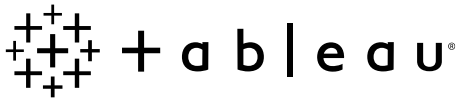
Customer Champions Program



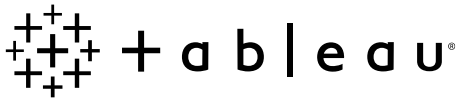
Welcome

Agenda

- 8:30 Registration & Breakfast
- 9:15 Introduction – *Jonah Kim, Tableau*
- 9:30 Product Roadmap Highlights – *Thierry D'hers, Tableau*
- 10:00 Break
- 10:15 Building an Internal Customer Success Plan – *Rahul Trehan, Tableau*
- 10:35 Champion Sharing – *Sarah Burnett, Standard Chartered Bank*
- 10:55 Champions Huddle
- 11:30 Closing

Introduction

Jonah Kim, Product Marketing Manager



What is it?

Help our customers reach their goals

What’s your goal for 2018?

Who is it for?

Tableau champions – *professionally invested in driving a culture of analytics*

Why are we doing it?

Your Feedback

- Share framework and best practices for success
- Provide resources to fill gaps in support
- Create a network of champions

Overview

- Quarterly meetings
- Dedicated communication channel
- Content repository
- Packaged content

- Access to latest resources and information
- Network and learn from other champions

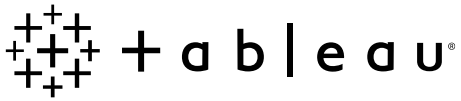
Planned Topics

• March	Customer success plan
• June	Onboarding, training & enablement
• August	Building community
• November	Measuring success & scaling analytics

• Exchange ideas
• Build relationships
• Share feedback

Product Roadmap Highlights

Thierry D'hers, VP Product Development



Thierry D’hers
Vice President Product Development
tableau

Rapid Innovation

Thierry D'hers, VP Product Development

CONFIDENTIAL, SHARED UNDER NDA

Recently in Tableau

10.2

- Spatial file connector
- Automatic dateparse
- Extensibility
- Mobile toolbar
- Workbook formatting
- ...more

10.3

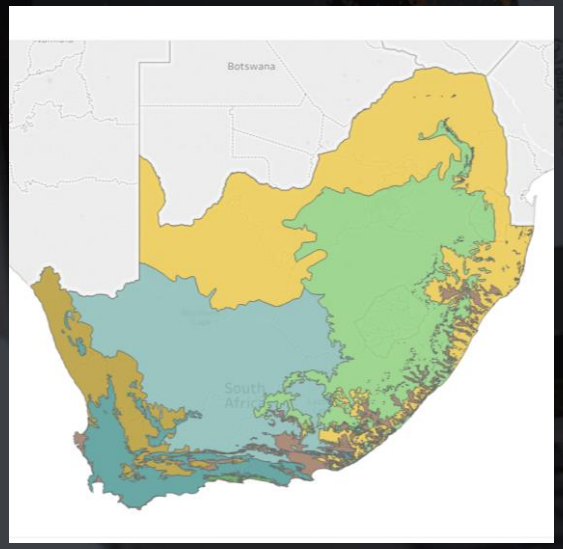
- Data driven alerts
- Web authoring improvements
- Deep linking for mobile
- Tooltip selection
- Custom subscriptions
- ...more

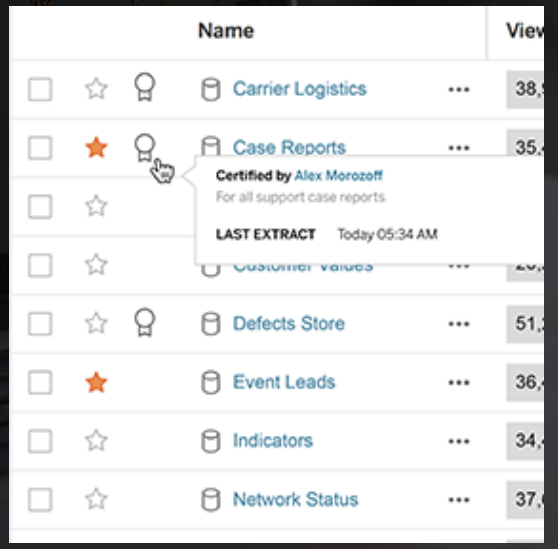
10.4

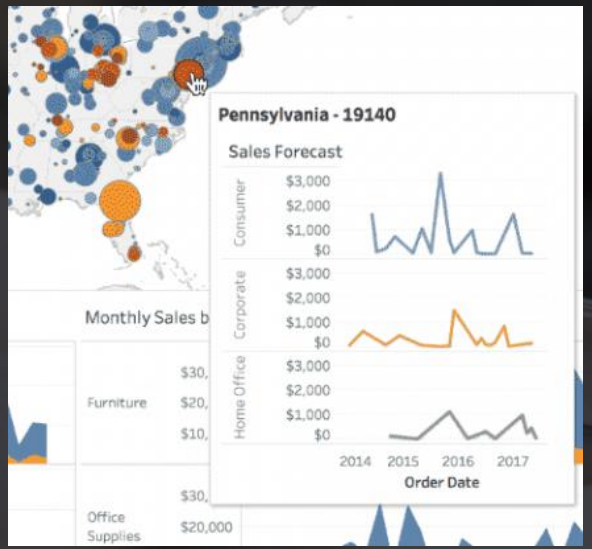
- Data source certification
- Padding
- Commenting
- Data source recommendations
- Linear geometry
- Extract data from SAP BW
- ...more

10.5 (Jan '18)

- Hyper
- Linux
- Viz in tooltip
- Nested projects
- Power trendlines
- Box connector
- ...more







10.2

- Spatial files
- API updates
- Mark card improvements
- Story point updates
- Formatting
- Map scale
- Legends per measure
- Mobile toolbar
- Extensibility
- Security and governance
- Accessibility and scale
- Web authoring improvements
- New connectors
- Export data to CSV
- Table calc assistance
- Join calculations
- Automatic dateparse
- Python Integration

10.3

- Tableau Bridge
- Automatic query caching
- API updates
- Custom subscriptions
- Table calc filters
- Latest date presets
- Distribute evenly
- Maps data
- Tooltip selection
- Union updates
- Connector improvements
- Mobile updates
- PDF connector
- Smart table & join recommendations
- Story points updates
- Data-driven alerts
- Web authoring updates

10.4

- Linear geometry
- MATLAB Integration
- Dashboard spacing
- Mapping updates
- Data source recommendations
- Data source certification
- Connector improvements
- Commenting on a Viz
- High DPI Scaling
- Accessibility Updates
- Enterprise enhancements
- Web authoring improvements
- Kerberos for Spark SQL
- Presto with LDAP and Kerberos
- Full SAP BW Extract Support
- Okta for Tableau Mobile
- IOS Web Authentication
- Denodo

10.5

- Viz in Tooltip
- Linux
- Hyper
- Nested projects
- Power tendlines
- Improved workbook version compatibility
- Web authoring improvements
- Enterprise enhancements
- Mobile updates
- Mapping updates
- Subscription improvements
- Box connector
- Desktop deployment improvements
- Tableau Bridge improvements
- Rename workbooks
- Smooth Tooltips
- Annotate and Share

Looking to **2018** and beyond

Moving to a quarterly release cadence

Tableau 2018.1

Data

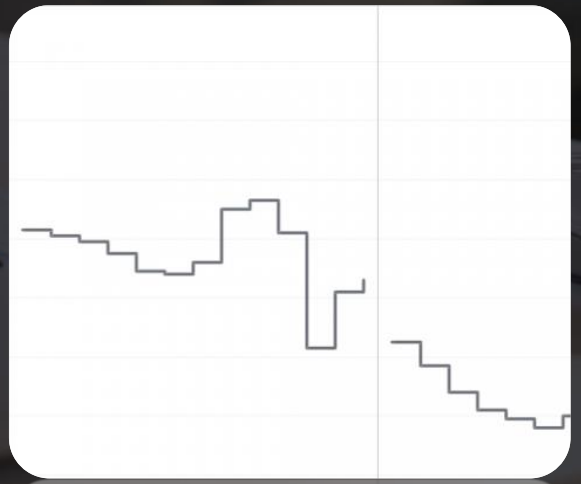
- Connect to SQL Server spatial data
- Tableau Bridge – increased scalability & reliability
- Connector Updates
- Marketo improvements
- Quickbook Online improvements

IT Management & Governance

- Online: Identity auto-sync with SCIM for Tableau Online
- Downgrade workbooks from Tableau Server and Online
- Easier driver installation
- WCAG 2.0 conformant toolbars

Visual Analytics

- Step and Jump Lines
- Analytic Object Guidance
  Additional clustering functionality
- Improved hierarchy filtering
- Dual-axis mapping improvement
- Viz in tooltip improvements



Web authoring

- Show Me on dashboards
- More formatting
- Cancel long running actions

Mobile

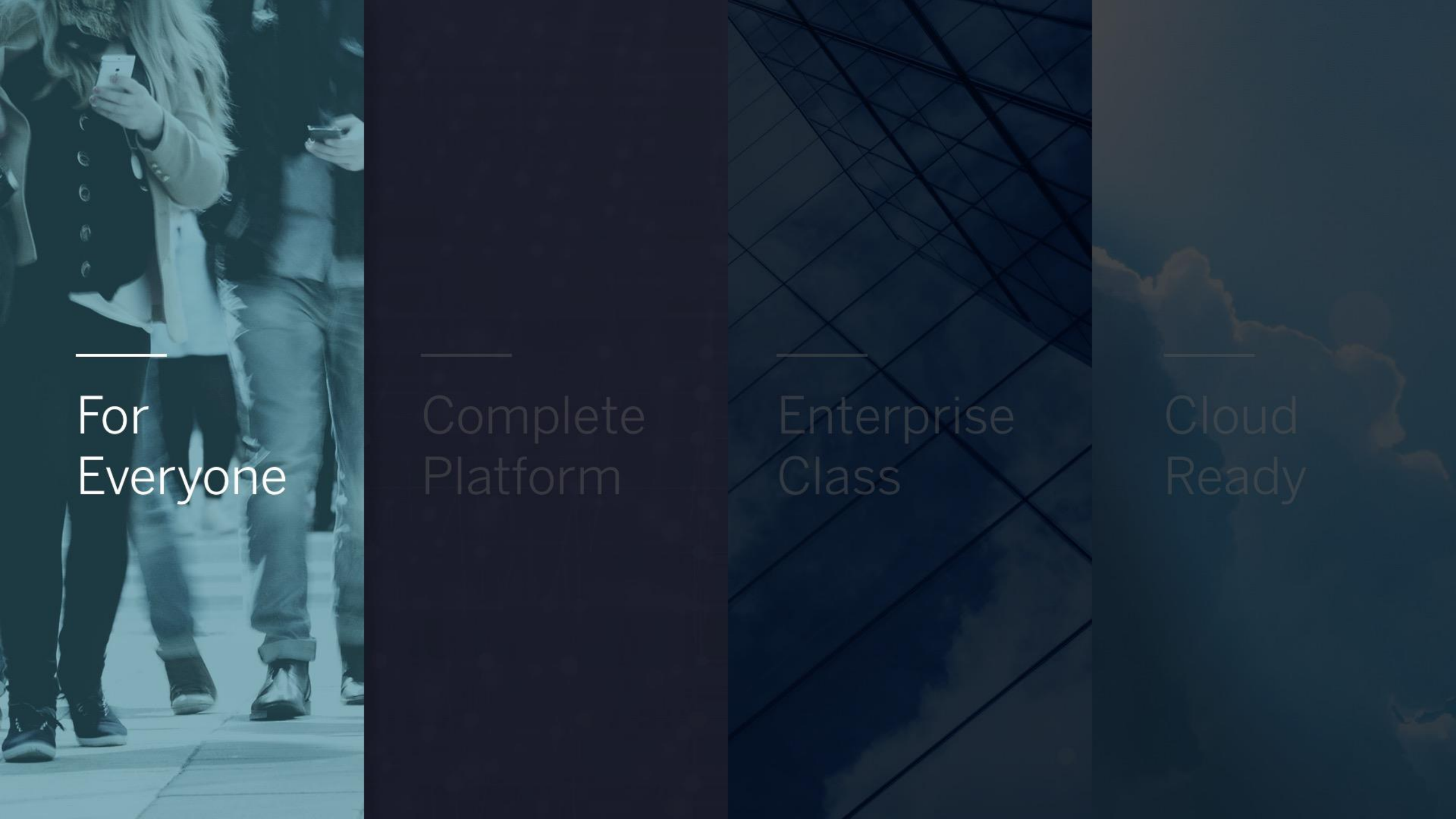
- Blackberry/ Good app
- Share & annotate via share menu (iOS)

