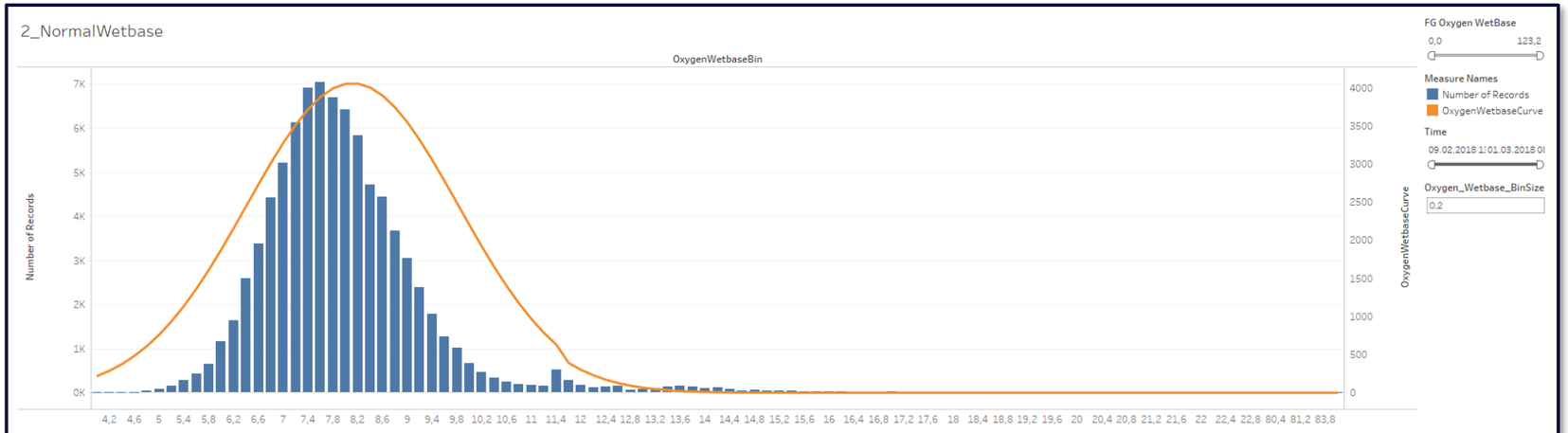
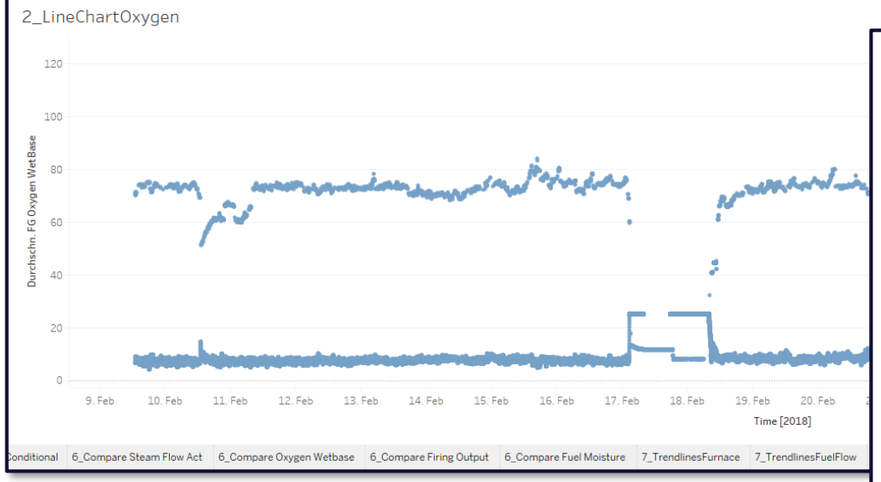
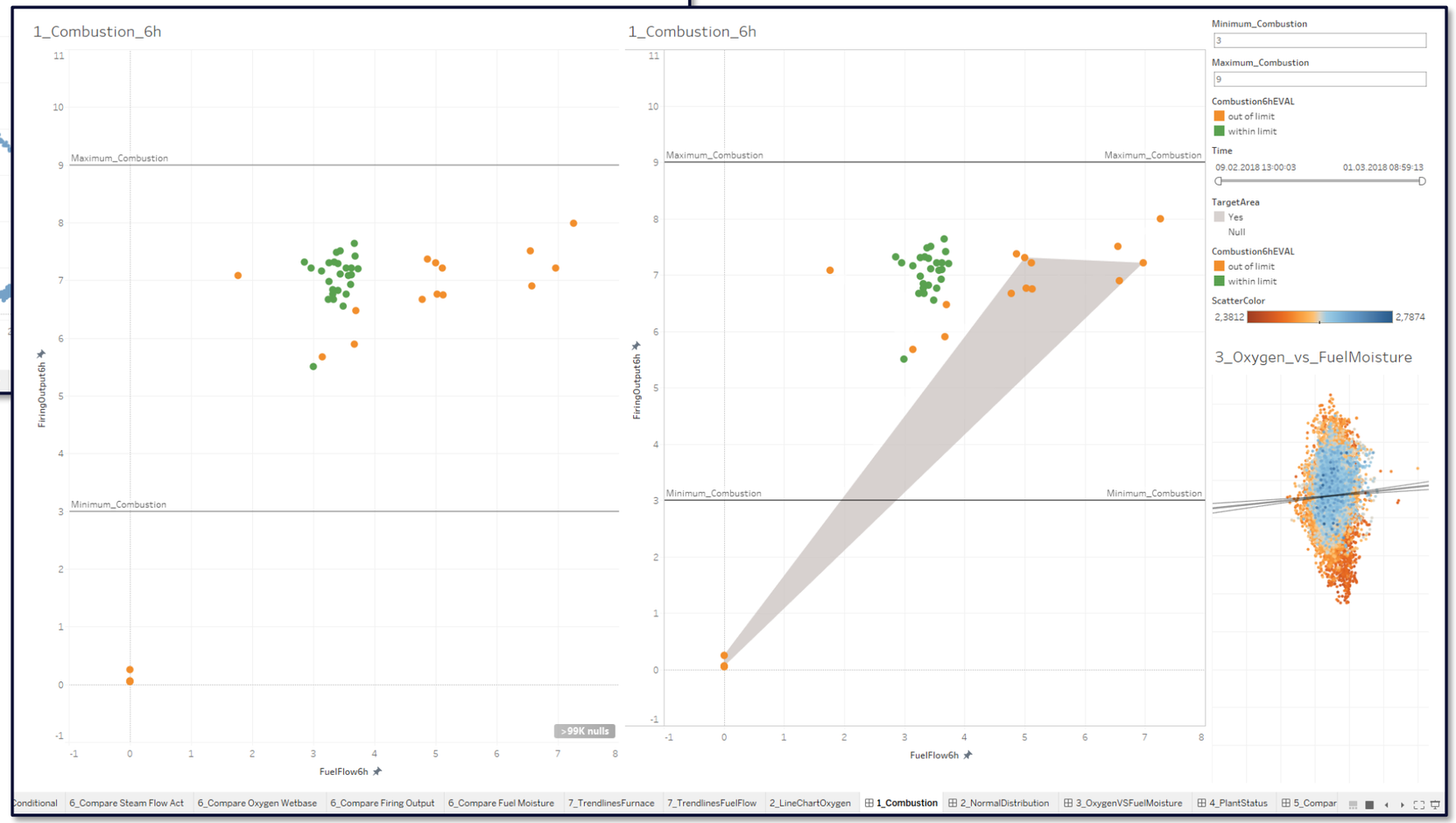
Data Monetisation

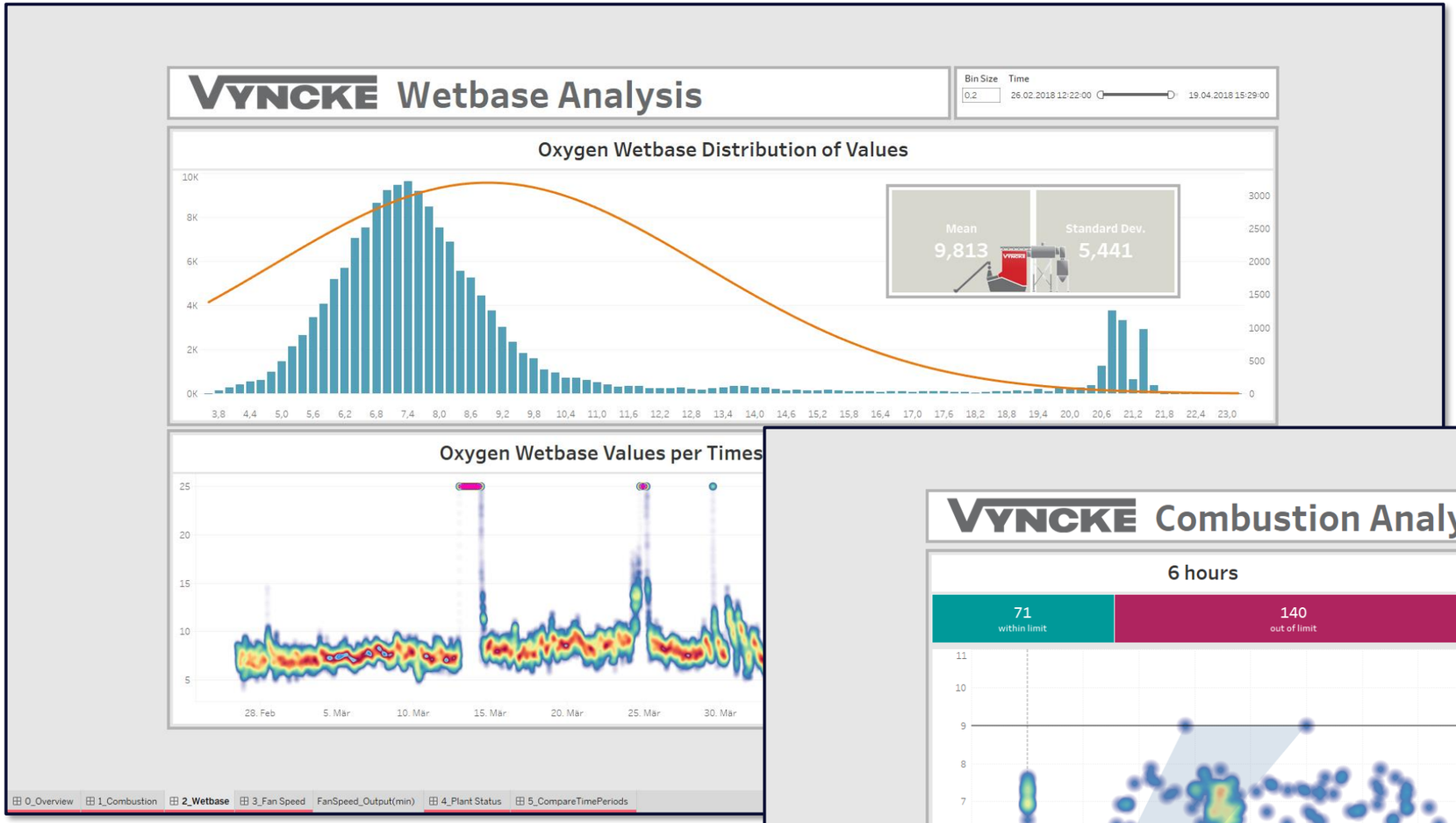
Use Cases, Implementation and Added Value

