minolta needed to speed up the reporting process and simplify analysis and visualization.

## Solution:

Konica Minolta consulted Tableau partner NTT DATA Corporation to develop a self-service cloud-based AI and BI solution that uses data collected from physical stores.

- "Go Insight" system hosted on AWS gathers data from sensors and cameras on Amazon S3, processes it with Amazon Lambda and Alteryx, then stores it with Amazon RedShift.
- Data analyzed and processed with Tableau Server hosted on Amazon EC2.
- Dashboards produced in-house on Tableau Desktop.

## Benefits:

With the "Go Insight" and Tableau solution, Konica Minolta significantly sped up report creation and complex data analysis. The solution unified data collection, processing, analyzing and reporting into one step.

- Eliminates the need for advanced programming for analysis and heatmap visualization.
- Reporting man-hours have been reduced from 1/3 to 1/4 the number of hours it used to take.
- Highly customizable visualizations.



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KONICA MINOLTA

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Industry

# KB Kookmin Bank Leads with Data Culture Empowering Employees to Make Data-Driven Decisions for Growth

**KB Kookmin Bank (KB) is an acknowledged leader in the Korean financial landscape, and data plays a critical role in enabling decisions to support its business growth.**

Tableau has helped the bank build a data-driven culture and operate more successfully.

## Business needs:

KB faced a lack of resources for data analysis and spent a lot of time on complicated, repetitive work. Management needed to prioritize data in decision-making and reduce dependence on the IT department when extracting or analyzing data for reports.

## Solution:

PLANIT, a Korean Premier Tableau Partner that provides a complete BI (Business Intelligence) consultancy and service, worked with KB to introduce and expand Tableau to help it build a leading data culture in the banking sector.

- Tableau provided a visualization-based self-service BI platform across all KB branches.
- Enterprise-wide data-driven decision-making system, essential to supporting data culture and risk management in changing market conditions.
- Automated reporting work – employees can create reports at the speed of their thoughts and share them.

## Benefits:

The Tableau solution has empowered employees with insights, which leads to improved productivity and enhanced competitive advantage.

- Employees prioritize data in decision-making over personal viewpoints, improving innovation and expanding data culture across the organization.
- Employees use Tableau data to find new growth opportunities and manage potential risks.
- Tableau helped the bank reduce reporting time by 10,000 hours a year, eliminating repetitive manual work and many paper-based reports.



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# How Thailand's Department of Disease Control Used Visual Analytics to Empower People

**Thailand's Department of Disease Control (DDC) is part of the Ministry of Public Health in Thailand, responsible for the public health of the Thai people through prevention and control of diseases.**

They adopted Tableau to automate visual analytics within the organization, so as to increase efficiency and empower medical professionals beyond IT with direct access to data insights.

## Business needs:

The DDC had data from multiple sources and in various formats and had to rely on a small group of skilled programmers to clean and prep the data for analysis. This process took a lot of time. To improve its operational efficiency, the DDC wanted to democratize analytics so more of its employees who are medical professionals can benefit from the data insights directly.

## Solution:

The Business Applications Company (BAC) has been a leading provider of BI, analytics software and consultancy to organizations in Thailand for the last 27 years. It selected Tableau as the best solution for the DDC to democratize its data.

- Self-service analytics solution for medical professionals, eliminating the need to wait for data specialists.
- Enabled staff to create visualizations in a few days, massively reducing reliance on IT teams.
- Shorter learning curve compared to traditional BI tools; staff can up-skill and connect with data quickly.

## Benefits:

Tableau has helped the DDC to make analytics a self-service function and better leverage data analytics to streamline operations, and diagnose, treat and predict disease outbreaks.

- Large data sets can be extracted and visualized in just 2-3 hours. Complicated data were also broken down according to common diseases and regularly published on its website to inform and educate the public.
- Employee training for Tableau only takes 1-2 days, where they used to take more than ten days to gain confidence with BI tools.
- Developed real-time visualization to understand the impact of COVID-19 in different regions, remain agile and make timely public health decisions.

Customer



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# Mitsui Leasing Gets on Top of Risk Using Tableau

**Mitsui Leasing is an automotive finance company providing leasing solutions across Indonesia.**

Vital to the business is its ability to manage credit risk for all customers and understand their risk profile when assessing applications. Using Tableau, Mitsui Leasing has been able to get on top of this with data visualizations.