For Everyone

Complete Platform

Enterprise Class

Cloud Ready


For Everyone
Complete Platform
Enterprise Class
Cloud Ready

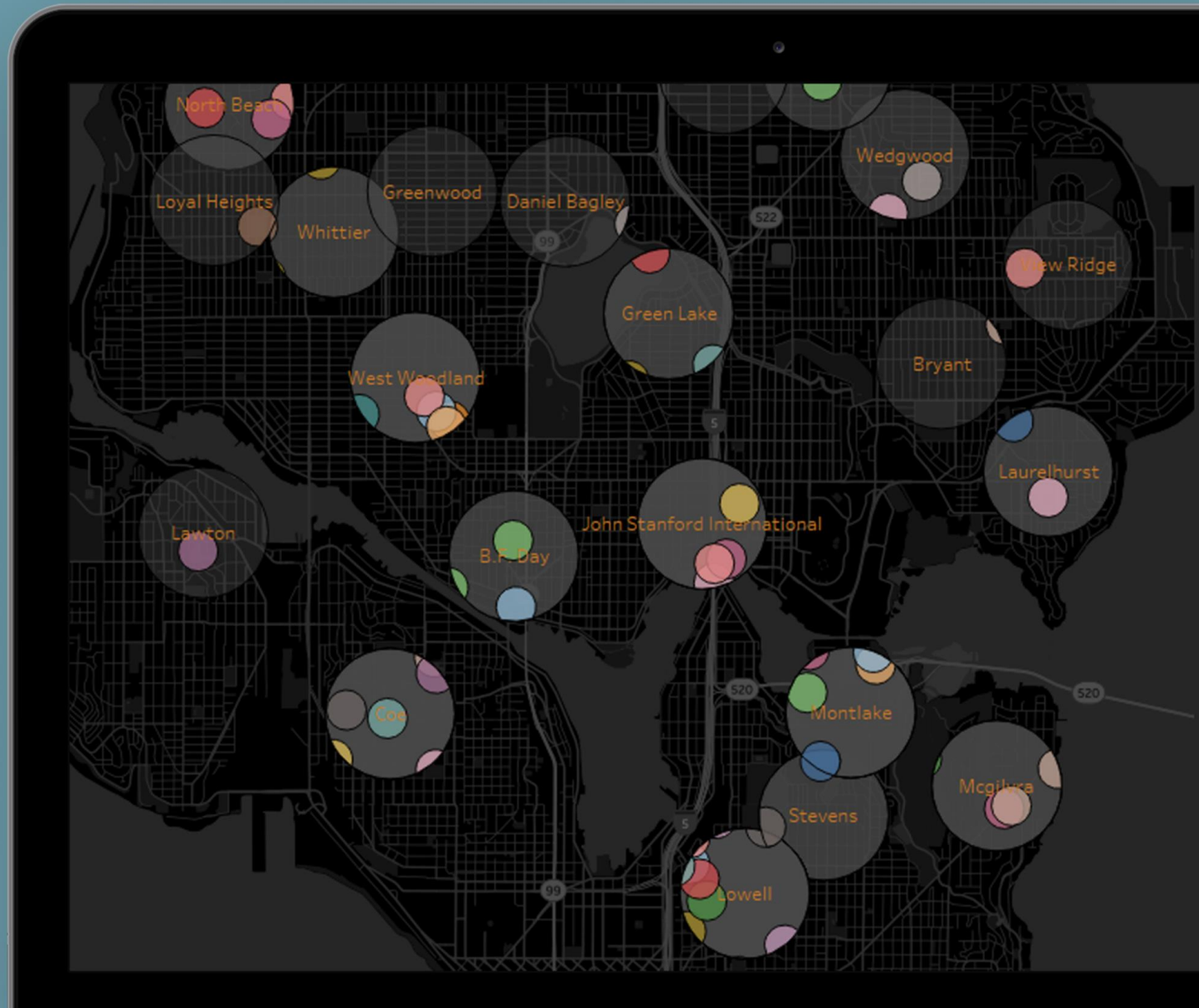
Deliver analytical richness

Enable analysts to answer more questions from data

Geospatial Analytics

Comparative Analysis

Automatic Modeling



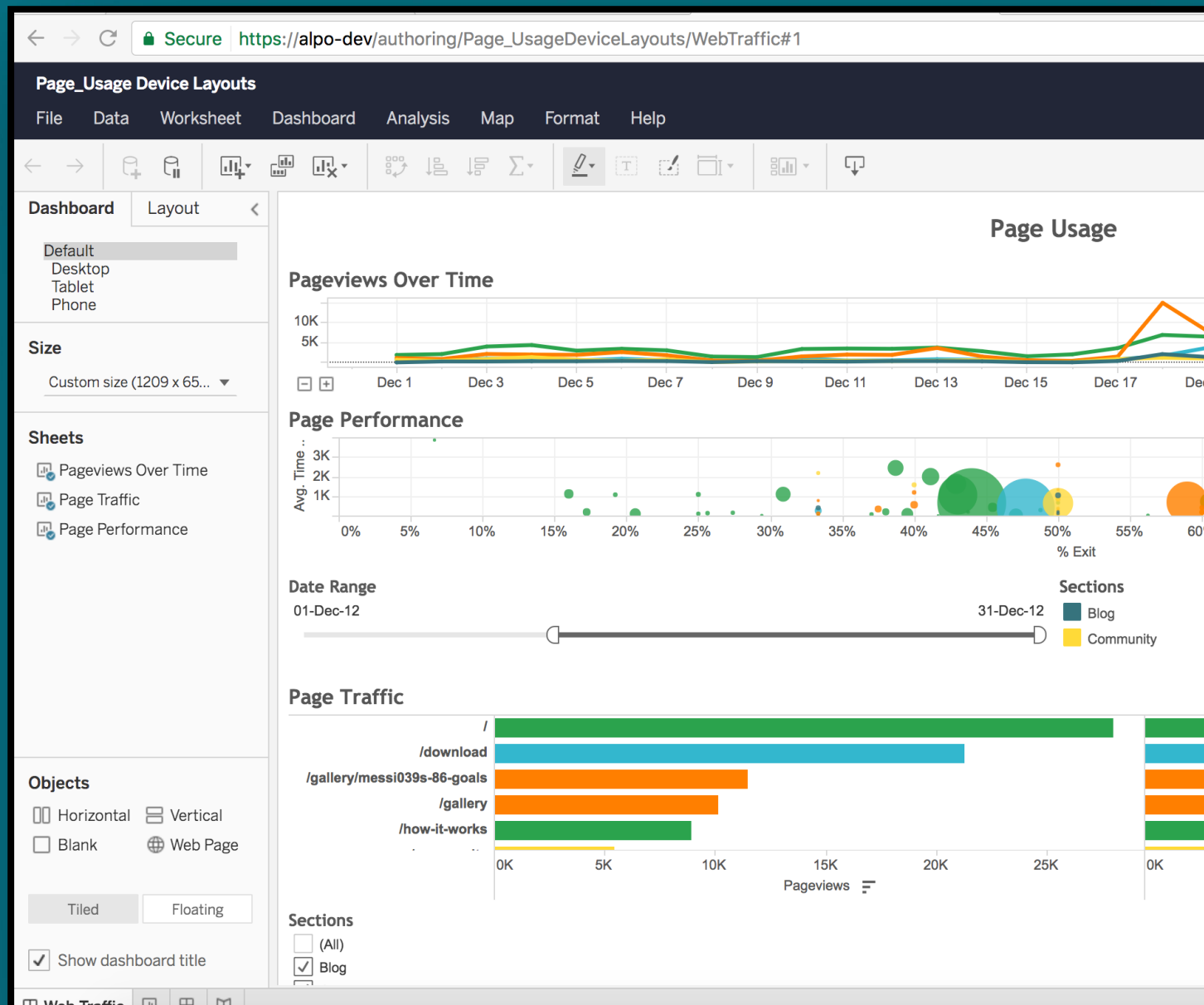
Do more on the web

Get answers right in a browser

Deeper analytics

Formatting

Connect to data



Drive engagement

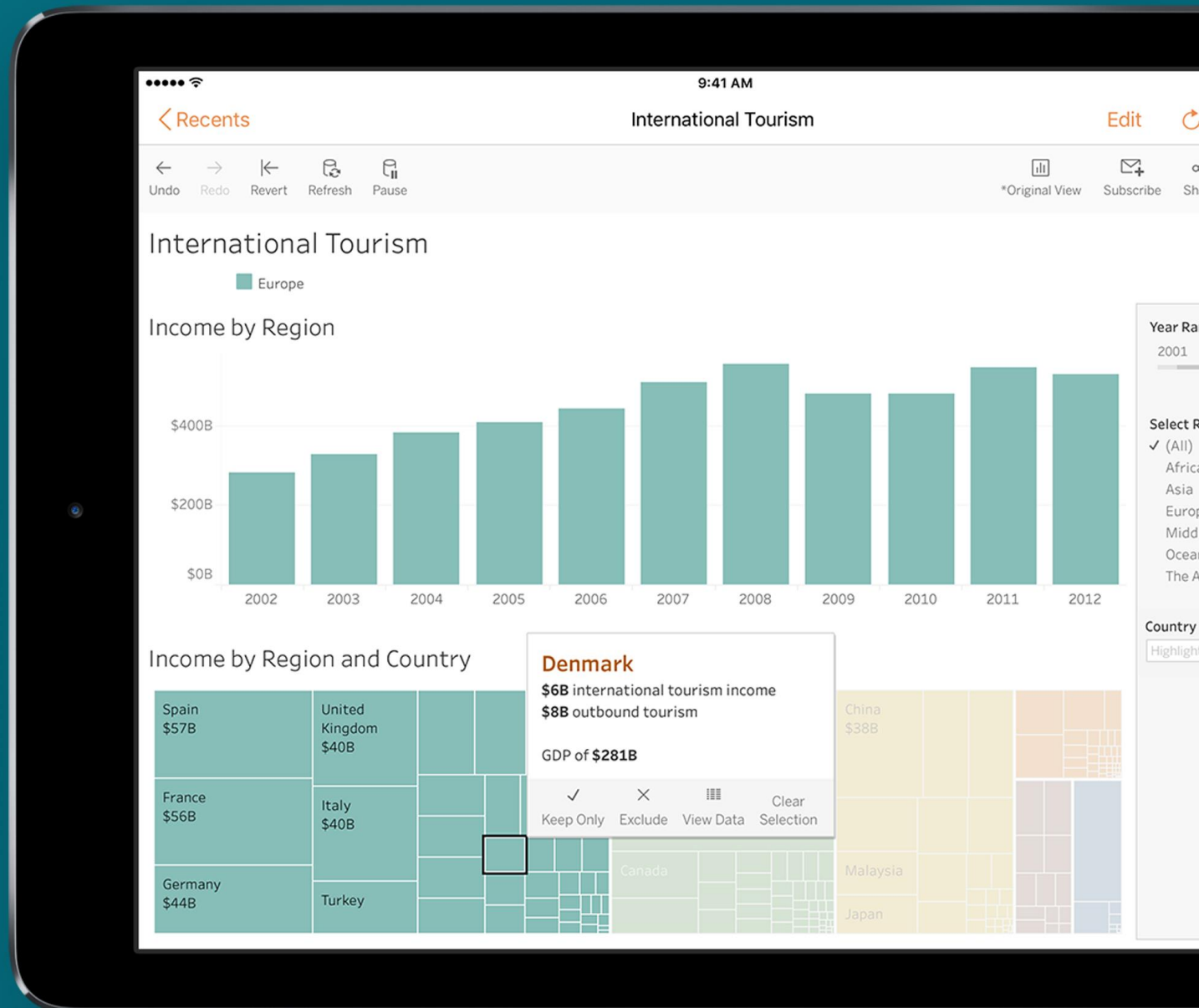
Help people get value from data in the course of their work

