



Best Practices Guide

Informatica for Tableau

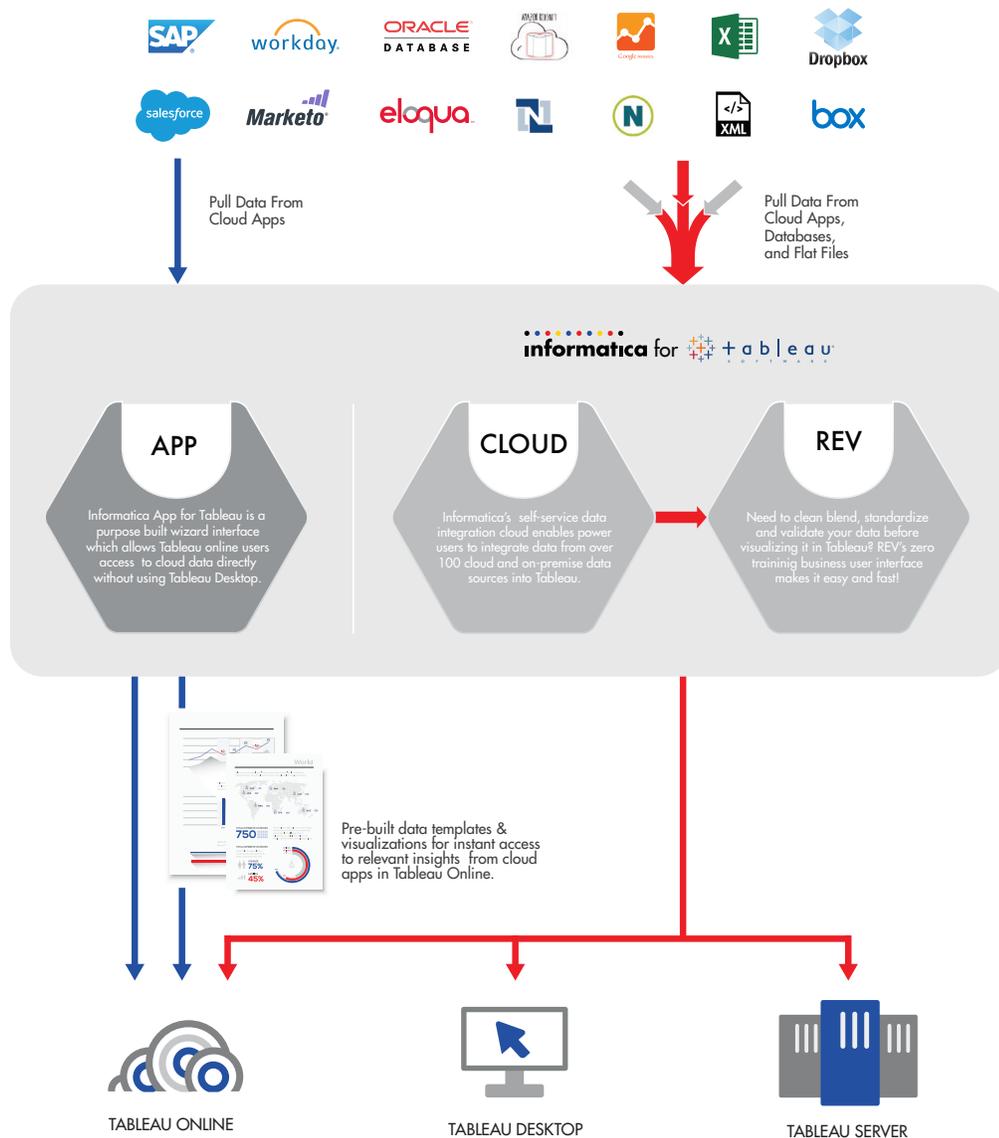
Best Practices to Derive Maximum Value



What is Informatica for Tableau

Are you struggling to get the most out of Tableau because you need to pull, combine, clean & blend data from multiple sources and formats? Informatica has packaged some of its best cloud based tools together under a single-priced bundle for Tableau users.

This package consists of all the tools needed to enable organizations of any size and data complexity get the most value out of their Tableau dashboards. Provide all your Tableau users with easy access to clean, blended, standardized data from all your business data sources for 360 views of your business.



Informatica for Tableau - Bundle Components & Capabilities (at a glance).
Data Management Solutions for your Entire Workforce.