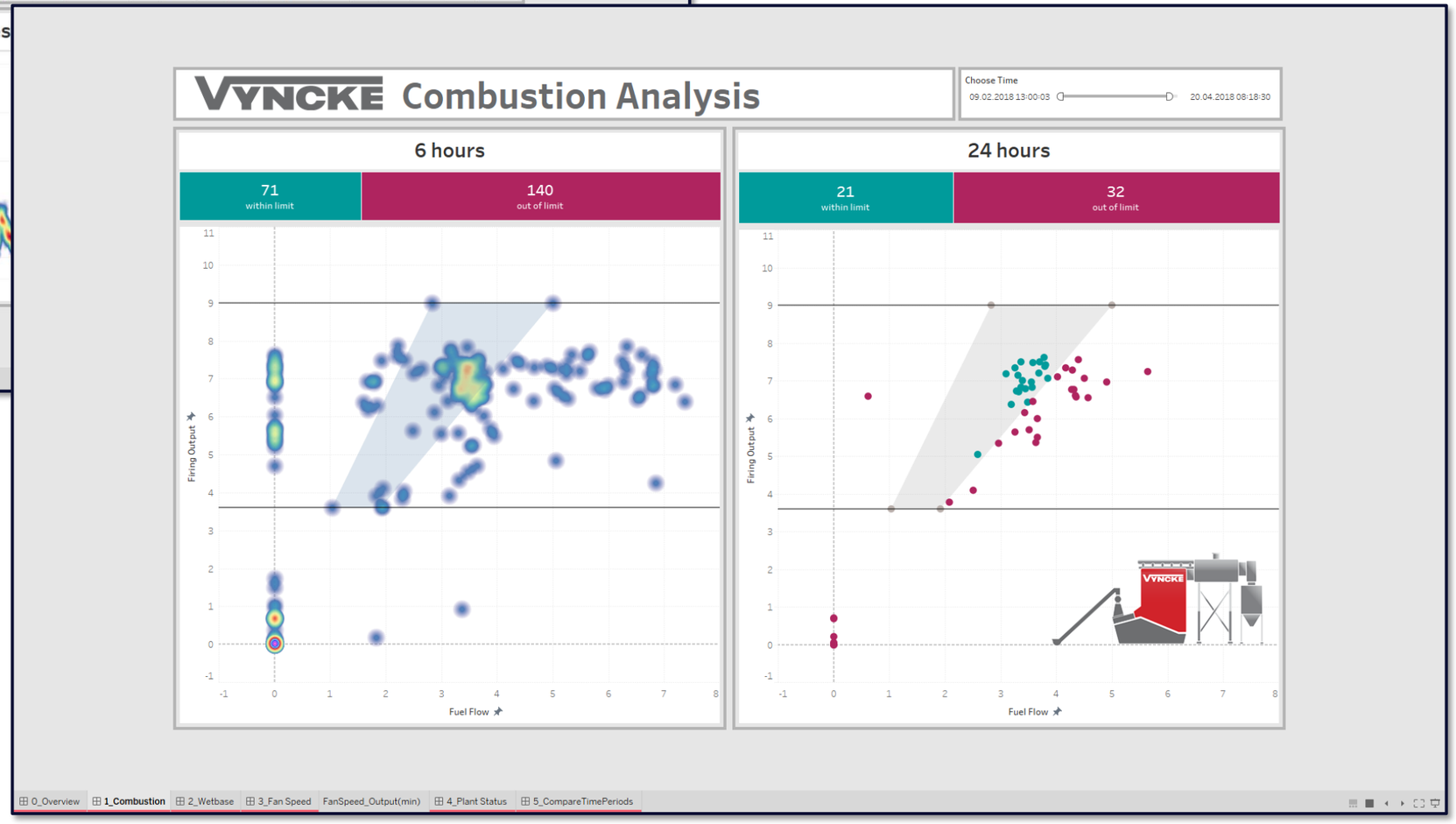
Timo Tautenhahn
Senior Solution Consultant
Tableau Software EMEA


2_NormalWetbase
OxygenWetbaseBin
Number of Records
OxygenWetbaseCurve
FG Oxygen WetBase
0,0
123,2
Measure Names
Number of Records
OxygenWetbaseCurve
Time
09.02.2018 1:01.03.2018 0
Oxygen_Wetbase_BinSize
0.2


2_LineChartOxygen
Durchschn. FG Oxygen WetBase
Time [2018]
Conditional
6_Compare Steam Flow Act
6_Compare Oxygen Wetbase
6_Compare Firing Output
6_Compare Fuel Moisture
7_TrendlinesFurnace
7_TrendlinesFuelFlow


1_Combustion_6h
Maximum_Combustion
Minimum_Combustion
FiringOutput6h
FuelFlow6h
>99K nulls
1_Combustion_6h
Minimum_Combustion
Maximum_Combustion
Combustion6hEVAL
out of limit
within limit
Time
09.02.2018 13:00:03
01.03.2018 08:59:13
TargetArea
Yes
Null
ScatterColor
2,3812
2,7874
3_Oxygen_vs_FuelMoisture
Conditional
6_Compare Steam Flow Act
6_Compare Oxygen Wetbase
6_Compare Firing Output
6_Compare Fuel Moisture
7_TrendlinesFurnace
7_TrendlinesFuelFlow
2_LineChartOxygen
1_Combustion
2_NormalDistribution
3_OxygenVSFuelMoisture
4_PlantStatus
5_Compar

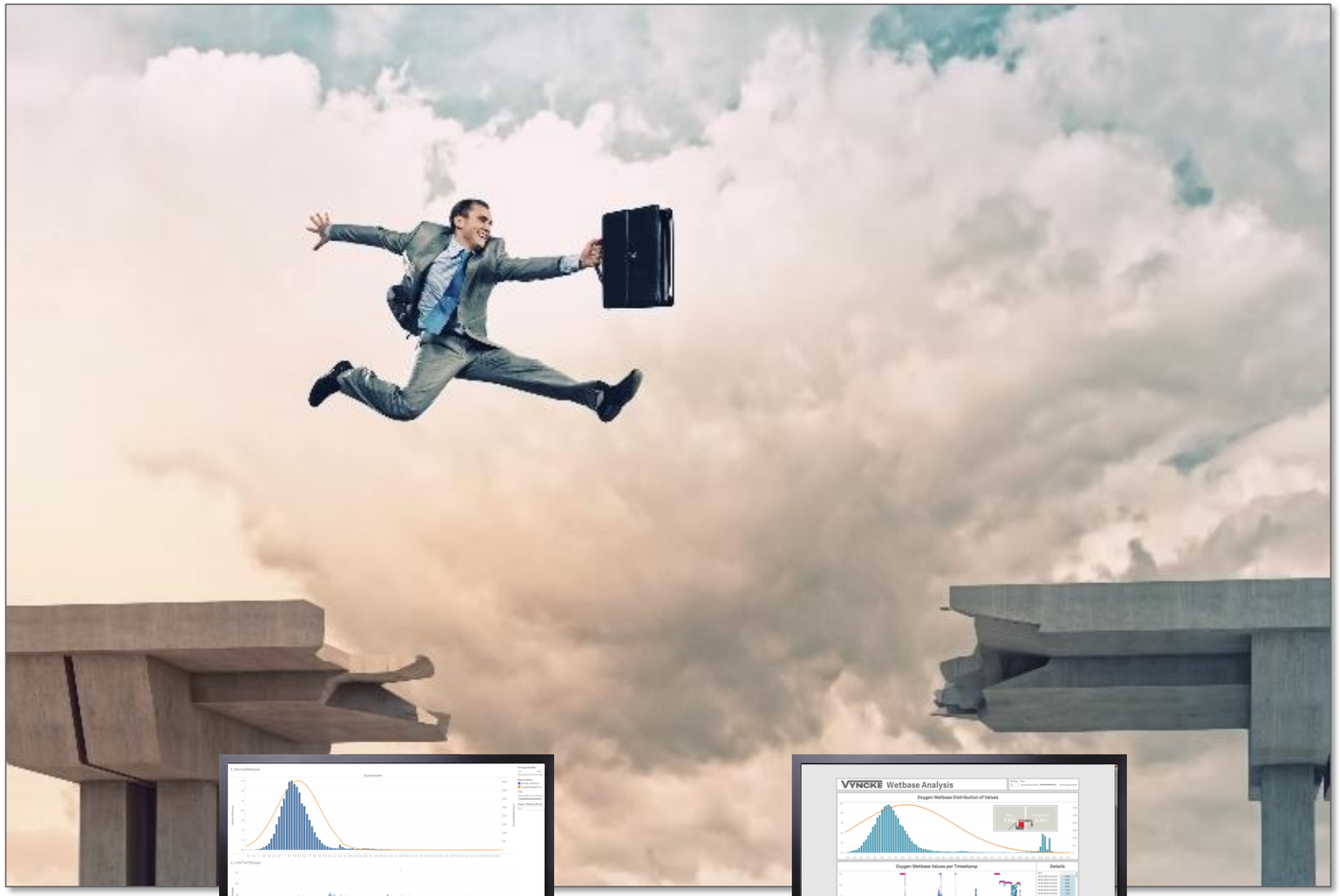




SIEMENS MindSphere

+ a b l e a u

Download Tableau



Prototyping

Polishing

Integrating

By the end of this session I want you…

😎 …to feel confident about BUY-ing an analytics product over MAK-ing one

😍 …to be excited about getting started with Tableau

Timo Tautenhahn

Senior Solution Consultant

5+ years

at Tableau

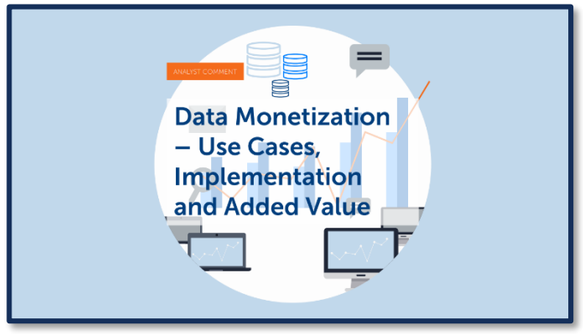
10+ years

Software Industry

tableaufans.com

Tutorials, Ideas, Assets

Session **Flow**



WHY? → HOW? → Customers → Demo Asset → Q&A

MAKE

Website Analysis
tableaufans.com
Wo
Wann
Was
Website Analysis
tableaufans.com
tableaufans.com

BUY

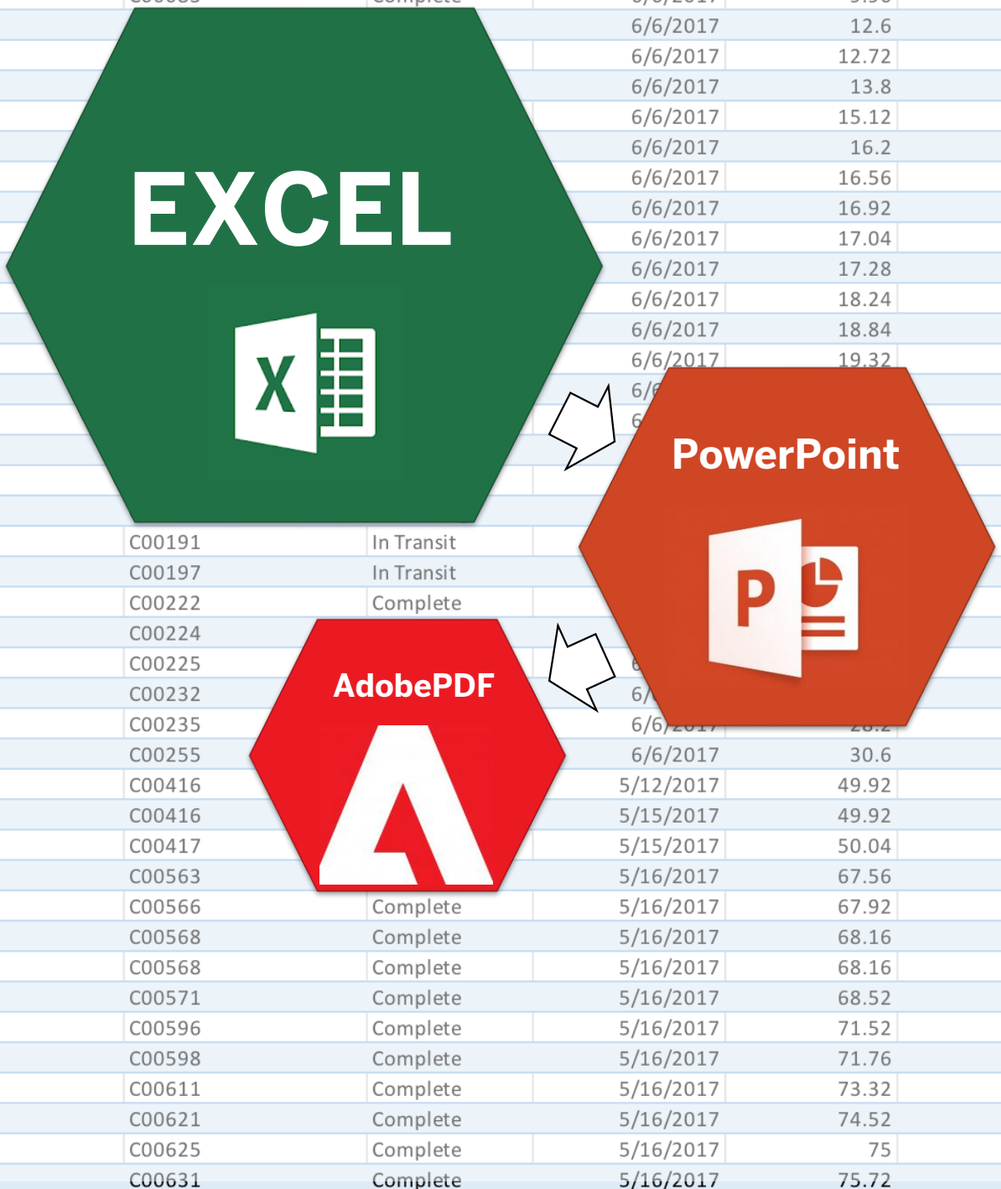
MAKE

- Manual
- Data limitation
- Time-consuming
- Dependency on individuals
- The more sources,
  the more complex