Dashboards as Apps

Collaboration

Mobile

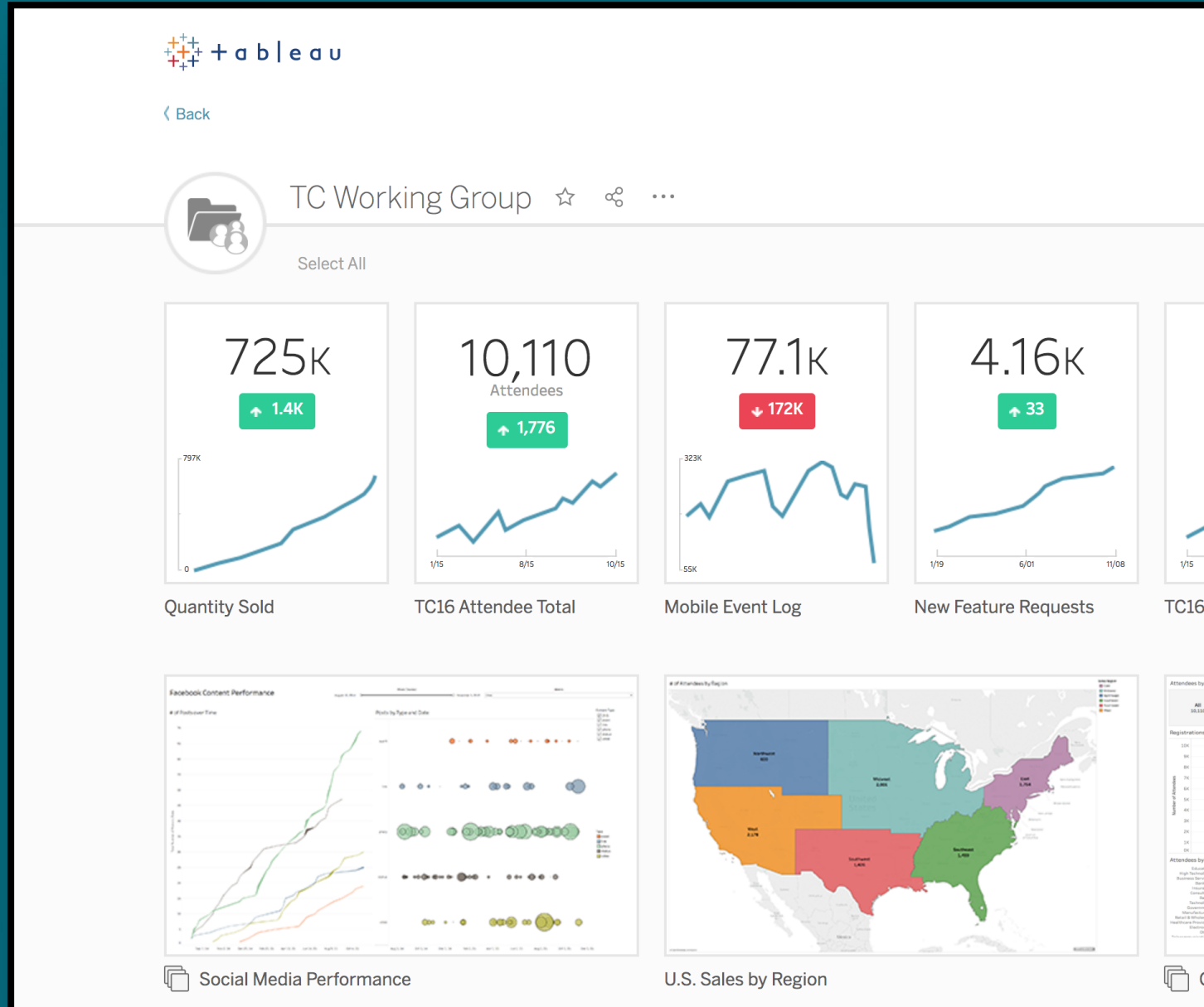
Team and personal Spaces



Find, share, collaborate

Integrate analytics into your workflow

- Personal spaces
- Team spaces

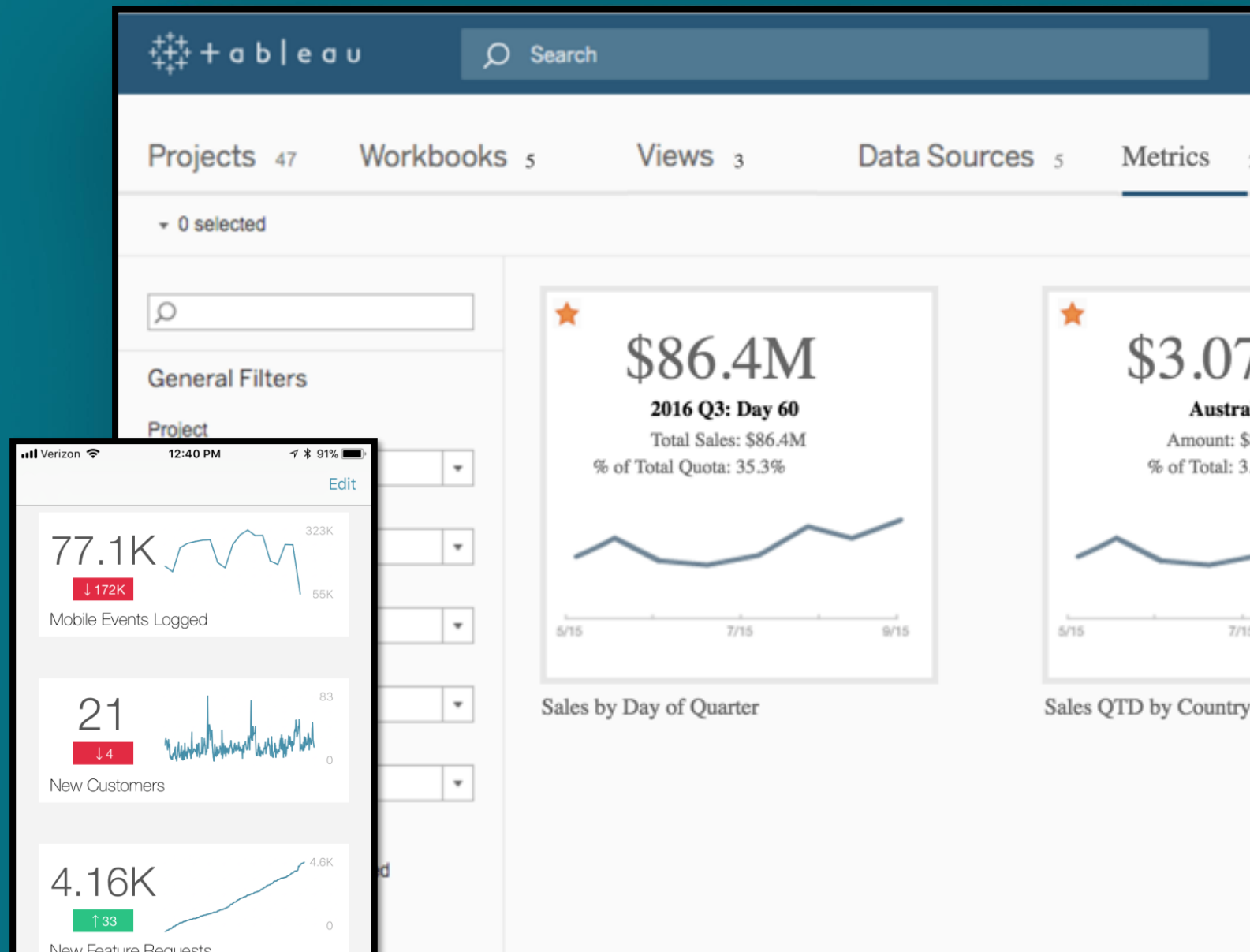


Monitor

Stay on top of your data

Metrics

Data driven alerting



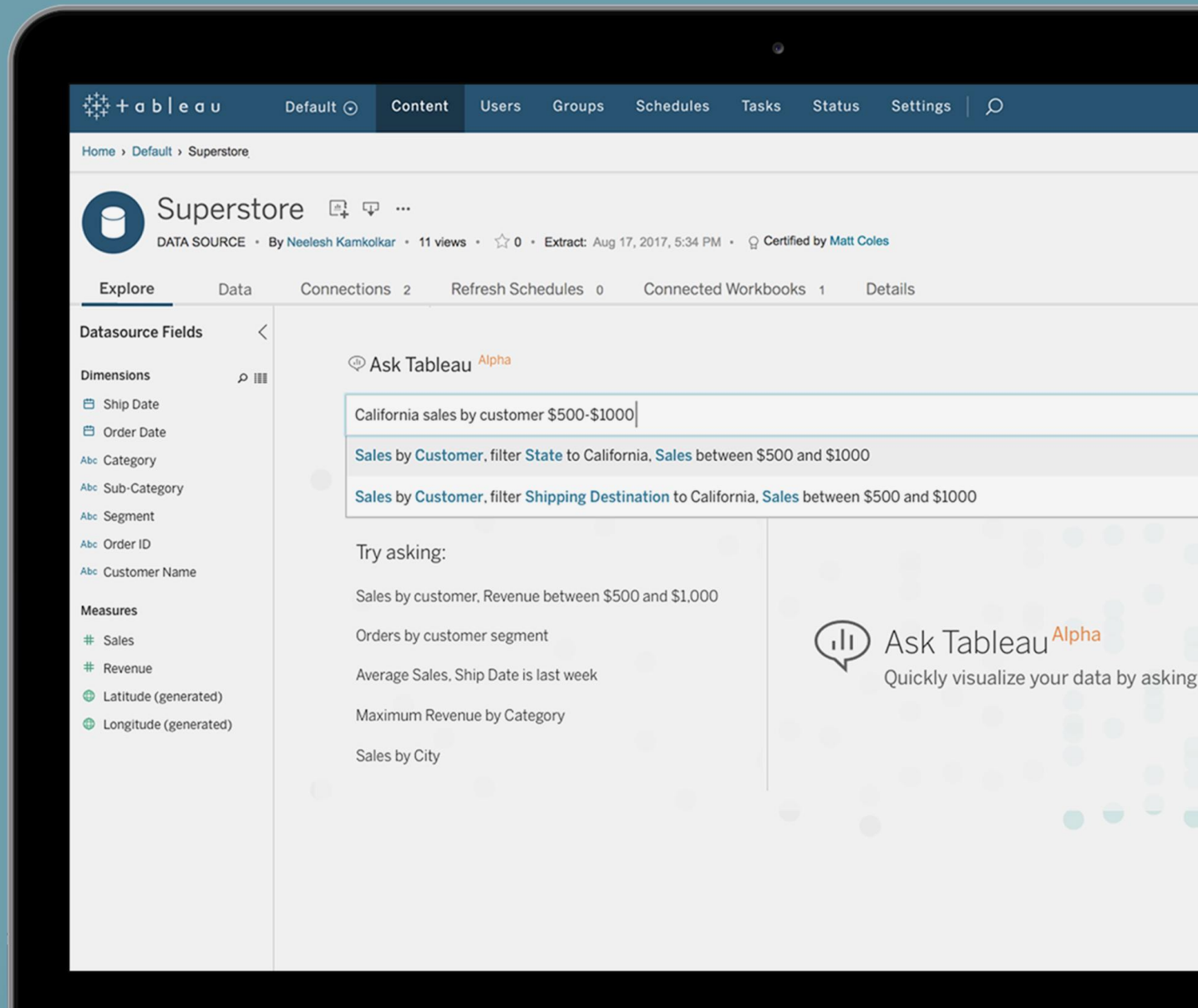
