

Tableau Enables Consultants to Get Up to Speed Quickly on Client Data Norbridge Builds Valuable Client Connection with Visual Analysis

Customer Profile

Norbridge® is an independent management consulting firm providing strategy and implementation advice to selected clients. With eight Partners, three offices, and a staff of about 20, Norbridge believes that successful management consulting is a relationship business built on trust, hard work, and a track record of creating value for clients.

Customer Case Description

As an independent management consulting firm providing strategy and implementation advice to selected clients, Norbridge successfully competes against much larger firms vying for the same client opportunities. They have always relied on its fact-based analysis and deep domain expertise to set it apart.

While Norbridge analysts may be Microsoft Excel experts and comfortable viewing raw pivot table output, most of its clients are not. Often, Norbridge client projects require weeks or even months of data collection, cleaning, and analysis, interspersed with client workshops for joint evaluation and interpretation of the findings.

Norbridge was looking for a way to be able to respond to analytical opportunities that could rapidly and convincingly connect clients to the key insights in their data.

Since Norbridge consultants are constantly traveling to client locations, the primary criteria in evaluating analysis applications were: (1) it had to run efficiently on stand-alone laptops, (2) it had to be intuitive so that new analysts could learn the basics quickly, and (3) it had to effectively output visual images to Microsoft PowerPoint.

The Solution

Norbridge selected Tableau Standard for its entire consulting staff. Tableau enables them to connect to client data in Excel and Access on-site and in real-time, and they can immediately begin to both comprehend and communicate the story in the data. "Tableau allows me to quickly explore a client's data and uncover some of its key messages. Presenting those insights to a client promptly allows me to build my relationship with that person and helps us both focus on the key issues in the project," said Tom Keane, Principal and CIO.

Norbridge clients appreciate the depth of understanding they gain from Tableau's advanced graphical capabilities, e.g., the ability to compare subsets of data across small multiple charts.

For More Information About This Case

Contact: visualanalysis@tableausoftware.com or call (206) 633-3400 x1

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