Order Number	Customer Identifer	Order Status	Requested Pick-u	Tax Amount	Order Amount
201766-6300005	C00005	Complete	6/6/2017	0.6	5
201766-6300014	C00014	In Transit	6/6/2017	1.68	14
201766-6300017	C00017	Processing	6/6/2017	2.04	17
201766-6300024	C00024	Complete	6/6/2017	2.88	24
201766-6300026	C00026	Complete	6/6/2017	3.12	26
201766-6300054	C00054	In Transit	6/6/2017	6.48	54
201766-6300055	C00055	Complete	6/6/2017	6.6	55
201766-6300083	C00083	Complete	6/6/2017	9.96	83
201766-6300105	C00105	In Transit	6/6/2017	12.6	105
201766-6300106	C00106	In Transit	6/6/2017	12.72	106
201766-6300115	C00115	Complete	6/6/2017	13.8	115
201766-6300126	C00126	In Transit	6/6/2017	15.12	126
201766-6300135	C00135	Complete	6/6/2017	16.2	135
201766-6300138	C00138	In Transit	6/6/2017	16.56	138
201766-6300141	C00141		017	16.92	141
201766-6300142	C00142		7	17.04	142
201766-6300144	C00144			17.28	144
201766-6300152	C00152			18.24	152
201766-6300157	C00157			18.84	157
201766-6300161	C00161			19.32	161
201766-6300165	C00165			19.8	165
201766-6300171	C00171			20.52	171
201766-6300177	C00177			21.24	177
201766-6300185	C00185			22.2	185
201766-6300187	C00187			22.44	187
201766-6300191	C00191			22.92	191
201766-6300197	C00197			23.64	197
201766-6300222	C00222			26.64	222
201766-6300224	C00224			26.88	224
201766-6300225	C00225		7	27	225
201766-6300232	C00232		17	27.84	232
201766-6300235	C00235	Complete	6/6/2017	28.2	235
201766-6300255	C00255	Complete	6/6/2017	30.6	255
2017512-600416	C00416	Complete	5/12/2017	49.92	416
2017515-600416	C00416	Complete	5/15/2017	49.92	416
2017515-600417	C00417	Complete	5/15/2017	50.04	417
2017516-600563	C00563	Complete	5/16/2017	67.56	563
2017516-600566	C00566	Complete	5/16/2017	67.92	566
2017516-600568	C00568	Complete	5/16/2017	68.16	568
2017516-600568	C00568	Complete	5/16/2017	68.16	568
2017516-600571	C00571	Complete	5/16/2017	68.52	571
2017516-600596	C00596	Complete	5/16/2017	71.52	596
2017516-600598	C00598	Complete	5/16/2017	71.76	598
2017516-600611	C00611	Complete	5/16/2017	73.32	611
2017516-600621	C00621	Complete	5/16/2017	74.52	621
2017516-600625	C00625	Complete	5/16/2017	75	625
2017516-600631	C00631	Complete	5/16/2017	75.72	631

MAKE

- Manual
- Data limitation
- Time-consuming
- Dependency on individuals
- The more sources,
  the more complex
- **Error-prone**
- **Even more manual effort**
- **Static**
- **Doesn't scale**



Order Number	Customer Identifer	Order Status	Requested Pick-U	Tax Amount	Order Amount
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201766-6300105			6/6/2017	12.6	105
201766-6300106			6/6/2017	12.72	106
201766-6300115			6/6/2017	13.8	115
201766-6300126			6/6/2017	15.12	126
201766-6300135			6/6/2017	16.2	135
201766-6300138			6/6/2017	16.56	138
201766-6300141			6/6/2017	16.92	141
201766-6300142			6/6/2017	17.04	142
201766-6300144			6/6/2017	17.28	144
201766-6300152			6/6/2017	18.24	152
201766-6300157			6/6/2017	18.84	157
201766-6300161			6/6/2017	19.32	161
201766-6300165			6/6		165
201766-6300171			6		171
201766-6300177					177
201766-6300185					185
201766-6300187					187
201766-6300191	C00191	In Transit			191
201766-6300197	C00197	In Transit			197
201766-6300222	C00222	Complete			222
201766-6300224	C00224				224
201766-6300225	C00225		6		225
201766-6300232	C00232		6/		232
201766-6300235	C00235		6/6/2017		235
201766-6300255	C00255		6/6/2017	30.6	255
2017512-600416	C00416		5/12/2017	49.92	416
2017515-600416	C00416		5/15/2017	49.92	416
2017515-600417	C00417		5/15/2017	50.04	417
2017516-600563	C00563		5/16/2017	67.56	563
2017516-600566	C00566	Complete	5/16/2017	67.92	566
2017516-600568	C00568	Complete	5/16/2017	68.16	568
2017516-600568	C00568	Complete	5/16/2017	68.16	568
2017516-600571	C00571	Complete	5/16/2017	68.52	571
2017516-600596	C00596	Complete	5/16/2017	71.52	596
2017516-600598	C00598	Complete	5/16/2017	71.76	598
2017516-600611	C00611	Complete	5/16/2017	73.32	611
2017516-600621	C00621	Complete	5/16/2017	74.52	621
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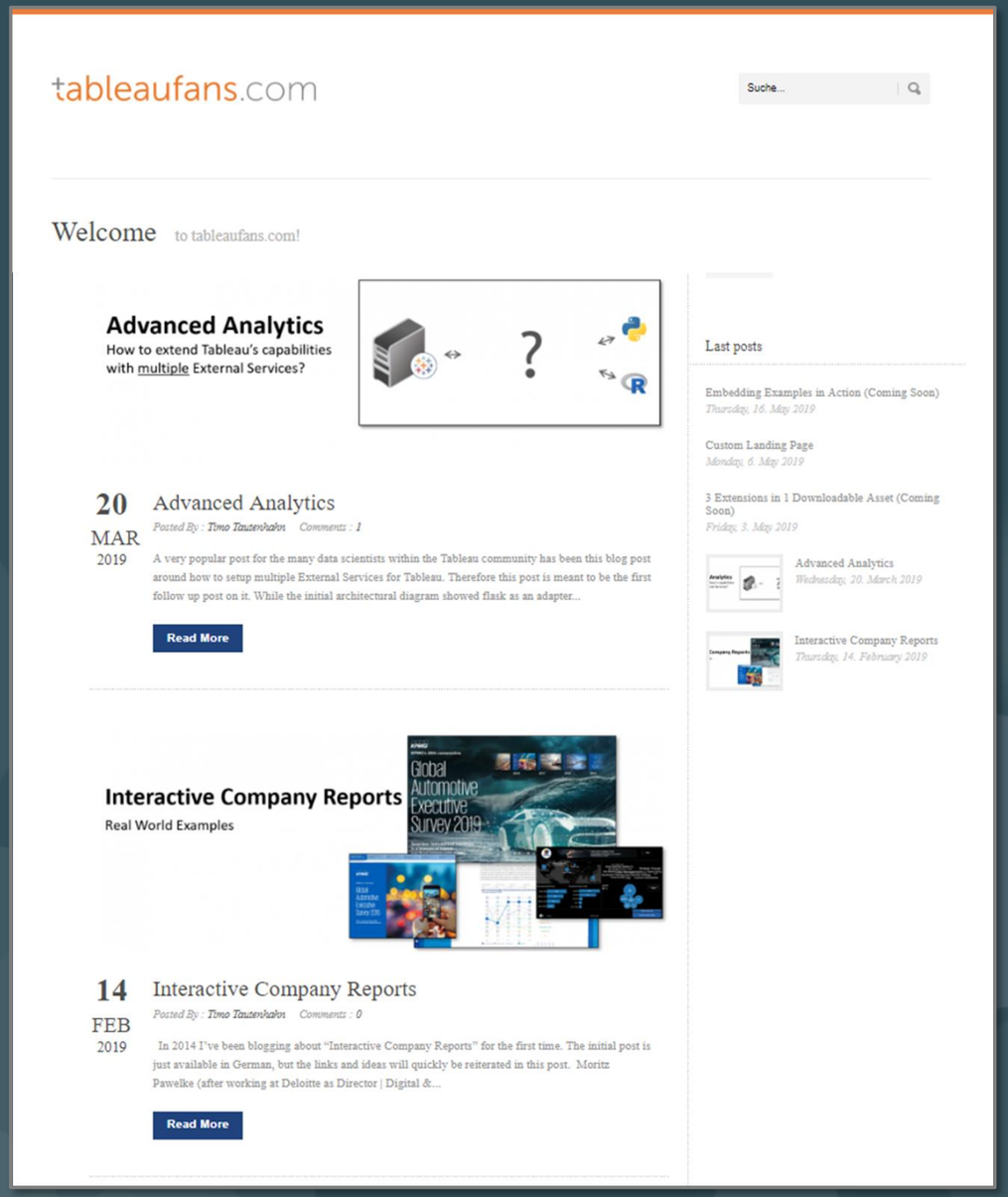
2017516-600631	C00631	Complete	5/16/2017	75.72	631



DEMO

Google Analytics

WEBHOSTING

Webhosting with Built-In Analytics

Home | Analytics | Advanced Analytics | Consulting | Contact

Tableau - Book1

File Data Worksheet Dashboard Story Map Format Server Window Help

Show Me

Dashboard Layout

Default
Phone

Device Preview

Size

Desktop Browser (1000 x 8...

Sheets

When?
Where?
What?

Objects

Horizontal Web Page
Vertical Blank
Text Button
Image Extension

Tiled Floating

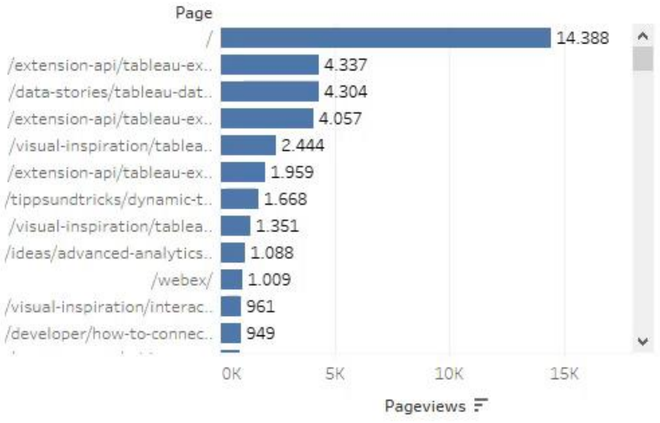
Show dashboard title

Website Analysis

Where?