Lower the barrier to analytics

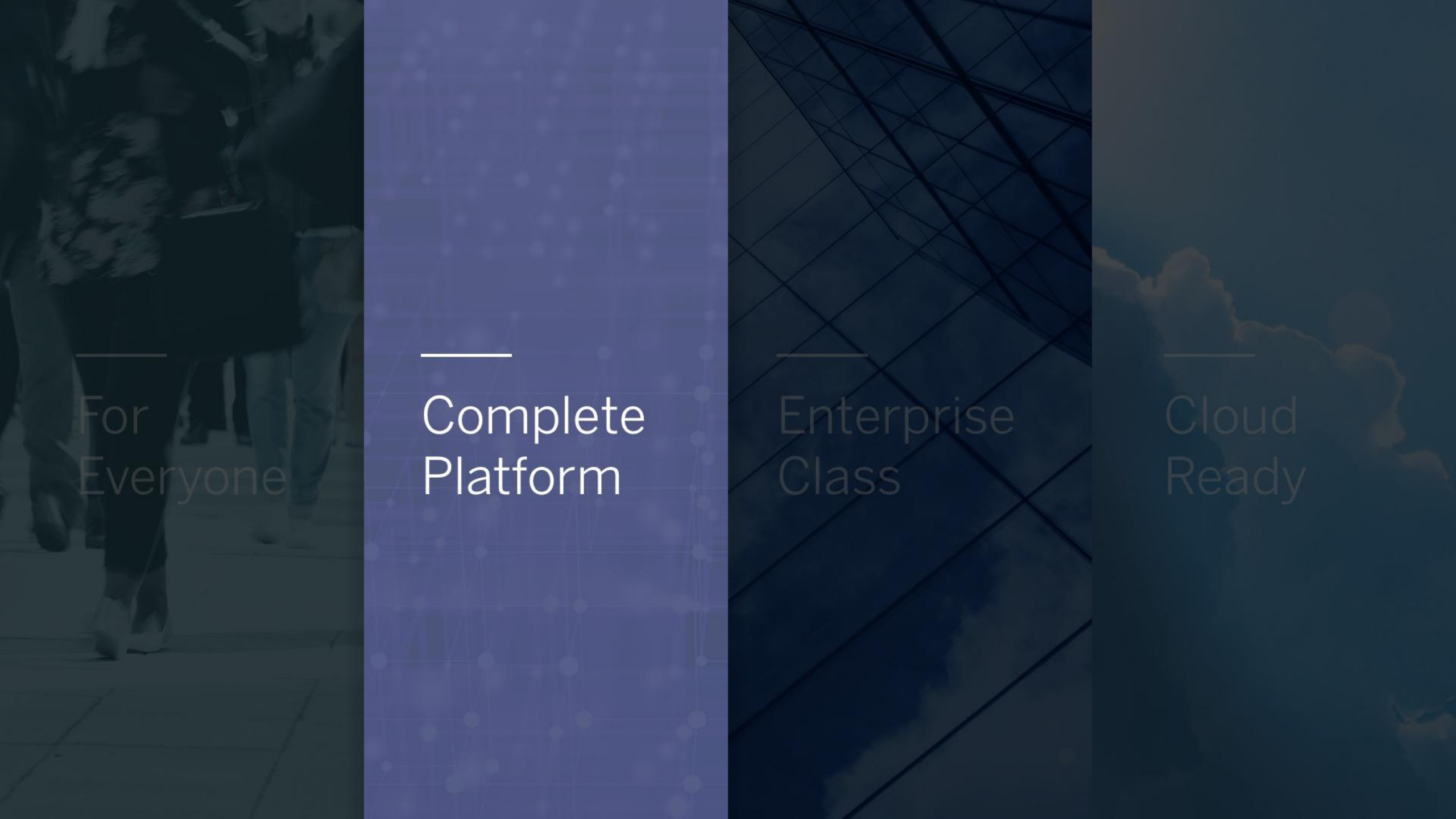
Enable more people to answer more questions, more easily

NLP

Recommendations

Automatic Insights




For Everyone
Complete Platform
Enterprise Class
Cloud Ready

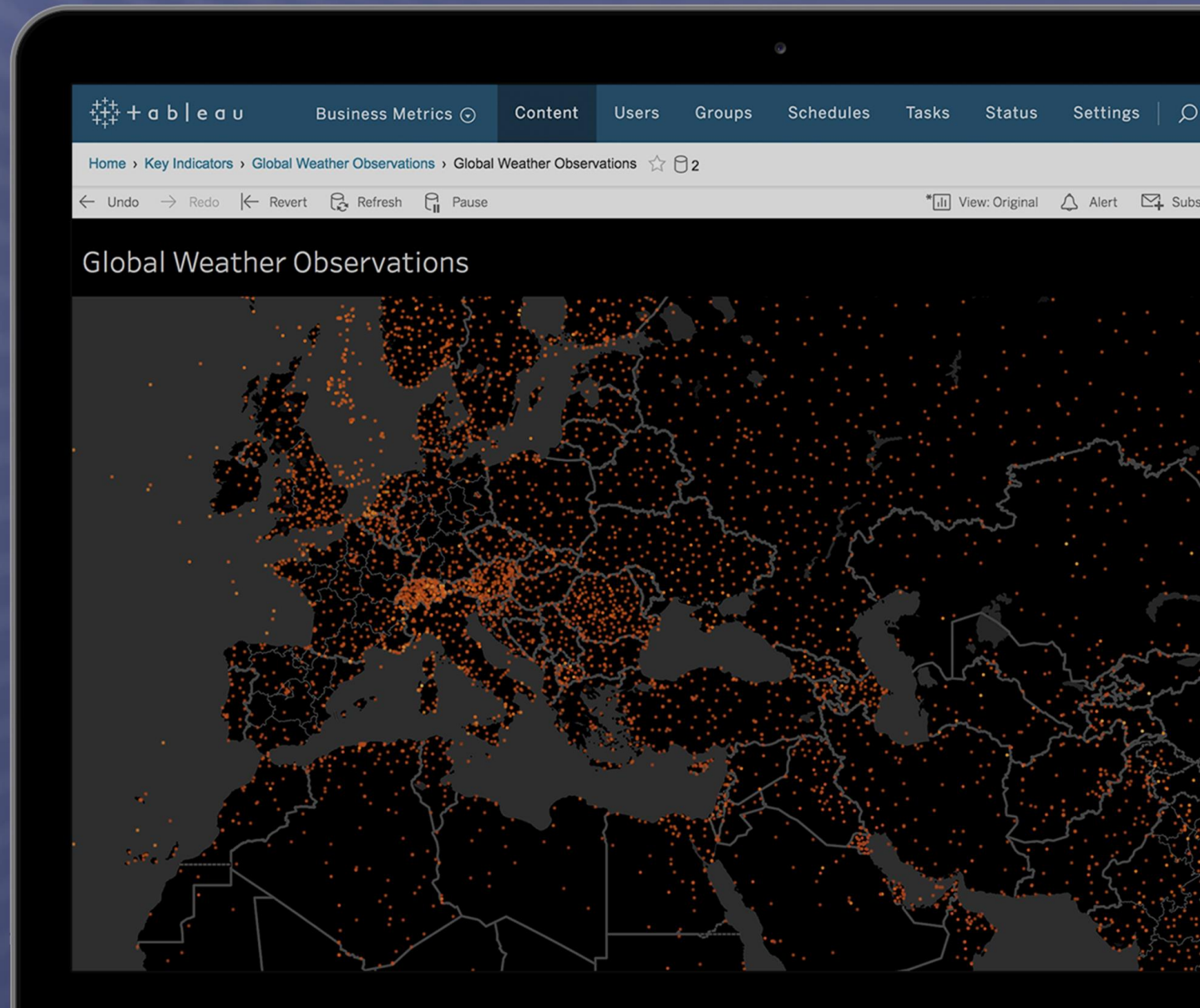
Hyper

5x query improvement

3x loading improvement

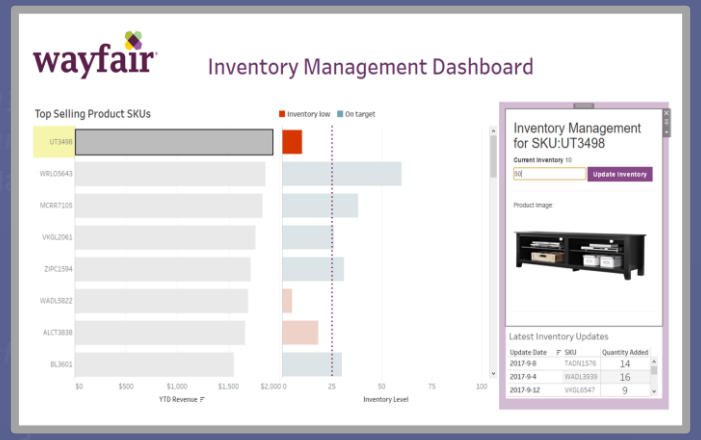
2018 focus:

- Performance
- Encryption
- Maestro integration

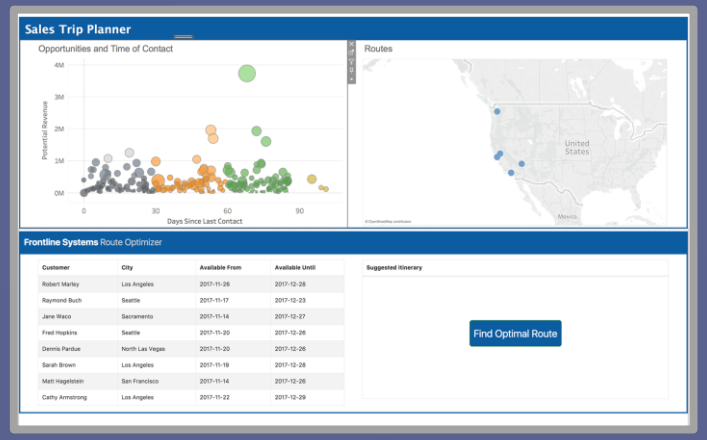


Extensibility

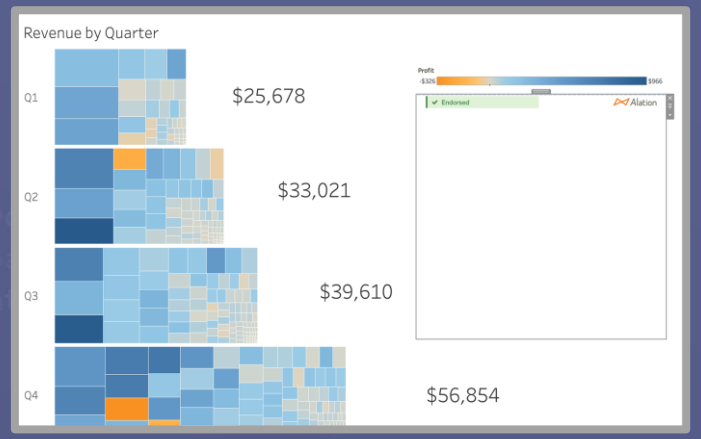
- Extensions API
- Extensions catalog
- Webhooks
- Javascript API



Write-Back



Algorithms

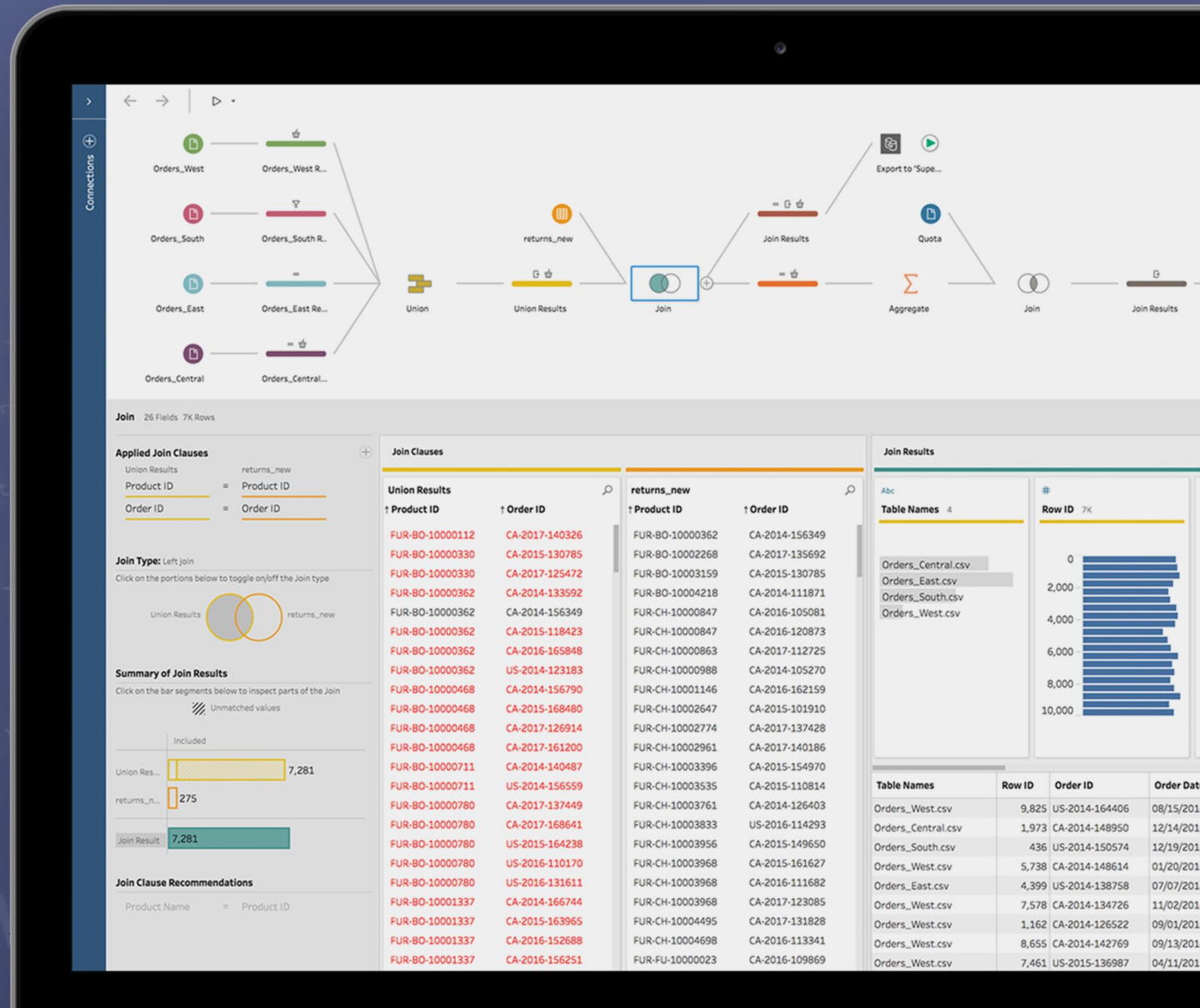


Data Governance

NLG

PROJECT maestro

- Monthly Feature Releases
- “Smart” prep capabilities
- Operational data prep



Data Connection Updates

Cloud data ...today

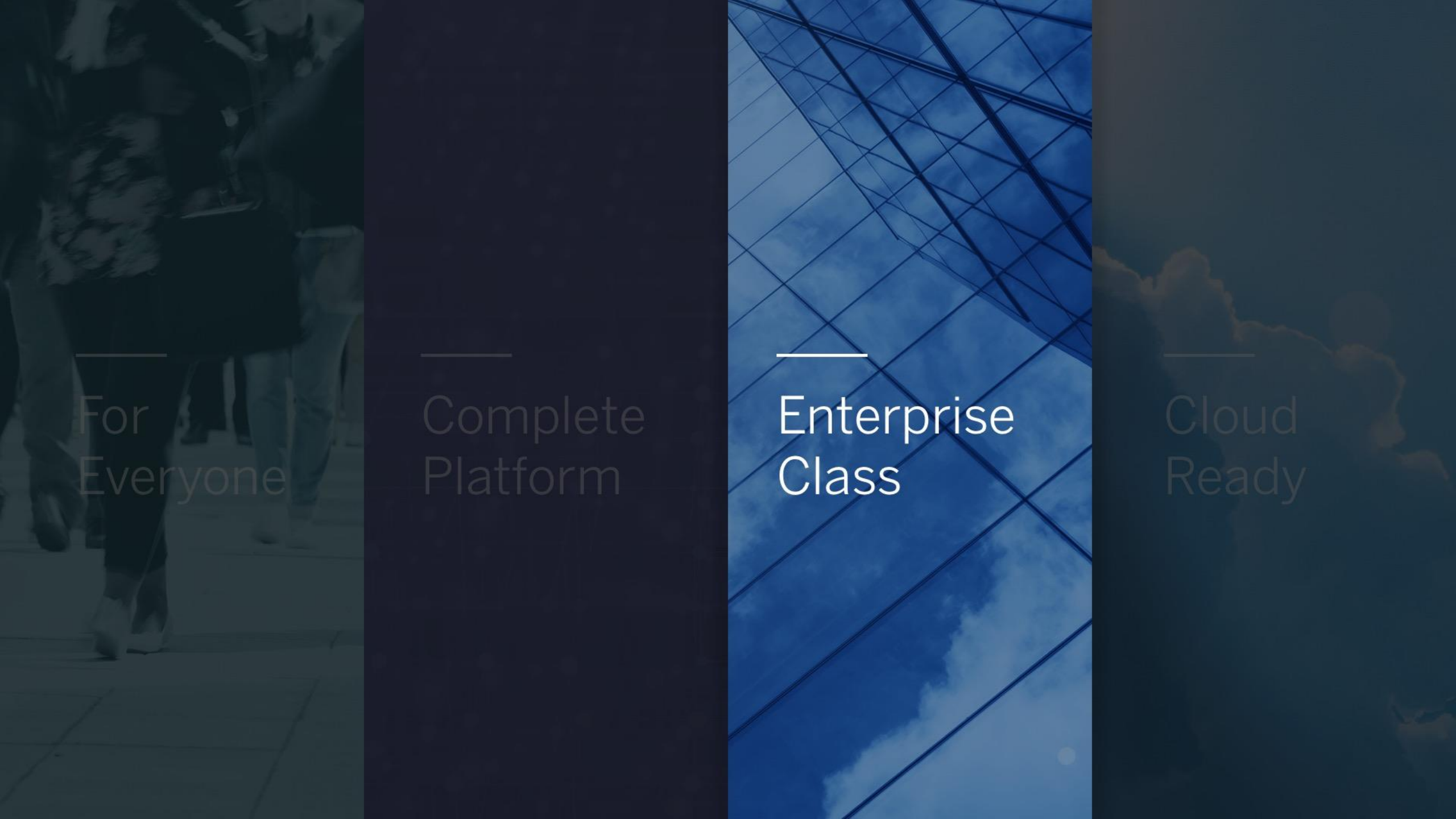
- Amazon Redshift
- Amazon Athena
- Amazon Aurora
- Amazon RDS
- Amazon EMR
- Apache Drill
- Anaplan
- Box
- DropBox
- Google BigQuery
- Google CloudSQL
- Google Analytics
- Google Sheets
- MongoDB
- Denodo
- Odata
- Sharepoint
- Marketo
- Eloqua
- QuickBooks
- Salesforce
- Snowflake
- ServiceNow ITSM
- PDF
- On-prem Bridge
- Web Data Connector