Empower Data Stewards and Analysts

Removing the Barriers to Complex Data Access for True Self-Service BI

Data is now everyone's business. With Informatica for Tableau solution bundle, you have the power to provide your end users with access to complex data sets from a variety of SaaS and on-premise data sources. Connect to popular SaaS applications like Workday, Netsuite, Salesforce, and Marketo in minutes. Then, set up efficient, governed data flows that publish user-specified information to Tableau desktop, or schedule shared datasets that publish to Tableau online or Tableau Server.

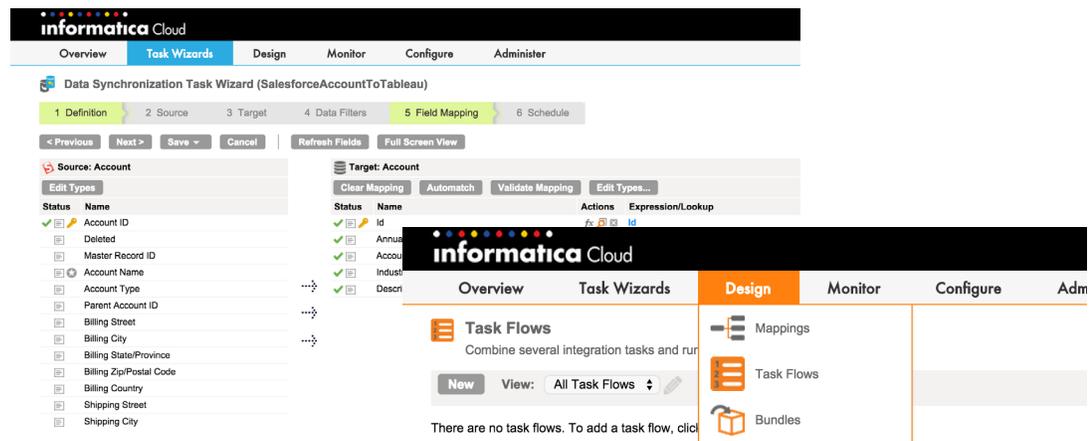
Informatica Cloud Data Integration Suite

Stay Seamlessly Connected to Data That Matters

Informatica for Tableau includes Informatica's industry-leading cloud data workflow suite. To get started, simply log in to Informatica Cloud to:

- Use our Six-Step Data Synchronization Wizard to connect to multiple cloud apps or on-premise databases
- Apply data filters & map fields to join and blend data
- Schedule tailored data flows that deliver the right information to each user on Tableau Desktop, Tableau Online, or Tableau Server on a regular basis

A host of powerful features like the Visual Mapping Designer and Task Flow Designer allow you to create complex data integration mappings between multiple data sources. Using Task Flows, you can implement these mappings in a set sequence and schedule.



Data Governance - An enterprise-wide priority

Your goal as the company's data steward is to enable good business decisions via quality data. The Informatica for Tableau bundle enables you to govern data processes, policies, and standards across your organization—all in one platform. The result? Silos are eliminated and you and your business users have access to necessary business data through a controlled yet streamlined process eliminating risks of unauthorized access and reducing delays in data-driven business decisions.

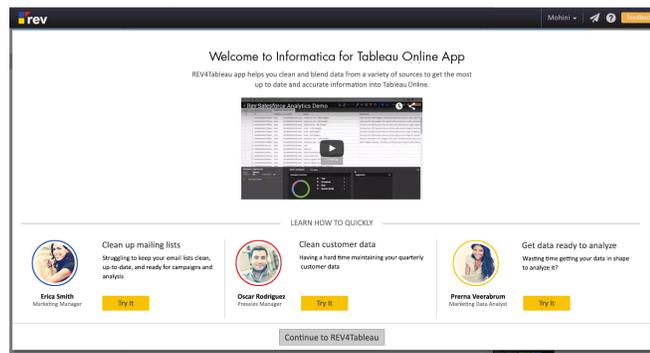
Using Informatica Cloud, you can create shared data connections which can be accessed by your organization's employees. They can then pull data into REV, Informatica's Data Prep Platform designed for business users. In REV, users can further filter, blend, aggregate, formulate, cleanse and enrich data before they upload it to Tableau for flawless visualizations, free from outliers and data errors. Users can also export data directly to Tableau from prebuilt mappings or just consume regularly published data defined by Task Flows.