Pageviews
1
5.000
10.000
15.000
22.065

What?



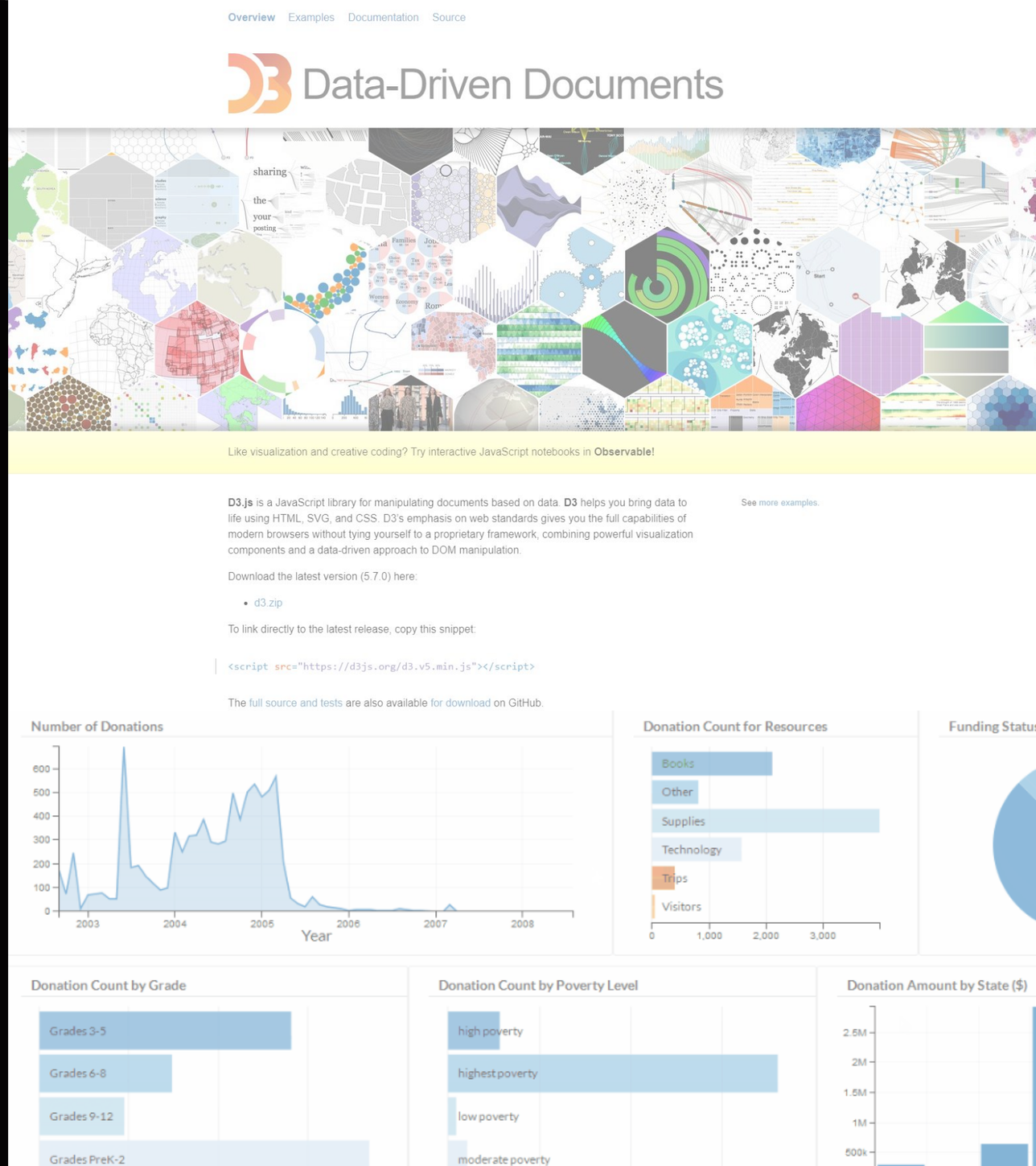
When?

Data Source | When? | Where? | Website Analysis | What?

admin

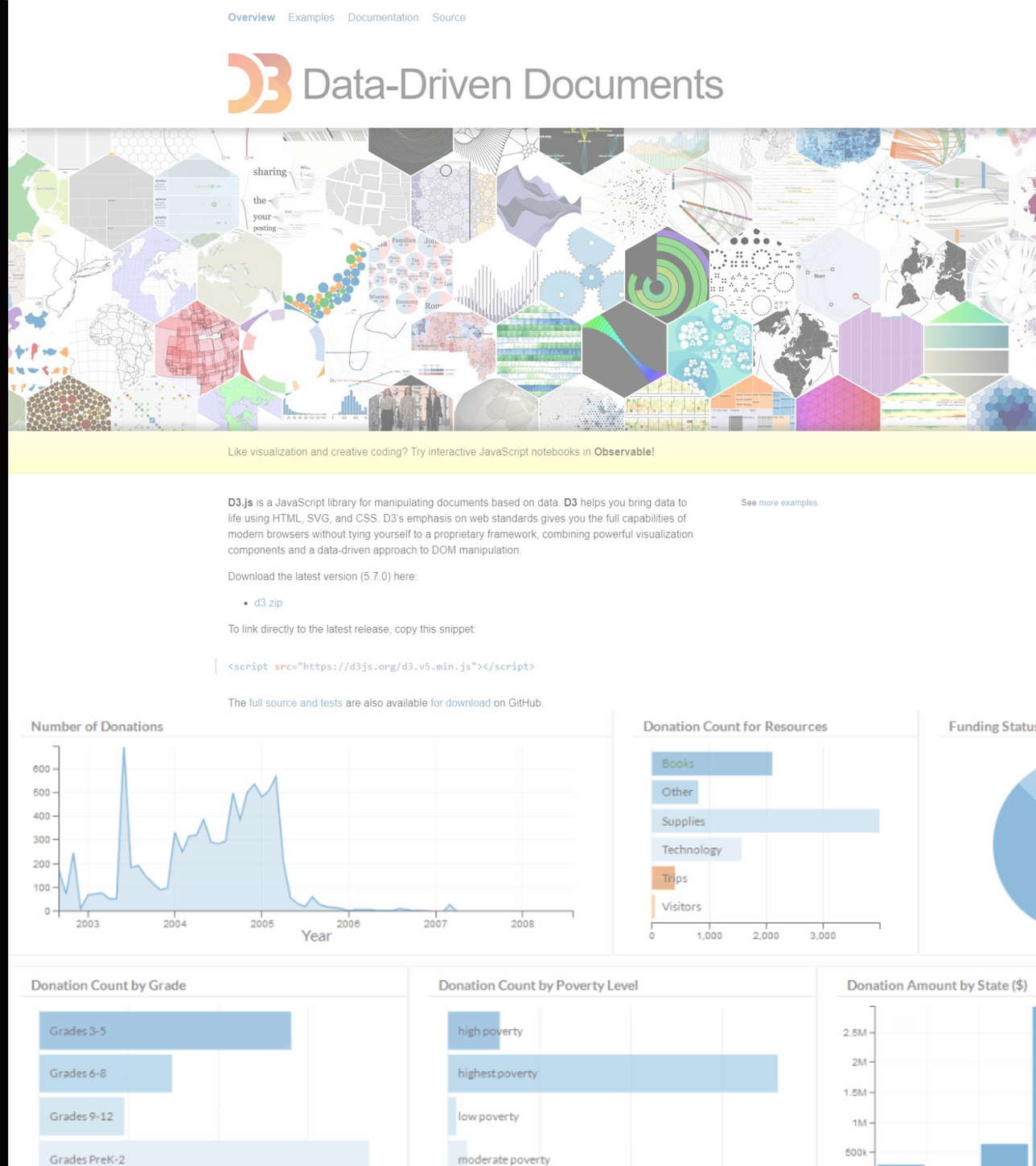
MAKE

- Initial Development Effort
- Programming Expertise for Adjustments
- Data Connection
- Security
- Monitoring
- Bug Fixes
- Ongoing Feature Development



MAKE

- Initial Development Effort
- **Programming Expertise for Adjustments**
- Data Connection
- **Security**
- Monitoring
- Bug Fixes
- **Ongoing Feature Development**



New Tab | Website Analysis: Website Analys

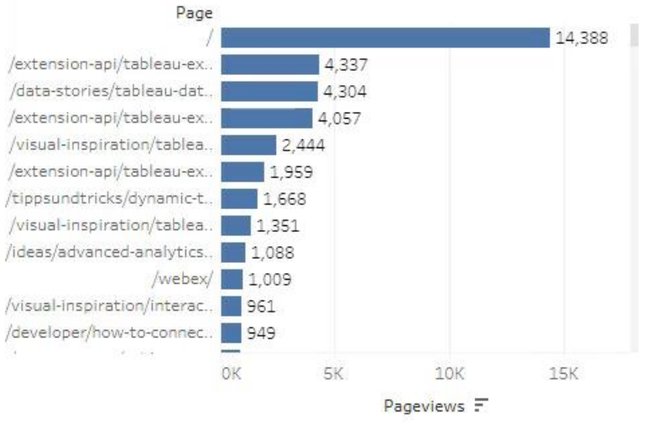
Not secure | tableauserver20192/#/site/tableaufans/views/WebsiteAnalysis_15595884593700/WebsiteAnalysis?:iid=9

SETI-TS1 | 2019.2 | Login | QuickStart | AutomatedInsights | MindSphere | CRM | WriteBack | Mobile | Tableau Photo Booth | Retail Photo Booth | Jägermeister Photo... | Opps | alpo | Track | Pre | Feature to Product... | Other bookmarks

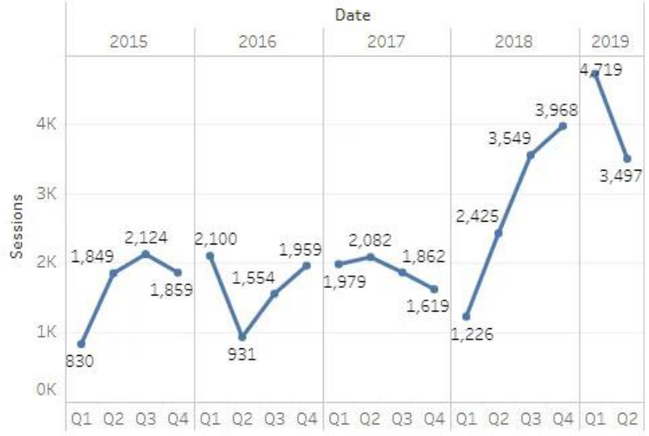
Website Analysis

Where?

What?