....planned

- Google AdWords
- Google Drive
- Concur
- Netsuite

Improvements to connectors

- SAP (SSO for Hana, performance)
- Netezza (SSL & SSO)
- MySQL (stored procedures)
- SQL Server (table functions)
- Extract for SAP BW
- Connect to SQL Server spatial data (2018.1)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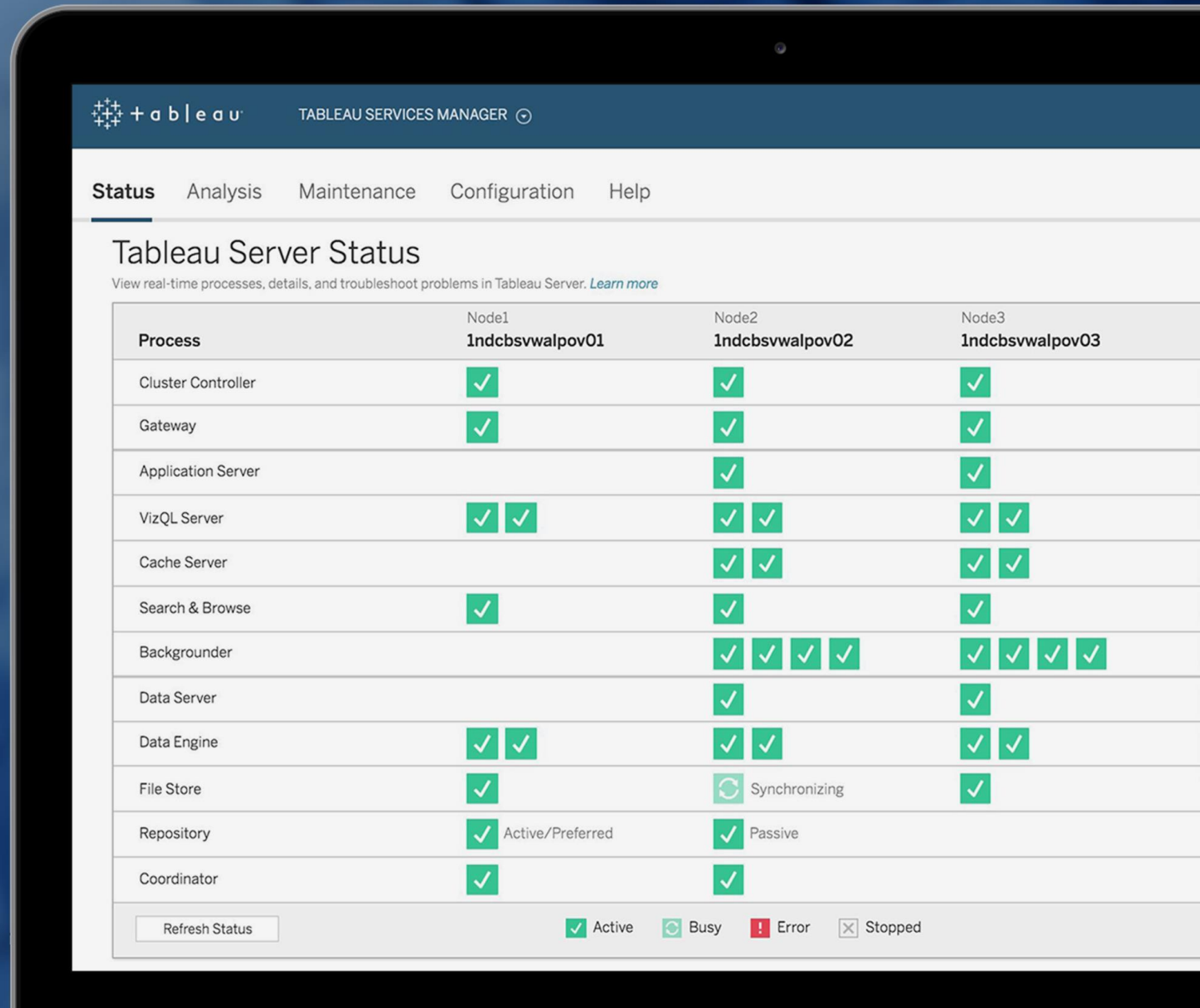
Cloud Ready