Empower Business Professionals & End Users

Make confident business decisions with clean, blended 360-degree data views in Tableau

Business professionals everywhere rely on data for optimal job performance, but they can't always access the information they need, when and how they want it. The Informatica for Tableau solution bundle gives you the tools required to pull in data from hundreds of data sources so you can easily clean, blend, dedupe, and export analytics-ready datasets to Tableau Desktop, Tableau Online, or Tableau Server. With our intuitive business user tools that closely resemble Excel, you have the unprecedented ability to streamline your data flows into Tableau with minimal or no help from IT.

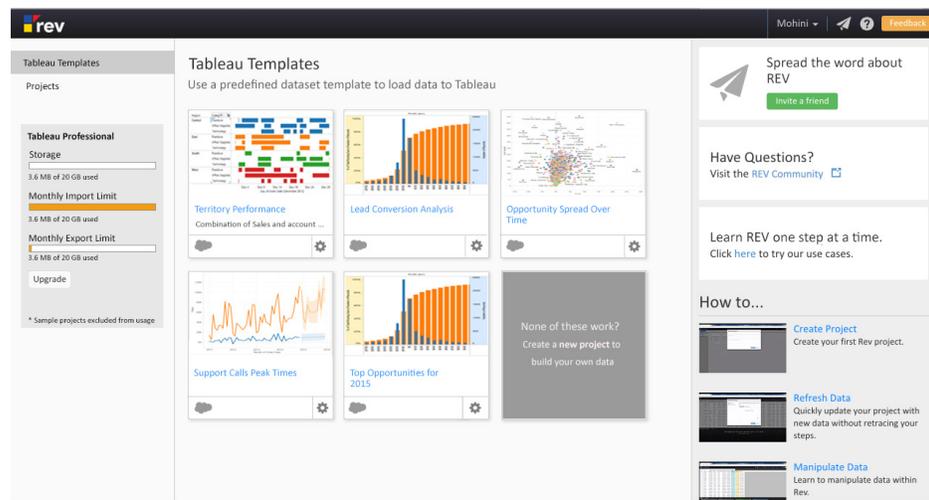
Informatica - App for Tableau Online



Informatica for Tableau includes the brand new App with easy-to-follow wizard templates that allows Tableau Online users to build visualizations from multiple cloud data sources without ever touching Tableau Desktop.

- To get started, log in to your Informatica cloud (REV) account and select 'Tableau Templates' for instant access to prebuilt templates.
- You can then pull sales, marketing, or financial data directly from your company's business systems. Powered by Informatica Cloud, the App has out-of-the-box connections to popular business applications like Salesforce and Marketo.
- Once you select a prebuilt template or create a custom template per your needs, you can then import, preview, and export data to Tableau Online directly.
- Designed specifically for Tableau, the App also includes standard prebuilt Tableau Visualizations for sales and marketing dashboards that can be loaded along with the data.

Using the Informatica App, you can now start visualizing all your cloud data with Tableau Online in minutes.



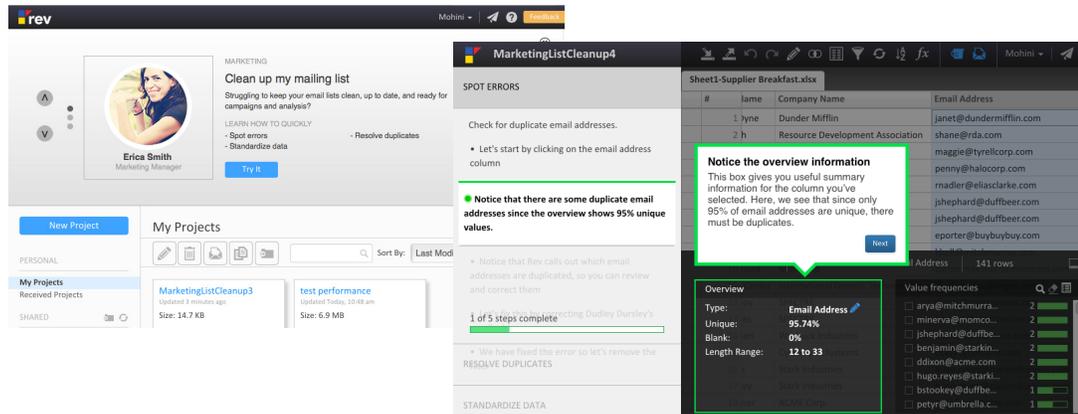
Easy Data Management Tools for Business Users