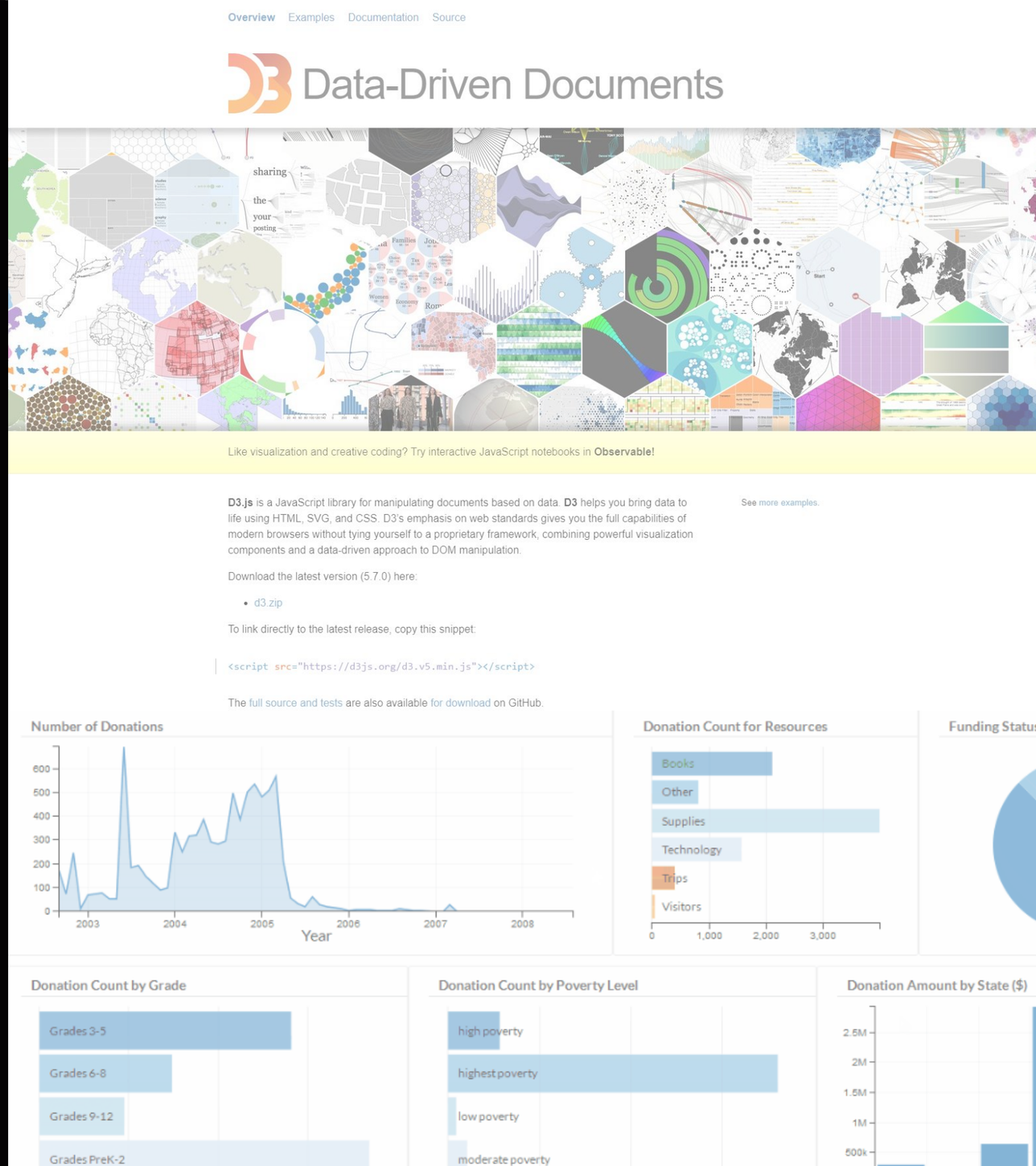


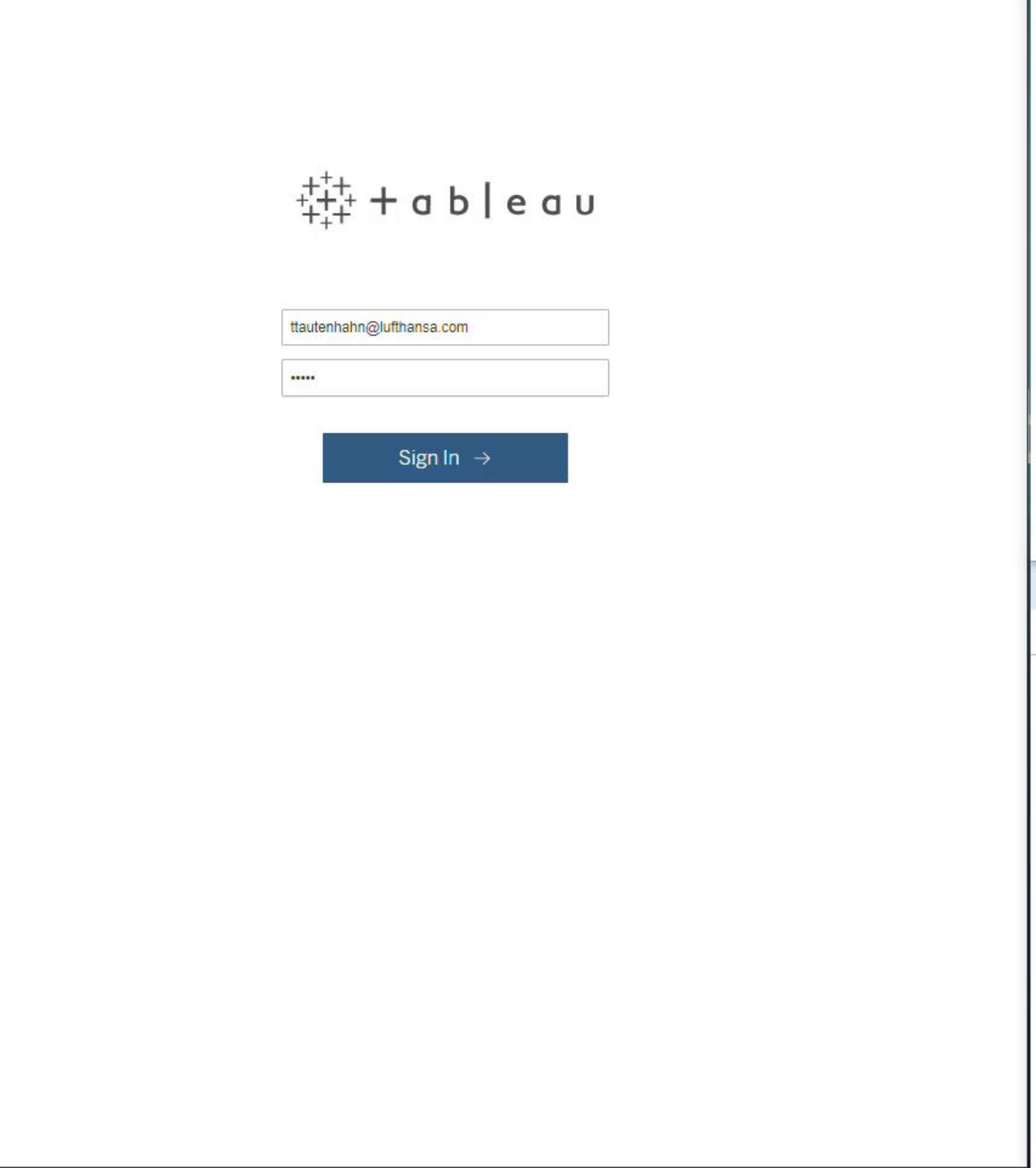
When?



MAKE

- Initial Development Effort
- **Programming Expertise for Adjustments**
- Data Connection
- **Security**
- Monitoring
- Bug Fixes
- **Ongoing Feature Development**




ttautenhahn@lufthansa.com
Sign In

ttautenhahn@tableau.com
Sign In

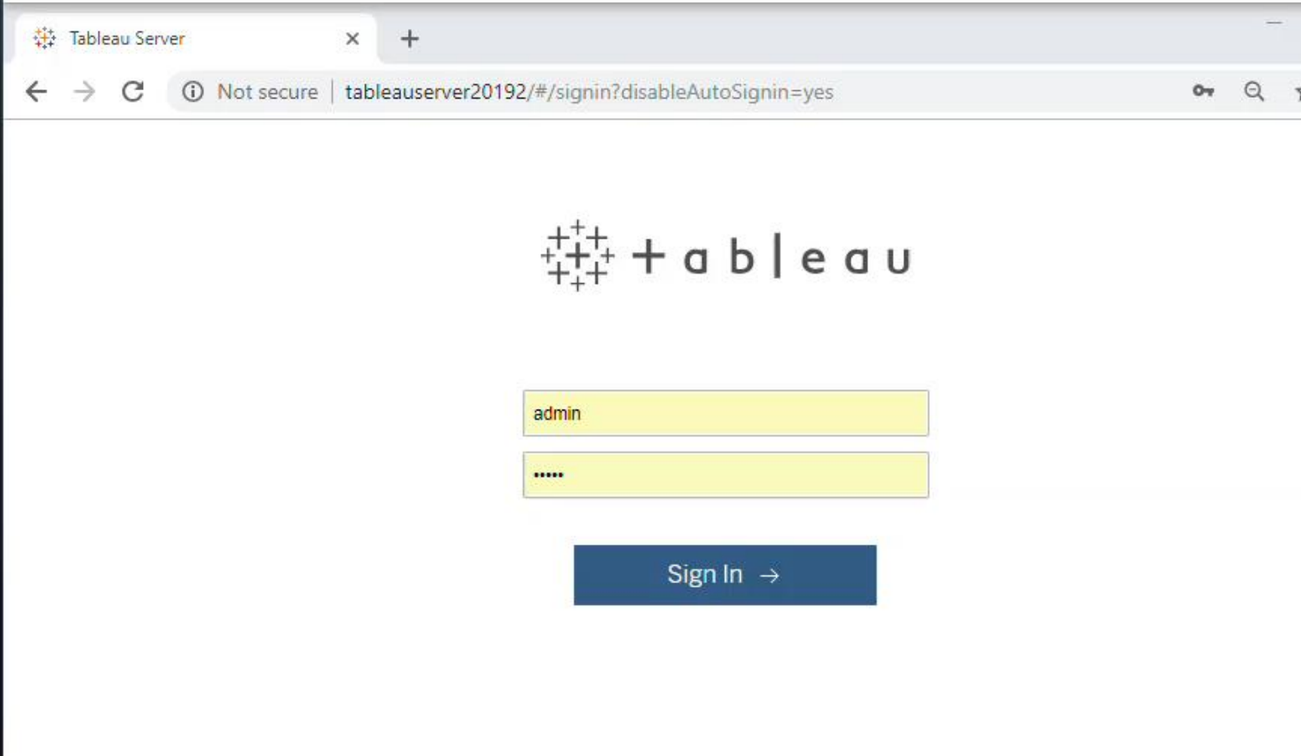


Tableau Server
Not secure
tableauserver20192/#/signin?disableAutoSignin=yes
admin
Sign In

MAKE

- Initial Development Effort
- Programming Expertise
- Time for Adjustments
- Unifying Data Sources
- Dependent on Individuals
- Data Volumes
- Security
- Integration
- Scalability
- Monitoring
- Manual Deployment
- Error-prone
- Mobile
- Time-to-Market