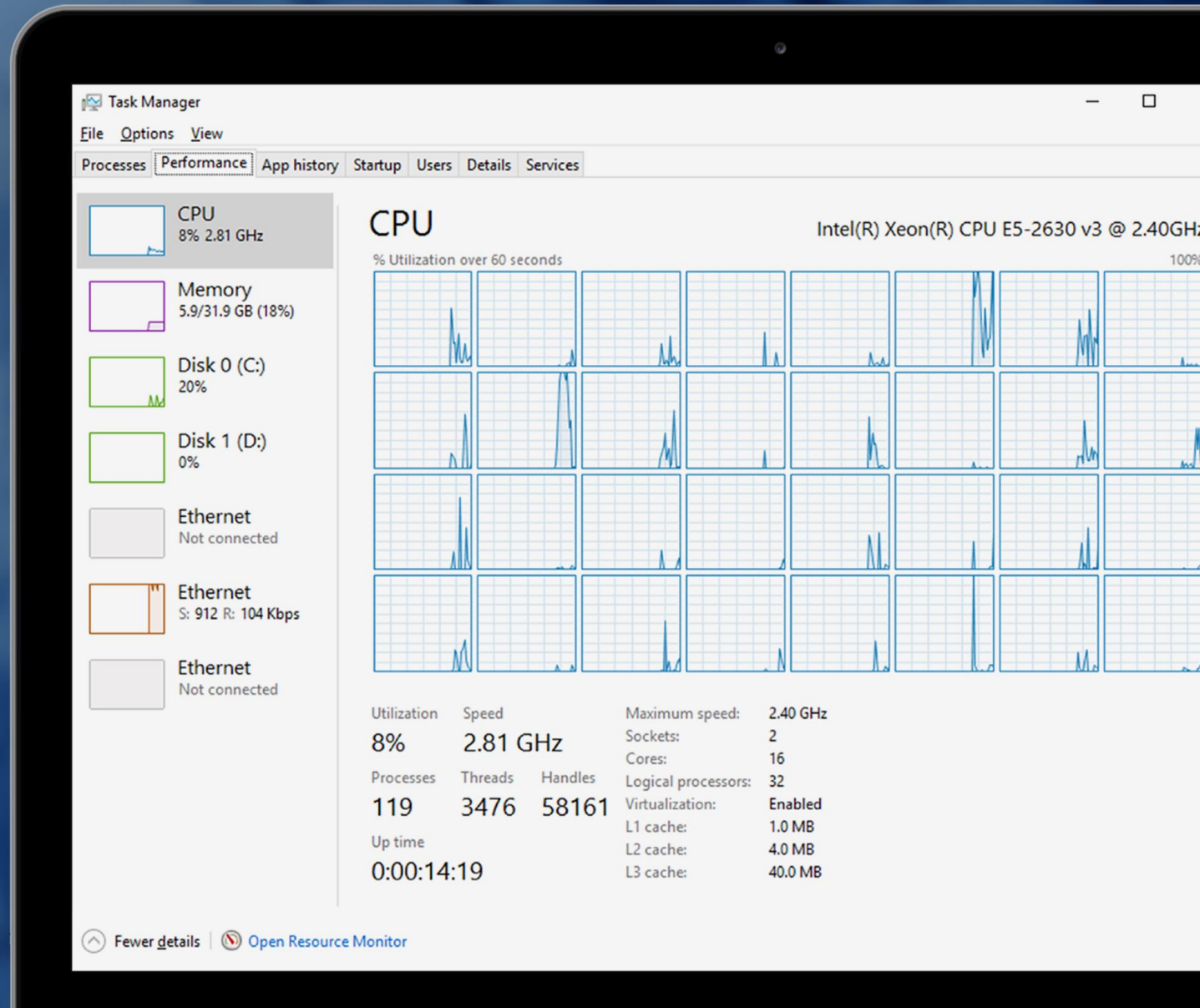
Management and Security

- Tableau Services Manager
- Hot Topology Changes
- Encryption at Rest



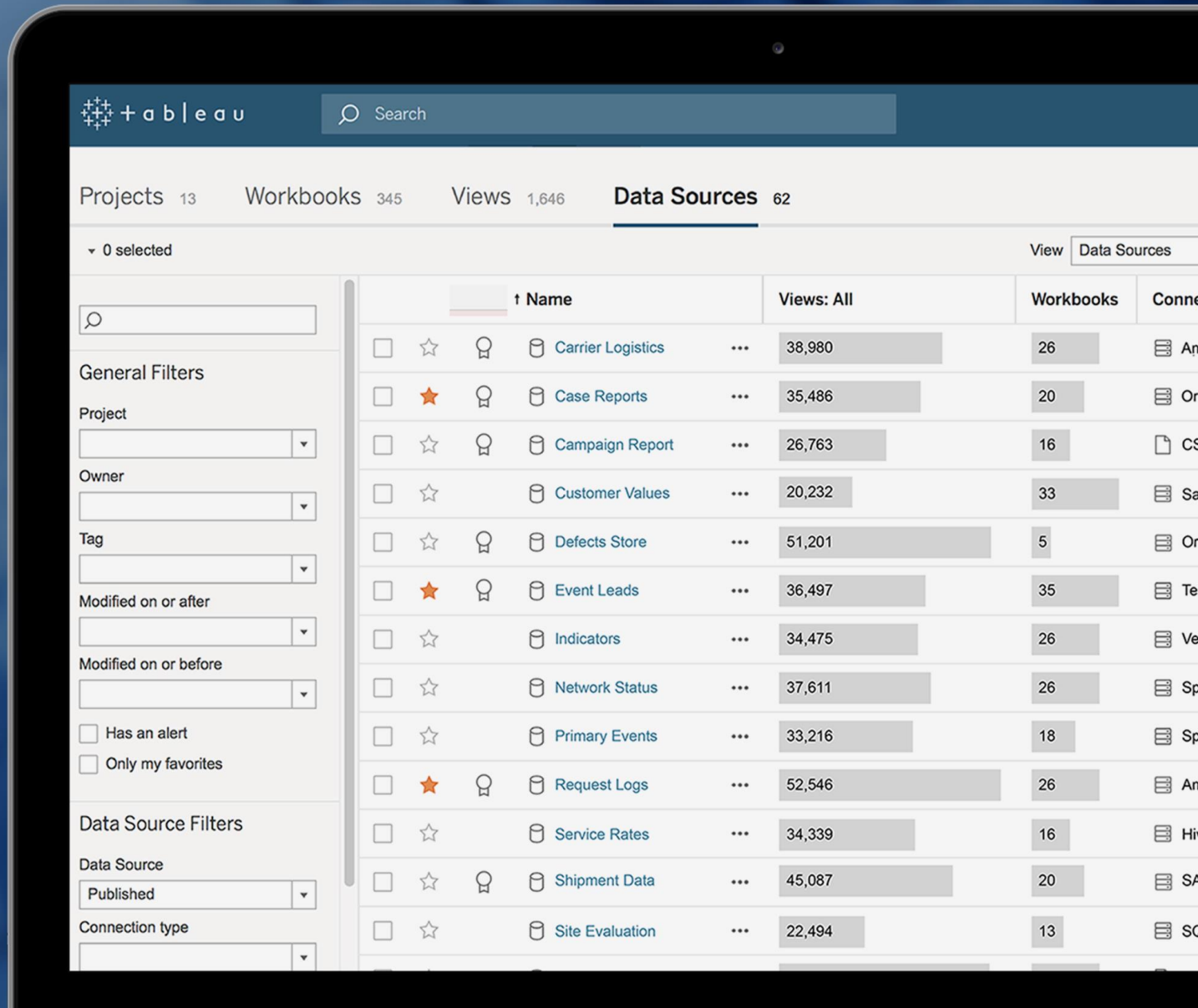
Performance and Scalability

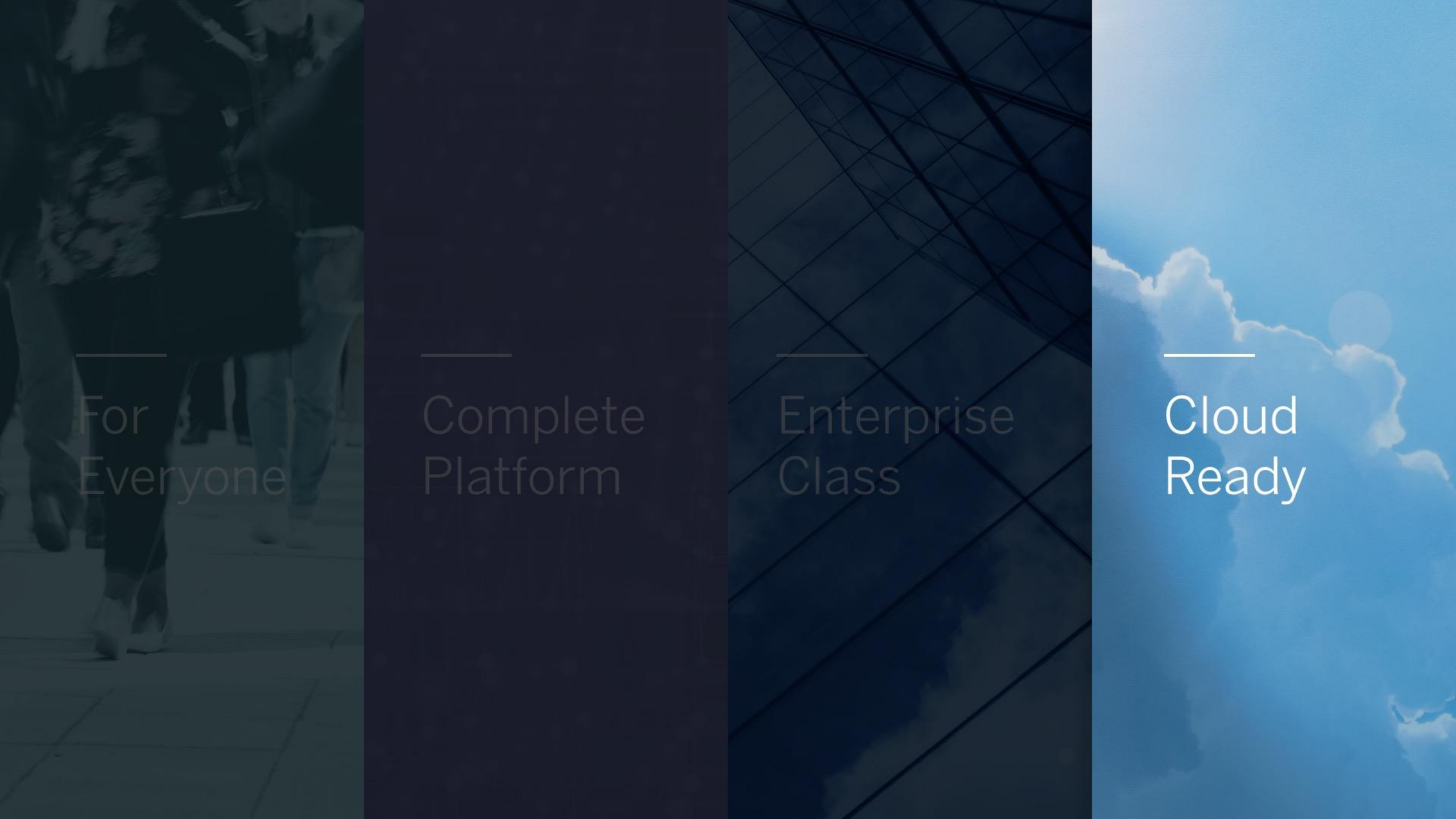
- Initial Load Performance
- Web Authoring Performance
- Data Server Performance



Data Governance

- Data Server improvements
- Data Source page
- Row Level Security




For Everyone
Complete Platform
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Cloud Ready

Tableau Online

Server on Cloud

Server on Premises

Data

Jumpstarts

Tableau Bridge
Enterprise Enhancements

New Authentication
Options

Full Web
Authoring

For Everyone

Complete Platform

Enterprise Class

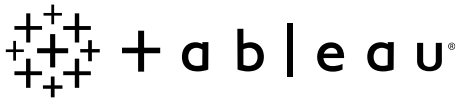
Cloud Ready

We help **people** see and understand data

Thank you
tableau

Building an Internal Customer Success Plan

Rahul Trehan, Strategic Customer Success Manager



Customer Success Strategy

- Among Tableau's Top 3 investments for 2018
- 50 person team
  - 36 Additional headcount globally
- Additional investments in automation / data science

"If everyone is moving forward together,
raleigh
then success takes care of itself."
- Henry Ford

Success Plans and Capability Assessments

Empower IT

- Architecture
- Data Strategy
- Security & Governance
- System Management & Operations

Enable Business

- Education
- Community
- Strategy
- Resources & Best Practices

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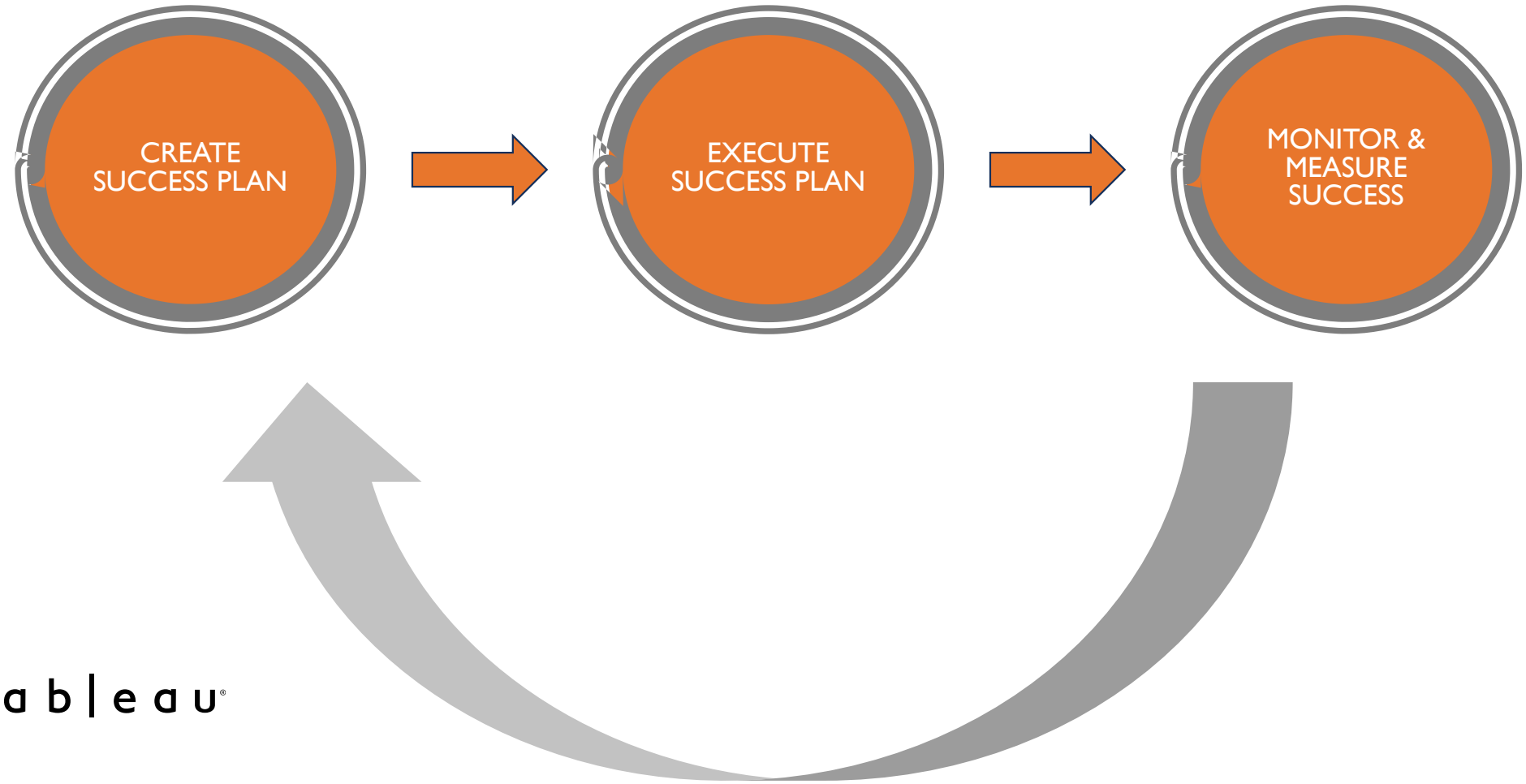
Methodology and Approach

Success Plan : A roadmap to achieving your objectives



Methodology and Approach

- Understand your goals
- Assess Current State
- Align on Priorities
- Create Joint Success Plan

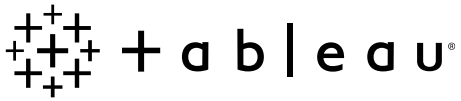
- Engagement Cadence
- Building Community
- Product Advocacy