Informatica REV for data management

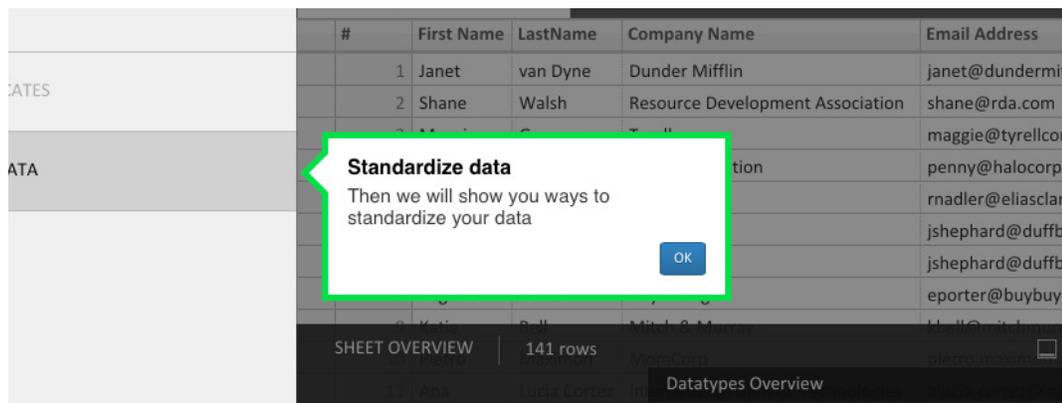
The purpose-built business user front-end for all things data.

Do you have non-standard external data in multiple Excel sheets? Data that you need to standardize and blend with your existing business data to provide 360-degree business views. To address these issues, the Informatica for Tableau bundle includes the full version of Informatica's easy-to-use data management tool for visual data blending and standardizing spreadsheet data.

Built on top of the world-leading Informatica data integration cloud platform, this app allows you to connect data from any source, any time, and in any way you want.



- To get started, log in to your Informatica cloud bundle account (REV Section) and create a project or choose any one of our interactive walkthroughs which provide quick hands-on tutorials for common data preparation and cleansing tasks for marketing and analytics.
- This product simplifies your life and streamlines your work day with automated data- blending algorithms that identify data relationships. You simply click check boxes to merge and blend disparate data sources in minutes.
- Not sure what your data is telling you? Unclear about the relevance or reliability of your data? We instantly alert you to most common data issues, outliers, and "dirty" non-standard data values.
- Need to standardize, validate, classify, and recategorize data? We quickly identify and resolve partial duplicates in seconds, eliminating the need to manually search for them. The tool also validates email and snail-mail addresses in minutes powered by Informatica's data-as-a-service (DAAS) platform.



About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

Informatica for Tableau... In Summary

A solution bundle enabling easy data access across the enterprise

Consists of three individually accessible cloud-based interfaces which work together in tandem to provide an end-to-end data management interface.

Informatica App for Tableau Online

- Targeted towards the non-technical line of business user who wants to visualize data from cloud-based business applications like Salesforce and Netsuite.
- Use pre-built templates to pull data from cloud apps and publish directly into Tableau online without touching Tableau Desktop.
- Increasing library of pre-built Tableau visualizations will continue enhancing the value of this app.

Informatica Cloud - Industry Leading Data Integration Suite

- Connect to 100's of cloud and on-premise data sources out-of-the-box.
- Powerful wizard interfaces allow power users and analysts to source data from disparate sources without help from IT.
- Eliminate data-delays by creating workflows and schedules that enable automated, smooth, blended data flows into Tableau server and Tableau online. Push data in native TDE format to Tableau desktop anytime.

Informatica Cloud REV - Data Management for the Business User

- Targeted towards business users who deal with data on a daily basis.
- Completely cloud based Excel-like interface will have you productive in minutes.
- Want to connect and blend data from Salesforce, Excel & Oracle? Do it with one click. Let us do all the heavy lifting by auto-identifying data relationships.
- Need to re-categorize data? We create and remember data substitutions patterns and makes repeated tasks simple.
- Shared connection created in the cloud interface allows governed data available for business users across the enterprise through this front end.



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