BUY

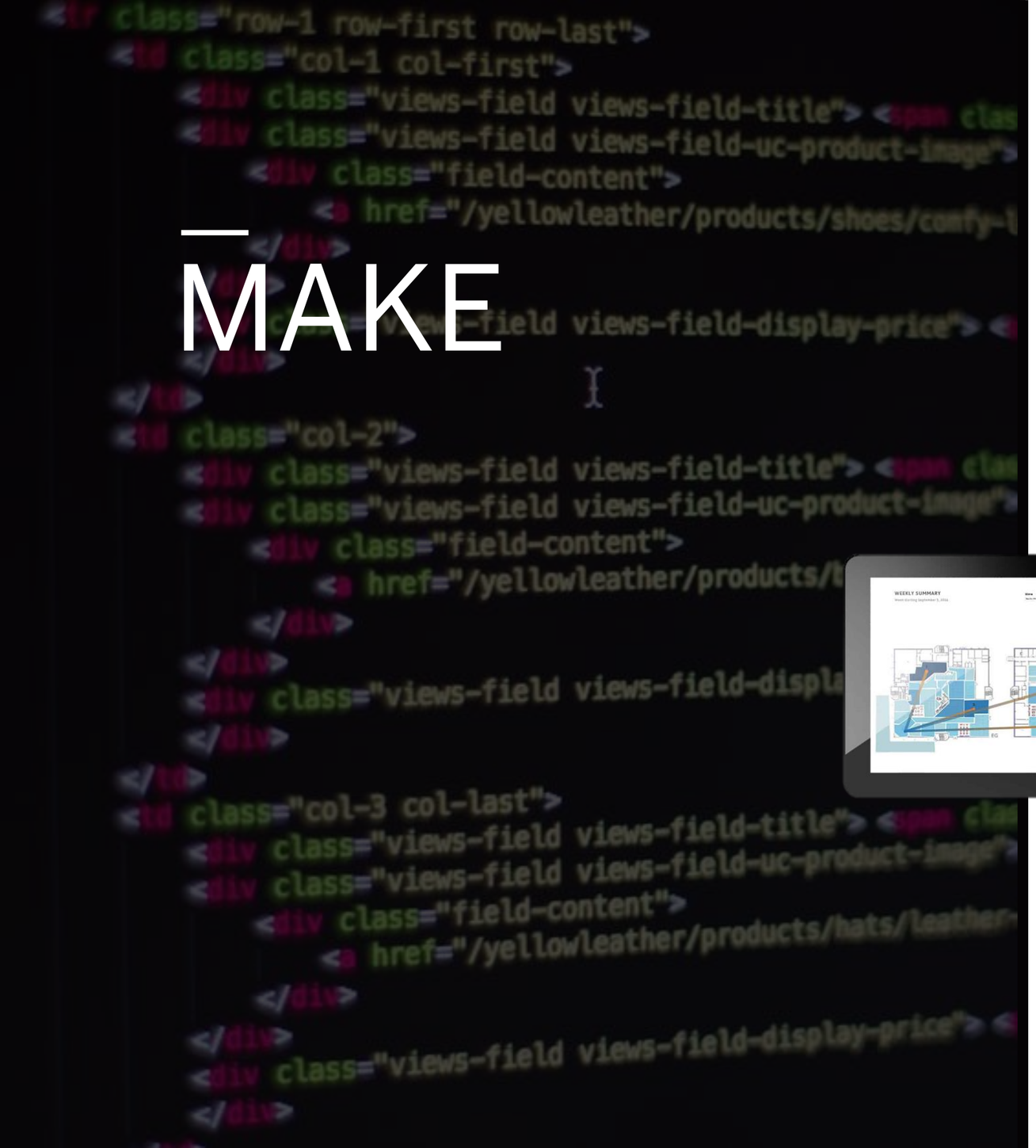
MAKE

- Initial Development Effort
- Programming Expertise
- Time for Adjustments
- Unifying Data Sources
- Dependent on Individuals
- Data Volumes
- Security
- Integration
- Scalability
- Monitoring
- Manual Deployment
- Error-prone
- Mobile
- Time-to-Market

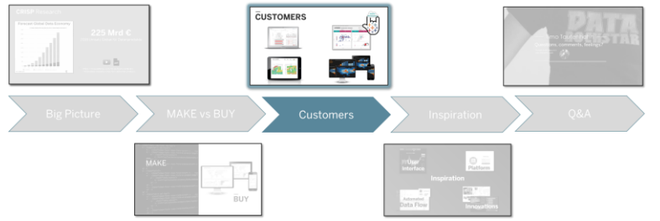
BUY

- **Fast Deployment**
- **Adjustments made by Business Unit**
- **Security**
- **Monitoring**
- **Mobile**
- **Scalability**
  +100k User
- **Time-to-Market**

questback



MAKE


CUSTOMERS
Big Picture
MAKE vs BUY
Customers
Inspiration
Q&A

BUY

MINODES
WEEKLY SUMMARY

SIEMENS
MindSphere
MindSphere

MiNODES

Minodes

Minodes

A Telefónica NEXT COMPANY

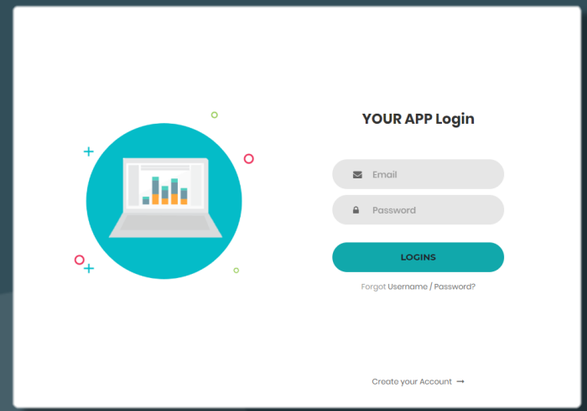
Minodes

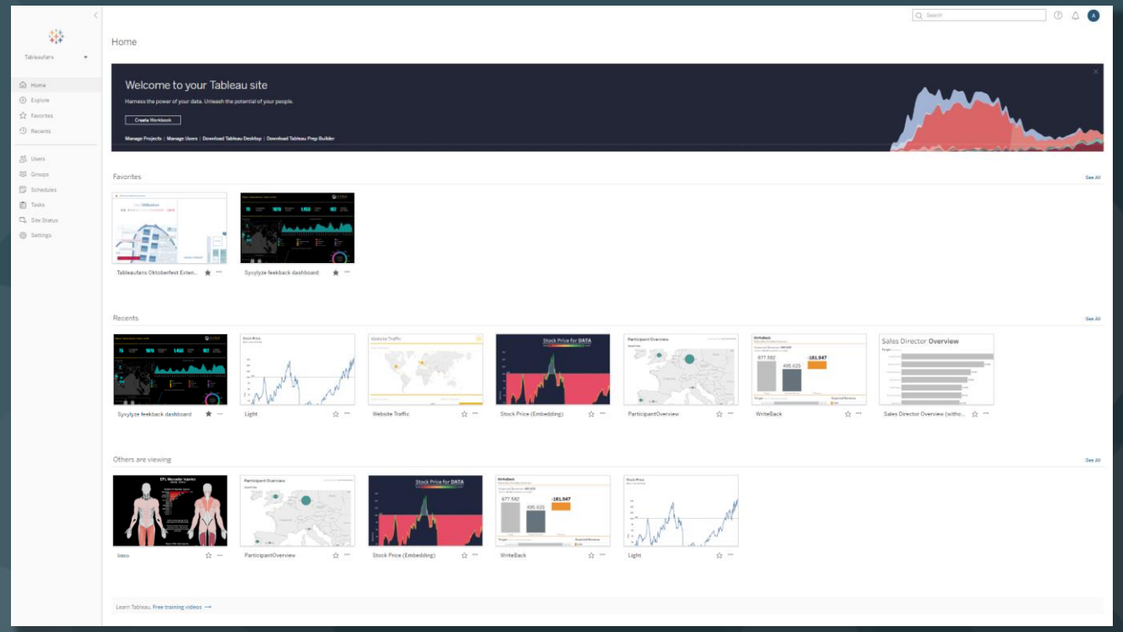
WEEKLY SUMMARY
Week starting September 5, 2016
Store
Date
Aggregation
Visit Type
EG
OG
Date Range
Main KPI
Average
% Returning Visits per Store
Germany
Poland
% Returning Visits per Week
Click on a Week for In-Depth Analysis
52.9%
59.8%
45.9%
49.8%
68.6%
22 August 2016
29 August 2016
5 September 2016
12 Septemb...
19 Septemb...
% Returning Visits per Day
Click on a Date for In-Depth Analysis
56.9%
63.2%
25 Aug
30 Aug
4 Sep
9 Sep
14 Sep
19 Sep
% Returning Visits per Hour
Date Range: 22 August 2016 until 21 September 2016
0.5%
0.9%
10
11
12
13
14
15
16
17
18
19
20
21

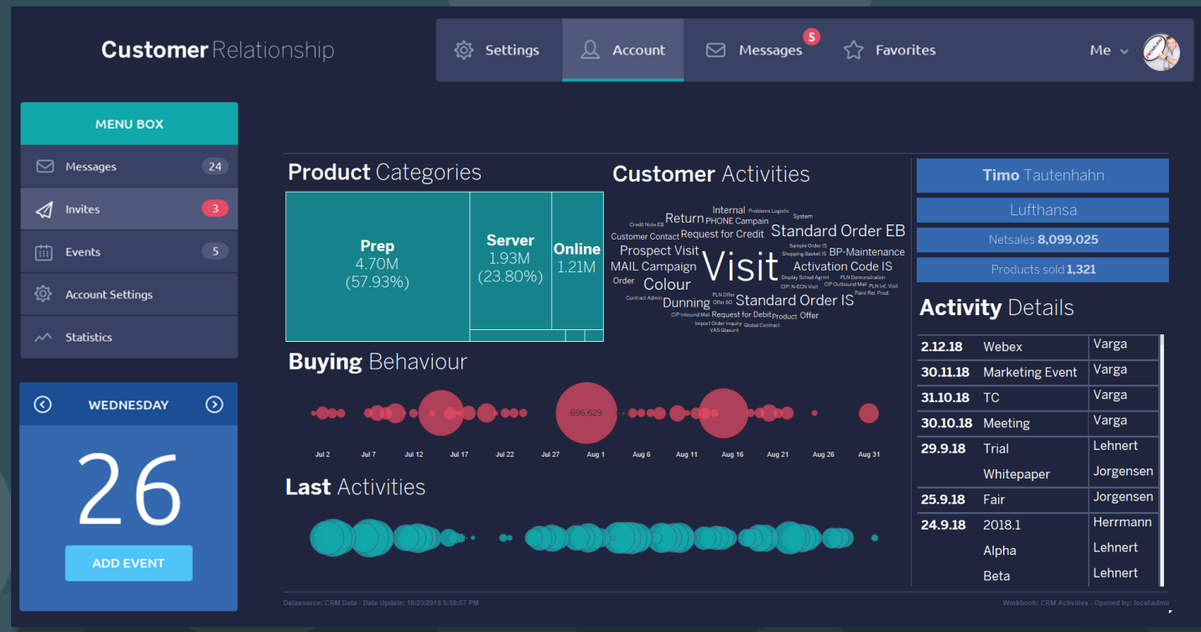
WEEKLY SUMMARY
Week starting September 5, 2016
Store
Berlin-Mitte
Date
Last Week
KPI
% of visits
% of visits
1,0
40,3
EG
OG