## Business needs:

The Company was spending a lot of time preparing risk management reports, which took up to 7 days to finalize. It needed a clear risk profile for each customer to ensure that lending could be paid back in time. On top of that, it also required the ability to visualize risk to make decisions promptly, particularly since Mitsui offers a one-day financing decision where applicants can receive a financing decision within just one day of the requirements being met.

## Solution:

Visidata Anugerah Mitra is the Tableau partner in Indonesia focused on BI and Data Management. It helped Mitsui Leasing roll out Tableau to sixteen users across Tableau Desktop and Tableau Server in the Risk Management Unit.

- Enabled senior managers in Risk Management Unit to prepare visual analyses for other teams.
- Reports can be finalized instantly.
- Most of its analysis aimed at understanding customers and providing the best solutions.

## Benefits:

Mitsui Leasing has been able to determine customer risk levels and make decisions much more quickly on approving applications or seeking further due diligence. The accuracy of financing decisions and payment structuring has greatly improved.

- 177 Tableau visualizations have been created with most of its analysis aimed at understanding customers and providing them with the best solutions.
- 16 users across Tableau Desktop and Tableau Server; each user has authenticated access, and Mitsui Leasing has strict policies in place for data storage and governance.
- 7 days saved on finalizing risk management reports compared to using manual tools like spreadsheets in the past.

Able to determine a customer's risk level more quickly and improve the accuracy of financing decisions to make better decisions on how to structure customer payments.



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Industry

# Navig8 Group Gains Competitive Advantage with Tableau

**Navig8 is a global provider of integrated shipping services, which manages a portfolio of vessels for oil companies, commodity traders and ship owners.**

Using Tableau, the business was able to create an integrated data warehouse to transform the use of data in the shipping industry.

## Business needs:

The business works across international shipping routes and has data from different divisions and back-end systems. Since everyone was using different Excel sheets, reports were often inconsistent and ad hoc. Users frequently had to wait for reports to be produced and there was misreporting and compliance risk.

## Solution:

Tableau Premier Partner Oak Consulting was instrumental in helping Navig8 build the solution. Oak Consulting provides data management, analytics and consulting services across Singapore and Malaysia.

- Enabled Navig8 to aggregate nine back-end systems into a single integrated data warehouse.
- Integrated over 200 entities from the Navig8's finance package.
- Provided business intelligence at a glance: 'traffic light system' flags problem areas red with smooth green.

## Benefits:

Tableau has changed Navig8's culture from consuming data to seeing the commercial value of it. The business now has real-time fleet analysis, which is helping them disrupt the industry and find a competitive advantage.

- 400 Excel sheets and 20 man-days on month-end reports eliminated, enabling employees to be efficient in the use of data with all financial data now available in one click.
- Visualize fuel statistics with a daily overview in a single planning dashboard, replacing 50 Excel sheets in Integr8 fuel business.
- Business users can see one snapshot of their whole workspace tailored to needs, instead of waiting for Excel and PDF reports. Users empowered through self-service analytics which provides data they need to act immediately.



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# Transforming Telkomsel with Data Analytics Capability in Tableau

**Telkomsel is a wireless network provider established in Indonesia in 1995.**

It pioneered 2G, 3G and 4G LTE networks in the country, and is now at the forefront of 5G network developments. Optimizing the use and installation of Tableau has helped the organization transform its data use and empower staff with better analytics.

## Business needs:

Telkomsel has big and complex data assets which continue to grow. It needed a sophisticated data platform to act as a single source of truth and capabilities across the organization to build dashboards to analyze that data, for better and faster strategic decision-making.

## Solution:

CyberTrend was established in Indonesia in 2011 and provides data science consultancy to a range of industries, from telecommunications to mining. CyberTrend helped Telkomsel to install Tableau accurately to sharpen data analytics expertise and train personnel on the Tableau platform.

- Enabled Telkomsel to optimize the use of Tableau by providing self-service ability to their staff to build their own dashboards.
- Increased data literacy within the organization through personal guidance and training to Tableau users through the CyberTrend Data Academy.

## Benefits:

Telkomsel has updated knowledge across the organization in using Tableau. It has scaled up data-driven analytics through empowering staff with this knowhow.

- Hundreds of Tableau dashboards have been created to gain better analytics insights.
- Efficient data-driven decision-making with Tableau, as users are able to present results with reliable data.
- Gained a better understanding of its business via reliable data and better analytics.

Customer



Partner



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