Tableau Partner Program
Technology Partners

Introduction

Tableau's Technology Partner program is focused on creating an ecosystem of best-of-breed organizations with the ultimate goal of making it simple to access, integrate, analyze, and share interactive visual analytics. If you build technology or host services designed to help people and organizations with data storage, processing, integration, transformation, preparation, or advanced analytics, then Tableau's Technology Partner program may be right for you.

Benefits to all Tableau Technology Partners

Awareness: Company listing as a Tableau Partner, logo rights, and numerous joint go-to-market opportunities.

Resources: Access to Tableau Desktop & Server demo license to support selling and to the Partner Portal which contains training, marketing and sales resources. Technology Partners also receive a discount on product training.

Requirements to Become a Tableau Technology Partner

Apply: Read and agree to the terms & conditions and fill out an application which highlights how your technology works with Tableau to enhance the customer's experience.

Submit: Submit a recorded demo which shows how your technology works with Tableau and a data sheet which describes the technology in more detail and the value it delivers to customers.

Frequently Asked Questions

How do I get started?

If you are interested in building an integrated solution but have not done so yet, you can utilize the Tableau Developer Program for assistance. This program offers resources to build product integrations, including access to APIs, a development sandbox, the Developer User Community and the ability to participate in regular product sprint demos. Watch this webinar and read this solution overview to understand how to use the tools in the Developer Program to build integrations and solutions.

After you've built your integration, read and agree the terms & conditions-- then apply!

Is there a fee for the Technology Partner Program?

No, there is no fee to join the Technology Partner Program at this time.

What go-to-market opportunities are available to Technology Partner Program?

Technology Partners receive go-to-market resources such as license keys and logo rights. They are featured on Tableau.com and, if the partner has built a product extension with Tableau's Extensions API, the partner can also be featured in the Tableau Extensions Gallery. With evidence of customer success, the partner can receive support in creating assets such as case studies, blog posts and press releases.

For those partners with strongly integrated products who demonstrate consistent evidence of customer success, as well as go-to-market alignment and willingness to invest in co-marketing activities, additional benefits may be granted. These include additional alliance, marketing, and product management resourcing, executive sponsorship, prioritized support, a dedicated marketing plan with associated budget, and greater visibility on Tableau's Technology Solutions page and internal enablement channels.

What's the difference between an OEM Partner and a Technology Partner?

OEM Partners embed Tableau directly into their applications ("Embedded Analytics"), making analytics easy for their customers. Typically, OEM Partners sign licensing agreements that enable them to package and sell Tableau within their embedded software offerings. You can learn more about the OEM Partner Program here. Technology Partners create offerings that integrate into Tableau or alongside Tableau, enhancing Tableau's functionality.

How do I let my customers and prospects know that I am a Tableau Technology Partner?

Technology Partners have logo rights and are encouraged to promote that they are a Tableau partner on their websites and in marketing materials. They can announce partnership news via press releases and blogs. Tableau Conference is also a great event for partners to gain visibility through sponsorship opportunities.

For additional questions, please contact:
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