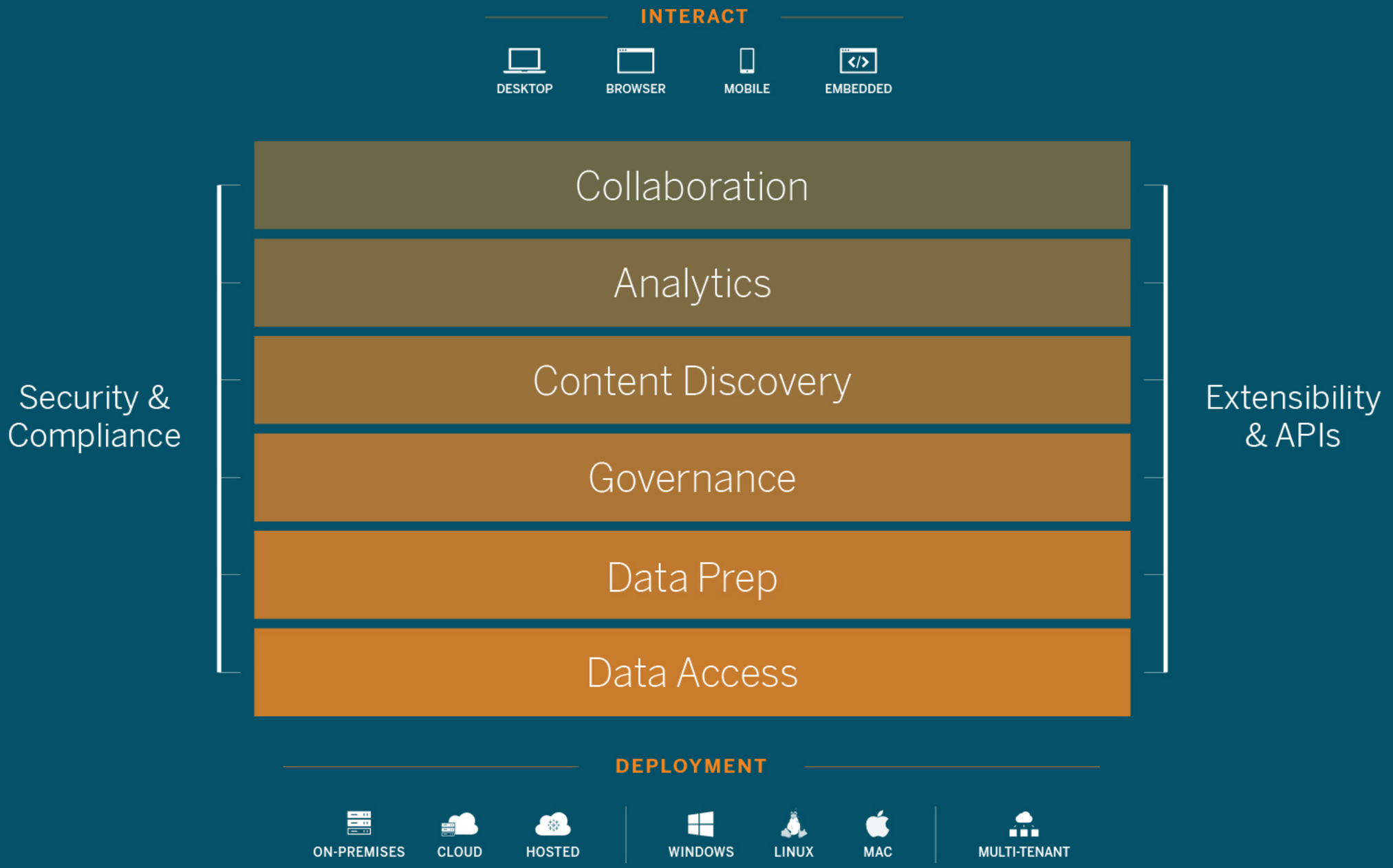
Analytics

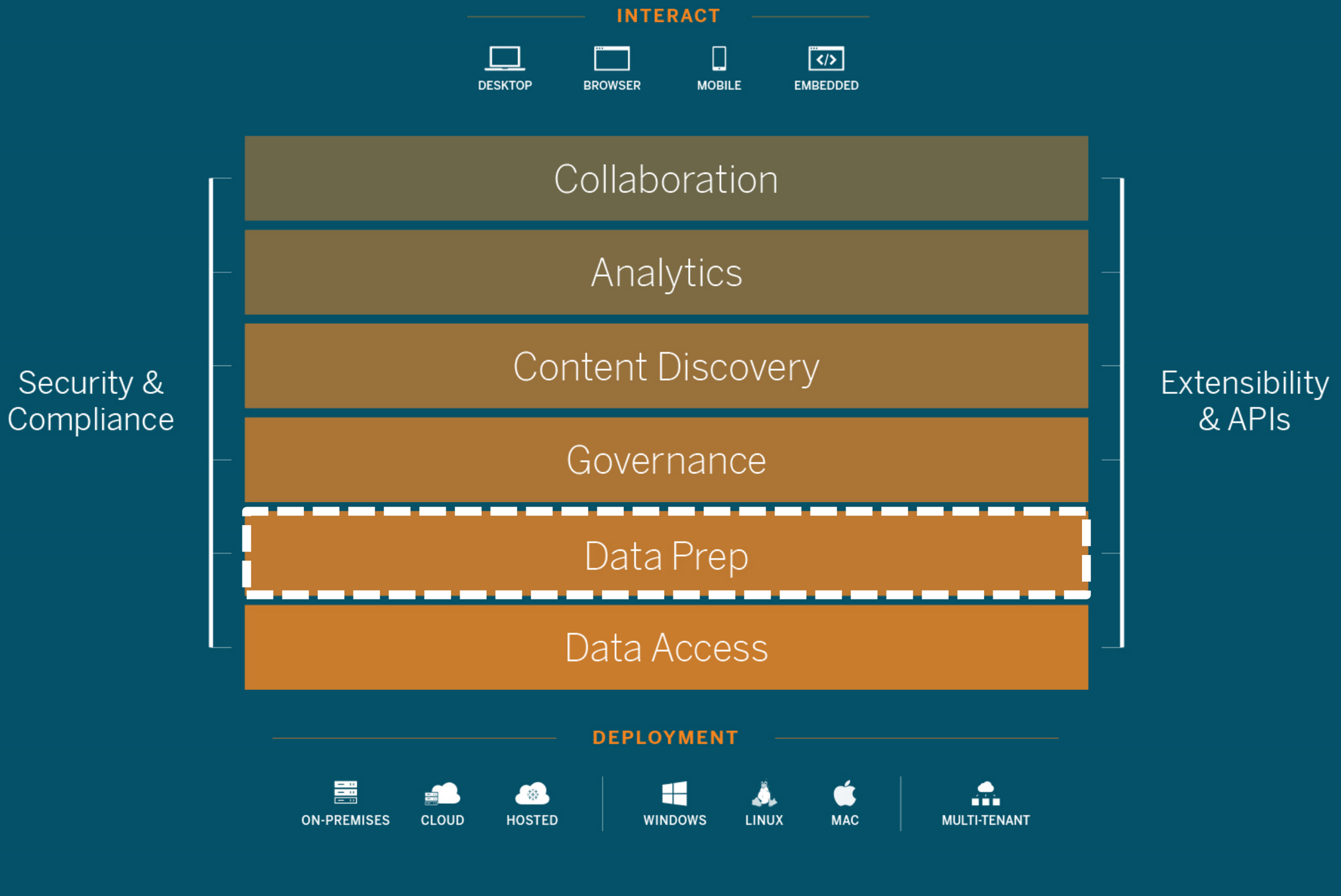
tableau
Username
Password
Sign In →


YOUR APP Login
Email
Password
LOGINS
Forgot Username / Password?
Create your Account →


Home
Welcome to your Tableau site
Favorites
Recents
Others are viewing


CustomerRelationship
Settings
Account
Messages
5
Favorites
Me
MENU BOX
Messages 24
Invites 3
Events 5
Account Settings
Statistics
WEDNESDAY
26
ADD EVENT
Product Categories
Prep 4.70M (57.93%)
Server 1.93M (23.80%)
Online 1.21M
Customer Activities
Visit
Buying Behaviour
Last Activities
Timo Tautenhahn
Lufthansa
Netsales 8,099,025
Products sold 1,321
Activity Details
2.12.18 Webex Varga
30.11.18 Marketing Event Varga
31.10.18 TC Varga
30.10.18 Meeting Varga
29.9.18 Trial Lehnert
Whitepaper Jorgensen
25.9.18 Fair Jorgensen
24.9.18 2018.1 Herrmann
Alpha Lehnert
Beta Lehnert


INTERACT
DESKTOP
BROWSER
MOBILE
EMBEDDED
Collaboration
Analytics
Content Discovery
Governance
Data Prep
Data Access
Security & Compliance
Extensibility & APIs
DEPLOYMENT
ON-PREMISES
CLOUD
HOSTED
WINDOWS
LINUX
MAC
MULTI-TENANT


INTERACT
DESKTOP
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MOBILE
EMBEDDED
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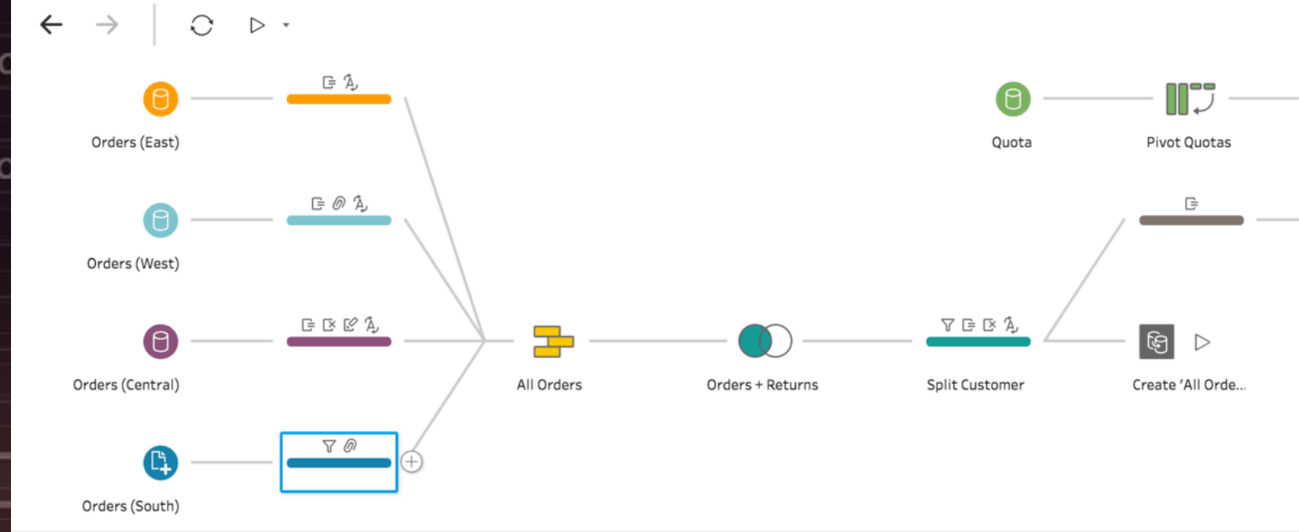
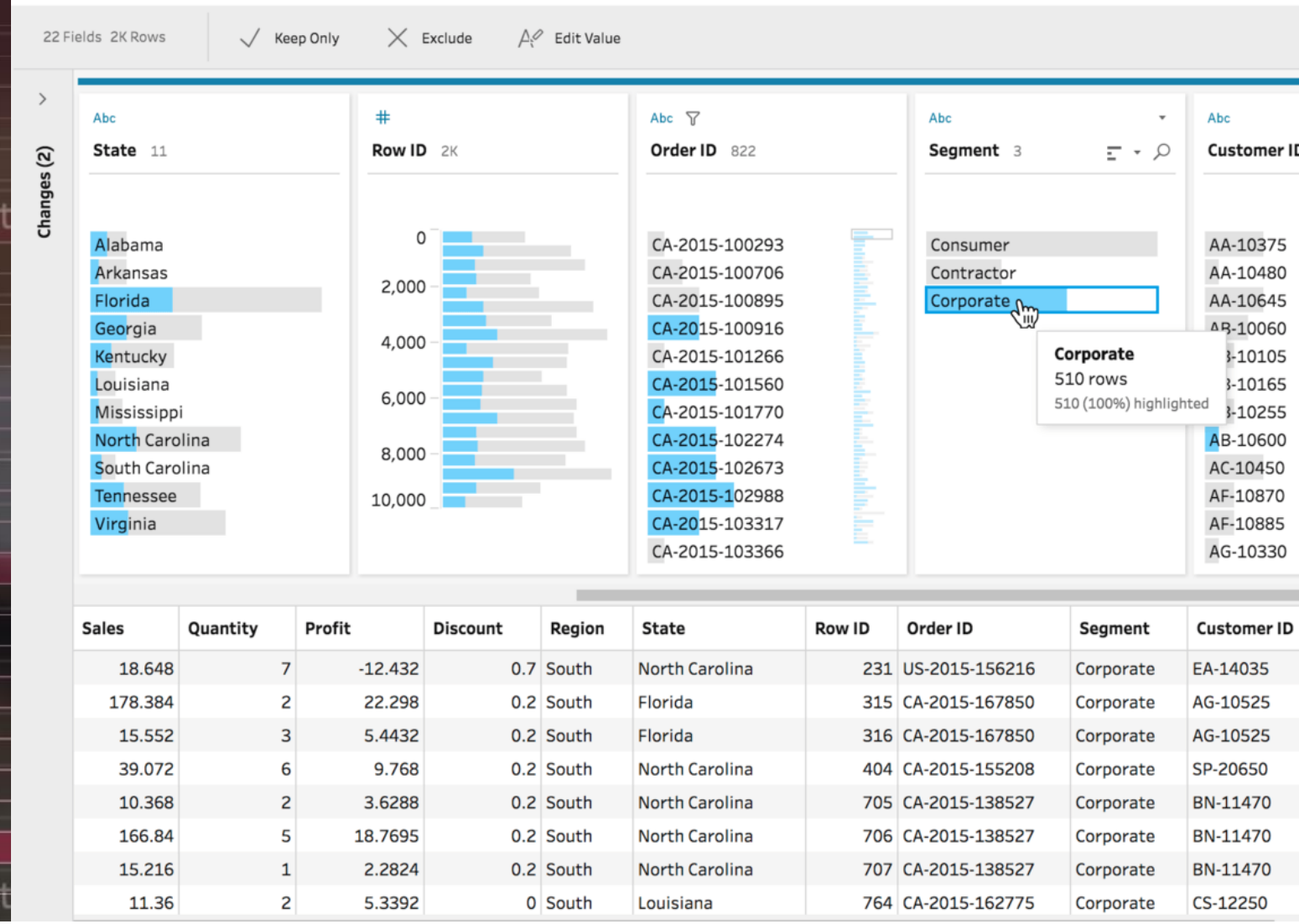
Data Access
Security & Compliance
Extensibility & APIs
DEPLOYMENT
ON-PREMISES
CLOUD
HOSTED
WINDOWS
LINUX
MAC
MULTI-TENANT