- Documenting Value
- Success Metrics

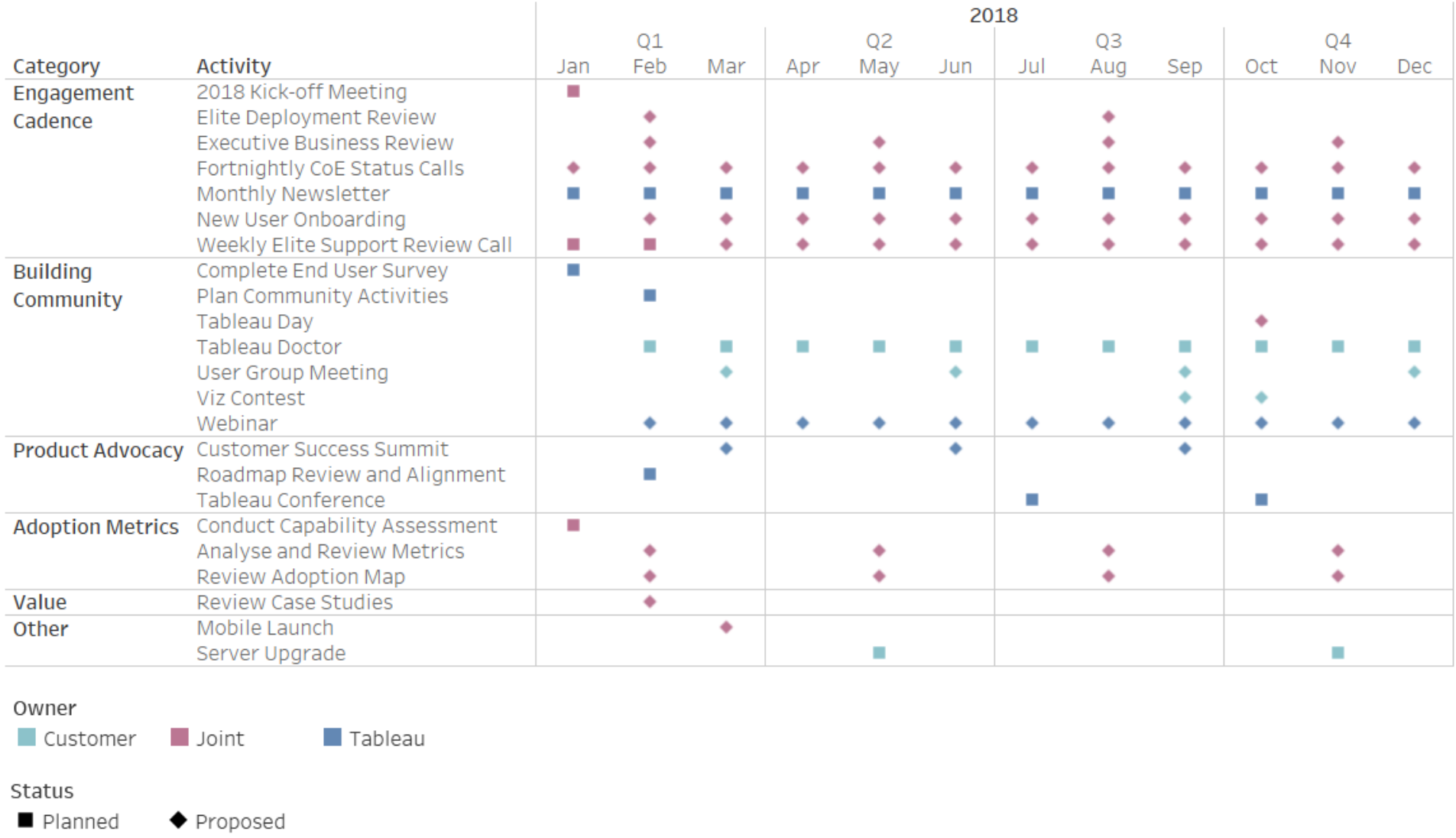
tableau

Engagement Cadence: *a series of regular touchpoints to track success.*	Kick Off Meeting	User Onboarding	Executive Business Review	Scheduled Touchpoints	Calendar of Events	Newsletter
Building Community: *Fostering connections*	Establish a Community of Practice	Host Community Events	Annual Events (Tableau Day)	Regular Events (User Group / Webinars)	Optional Events (Viz Contest / Hackathons / Office Hours)	
Product Advocacy: *Product and Tableau development alignment*	Align Roadmaps	Pre-release Programs	Summits & Communities	Developer Deep Dive	Tableau Conference	Feature Requests

Documenting Value: *Identifying, measuring, and capturing success*	Capture Use Cases	Document Case Studies	Create Value Briefing Book	
Success Metrics: *Leveraging data to drive success*	Success Map	Capabilities Assessment	Track and Analyze Data	Benchmark Success



Sample Calendar of Activities



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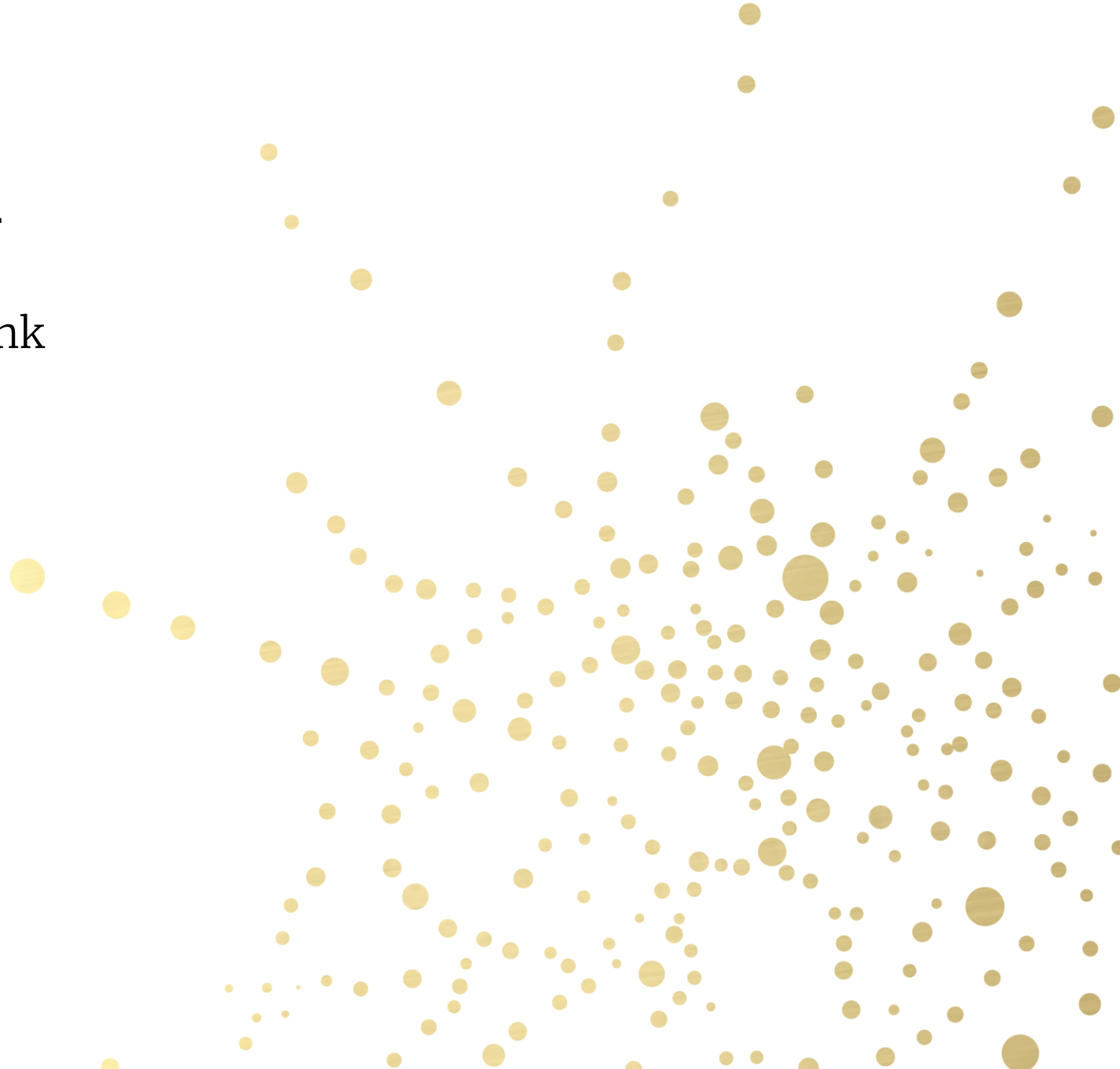
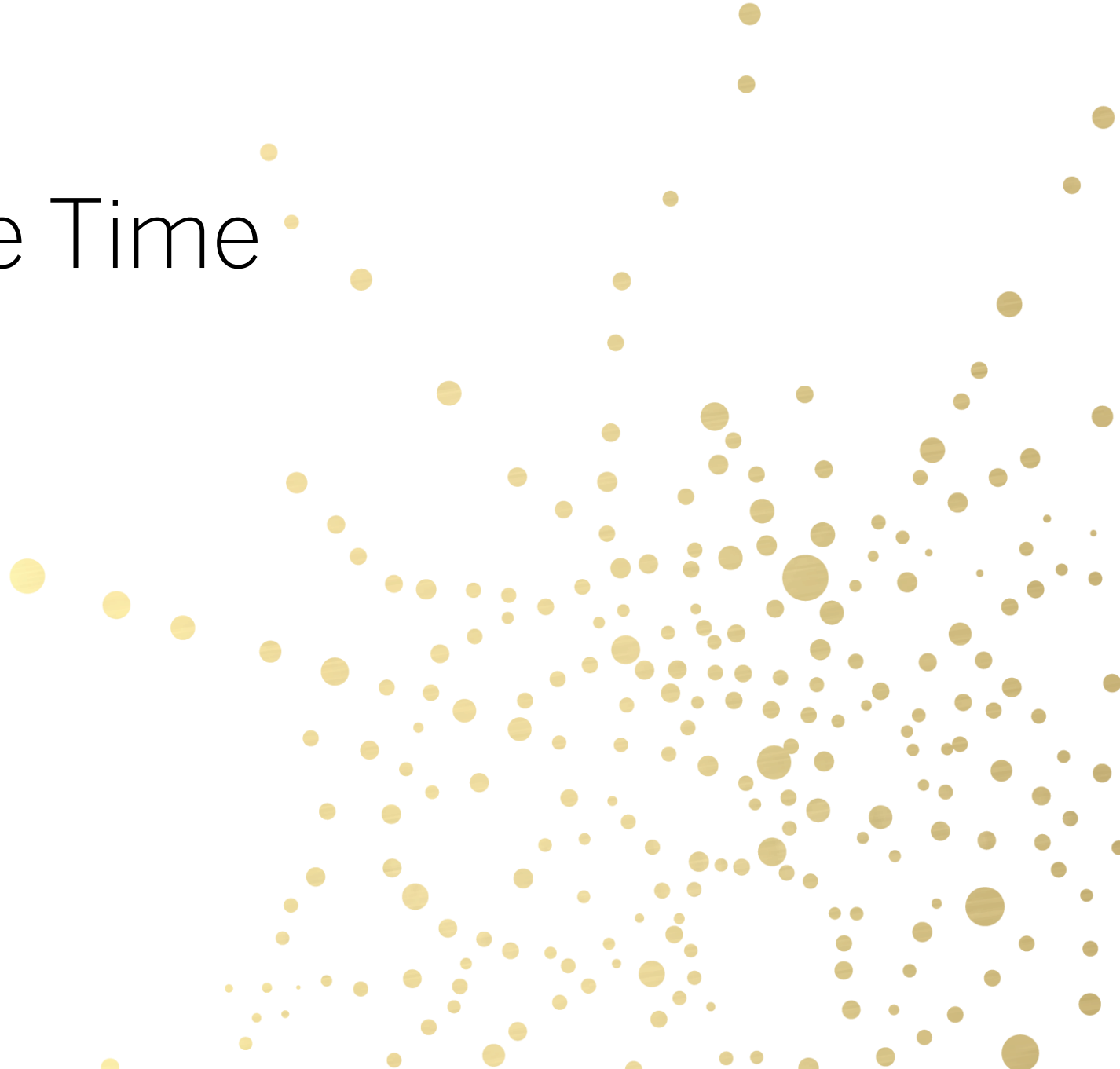
Champion Sharing

Sarah Burnett, Standard Chartered Bank



Champions Huddle Time



Discussion Questions

- Which areas present the biggest challenges to reaching your goal?

- What resources have been the most effective or would be the most helpful?

Closing

Upcoming meetings

- June Ramp up fast through onboarding, training & enablement
- August Build community to drive adoption and transformation
- November Measure success and scale the analytic movement

Thank you!