



Tableau

Industry

Business Intelligence

Website

www.tableausoftware.com

Company Overview

Tableau Software helps people see and understand data. Used by more than 9,000 organizations worldwide, Tableau's award-winning software delivers fast analytics and rapid-fire business intelligence. You get answers from data quickly, with no programming required.

Product Overview

Tableau makes it easy to answer questions about your data visually, in minutes. Connect to any data and drag and drop to analyze. Create interactive visualizations and dashboards—all without any programming. Then share with a few clicks. Anyone who is comfortable with Excel can learn Tableau quickly.

Solution Highlights

- Tap into big data and perform visual data analysis to discover new insights
- Connect directly to Hadoop via Hive or Impala
- Maintain secure Hadoop connectivity even at the data discovery phase by leveraging Sentry
- Support self-service analytics for business end users who need the breadth and power of Hadoop

Cloudera and Tableau Deliver Real-Time Business Intelligence with Apache Hadoop

Overview

Hadoop has forever changed the way we deal with data. Its ability to support parallel processing across disparate and massive data volumes means information that traditionally was beyond an organization's ability to even attempt to store, let alone analyze, can now be a vital source of insight. From unstructured log files to never-ending clickstream records, Hadoop makes leveraging this data a reality in a scalable and economic way. However, being able to store and access big data is only part of the problem. You still need to make sense of it.

Cloudera and Tableau help you see and understand your data. Connect in seconds and analyze in minutes. This joint solution allows you to discover real insights that would traditionally take days to discover.

Hadoop provides a scalable and fault-tolerant platform to store, explore, process, analyze, and serve massive volumes of data. Cloudera and Tableau make it easy to perform sophisticated visual analysis directly on data in Hadoop—without needing to know code or query languages—while simultaneously allowing more advanced users to leverage Hadoop's advanced capabilities. Information from Hadoop is visually displayed in Tableau as a series of fields that users can drag and drop to visualize the data relevant to the analysis.



Extend Data Access

Tableau doesn't only simplify the Hadoop technology; it also extends its capability by connecting directly to Apache Hive or Apache Impala (incubating) and utilizing custom HiveQL expressions. This means that Tableau can handle Hive columns containing XML data by allowing you to write HiveQL to un-nest XML elements. These capabilities significantly extend the real-world usability of Hadoop.

With Impala, the industry's first real-time query framework for Hadoop, users can experience interactive analytics directly on the massive volumes and variety of data stored in Hadoop. Additionally, with Cloudera's ODBC driver, connecting Tableau to Hadoop is as easy as connecting to any other data source. This unlocks the power of data stored in Hadoop for anyone who wants to drive insight and innovation.

Cloudera Enterprise Benefits

Stores and Analyzes Any Type of Data

- Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs
- Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required

Enterprise Approach

- Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management
- Enterprise-grade data auditing, data lineage, and data discovery

Industry-Leading Management and Support

- Best-in-class holistic interface that provides end-to-end system management and zero-downtime rolling upgrades
- Open platform ensures easy integration with existing systems
- Open source to achieve stability, continuous innovation, and portability

Enterprise-Grade Security

Ensuring fine-grained security while still enabling data exploration in Hadoop is made possible through Tableau's ability to support unified authorization through Apache Sentry. This means role-based access control is maintained for end users connecting to Hadoop with Tableau without additional authentication burdens placed on IT.

The Power of Hadoop with Increased Speed and Performance

In order to get the benefit of ad hoc visualization at interactive speeds, you need to be able to move fast. When you work with Hadoop in Tableau, you have the choice of either using Hive and extracting subsets of data into Tableau's fast in-memory engine, or leveraging the power of Impala to connect live to your Hadoop cluster for real-time analytics directly against the full data set.



Finding answers and making decisions with big data is challenging, but by combining the leading big data capabilities of Cloudera with Tableau's ease of use, any organization can apply an enormous amount of leverage to their big data.

About Tableau Software Inc.

Tableau Software (NYSE: DATA) helps people see and understand data. Tableau helps anyone quickly analyze, visualize, and share information. More than 46,000 customer accounts get rapid results with Tableau in the office and on the go. And tens of thousands of people use Tableau Public to share data in their blogs and websites. See how Tableau can help you by downloading the free trial at www.tableau.com/trial.

About Cloudera

Cloudera delivers the modern platform for data management and analytics. The world's leading organizations trust Cloudera to help solve their most challenging business problems with Cloudera Enterprise, the fastest, easiest, and most secure data platform built on Apache Hadoop. Our customers can efficiently capture, store, process, and analyze vast amounts of data, empowering them to use advanced analytics to drive business decisions quickly, flexibly, and at lower cost than has been possible before. To ensure our customers are successful, we offer comprehensive support, training, and professional services. Learn more at cloudera.com.

cloudera.com

1-888-789-1488 or 1-650-362-0488

Cloudera, Inc. 1001 Page Mill Road, Palo Alto, CA 94304, USA

© 2016 Cloudera, Inc. All rights reserved. Cloudera and the Cloudera logo are trademarks or registered trademarks of Cloudera Inc. in the USA and other countries. All other trademarks are the property of their respective companies. Information is subject to change without notice.