Tableau Prep helps **people** prepare data for analysis

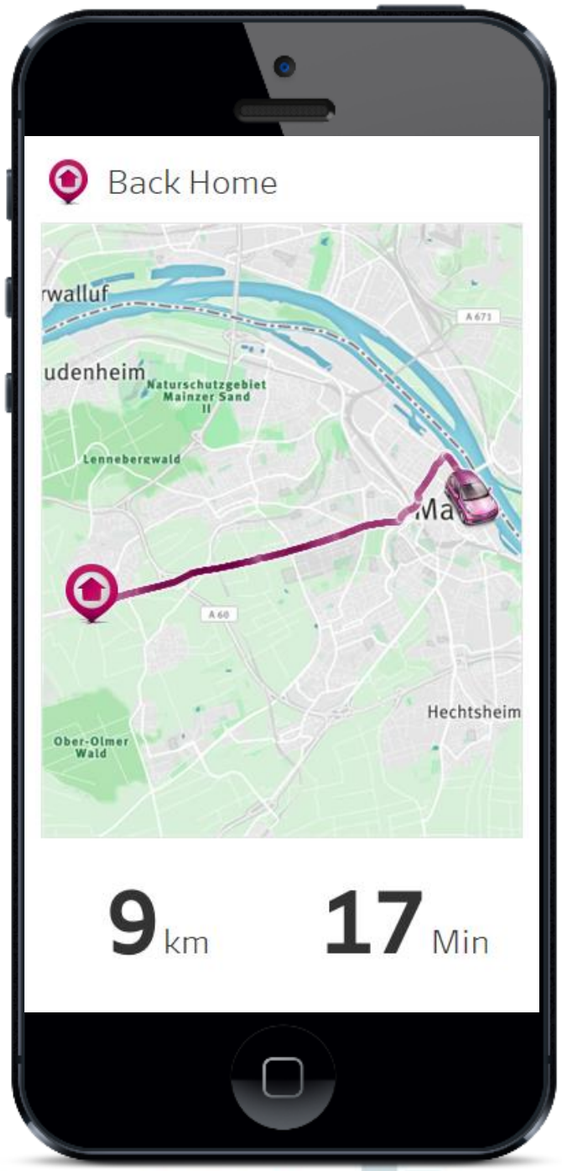
www.tableau.com/prep

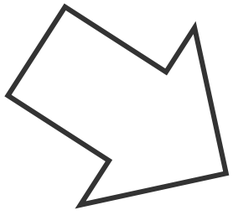


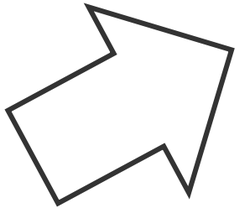


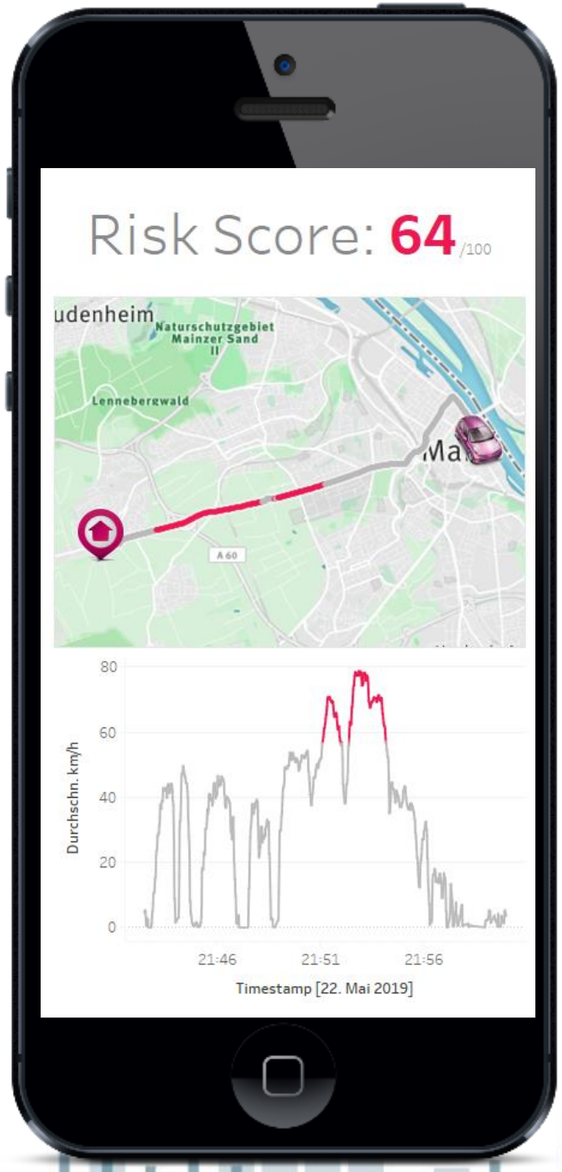
Sales	Quantity	Profit	Discount	Region	State	Row ID	Order ID	Segment	Customer ID
18.648	7	-12.432	0.7	South	North Carolina	231	US-2015-156216	Corporate	EA-14035
178.384	2	22.298	0.2	South	Florida	315	CA-2015-167850	Corporate	AG-10525
15.552	3	5.4432	0.2	South	Florida	316	CA-2015-167850	Corporate	AG-10525
39.072	6	9.768	0.2	South	North Carolina	404	CA-2015-155208	Corporate	SP-20650
10.368	2	3.6288	0.2	South	North Carolina	705	CA-2015-138527	Corporate	BN-11470
166.84	5	18.7695	0.2	South	North Carolina	706	CA-2015-138527	Corporate	BN-11470
15.216	1	2.2824	0.2	South	North Carolina	707	CA-2015-138527	Corporate	BN-11470
11.36	2	5.3392	0	South	Louisiana	764	CA-2015-162775	Corporate	CS-12250

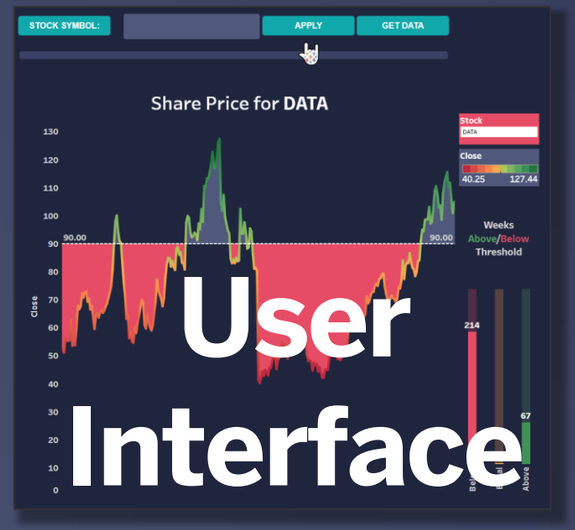
Tableau **Prep**





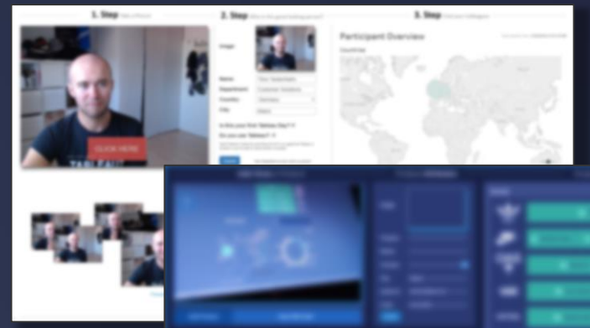


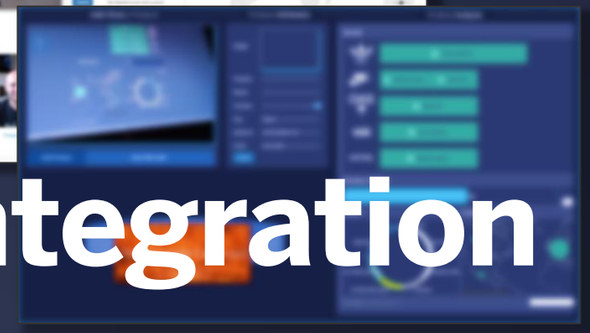




User Interface

Extensions

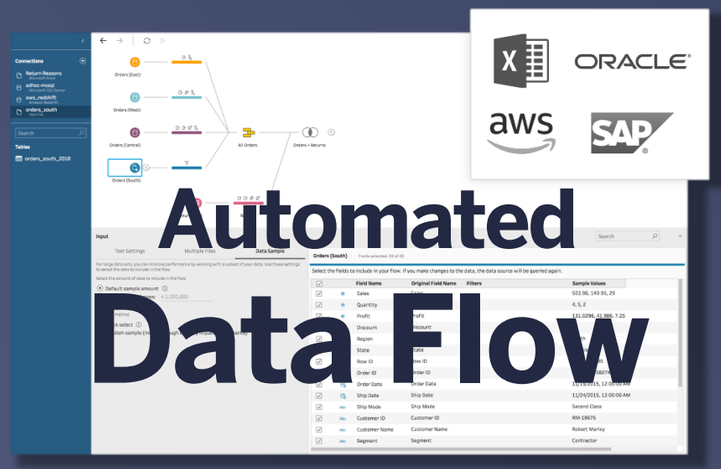




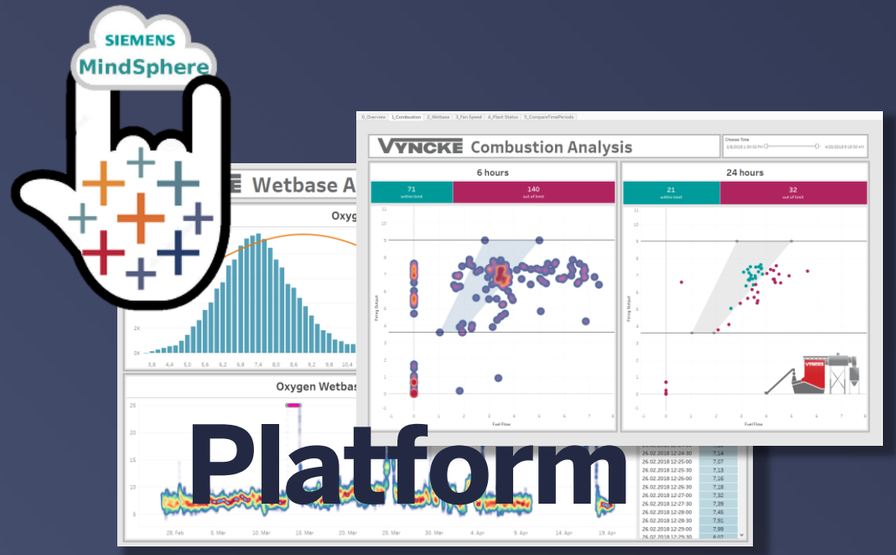
Integration

Tableaufans Demo Asset

Will be released at Tableau Conference Europe June 18th



Automated Data Flow



Platform

Mobile

Session **Flow**

GET **STARTED** → **BUY** → Across Industries → **Excited** → Q&A

Thank you!

Questions, comments, feelings?

Timo Tautenhahn
www.tableaufans.com

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How to **get started** with integrating / embedding Tableau quickly?
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msaltenberger@tableau.com
Webinar: Data Monetisation

Thank you!

Questions, comments, feelings?

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jrantac@tableau.com
Webinar: Data Monetisation