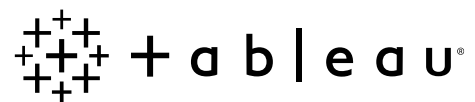


Customer Champions Program



Welcome

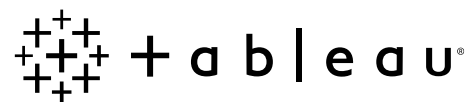


Agenda

- 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?



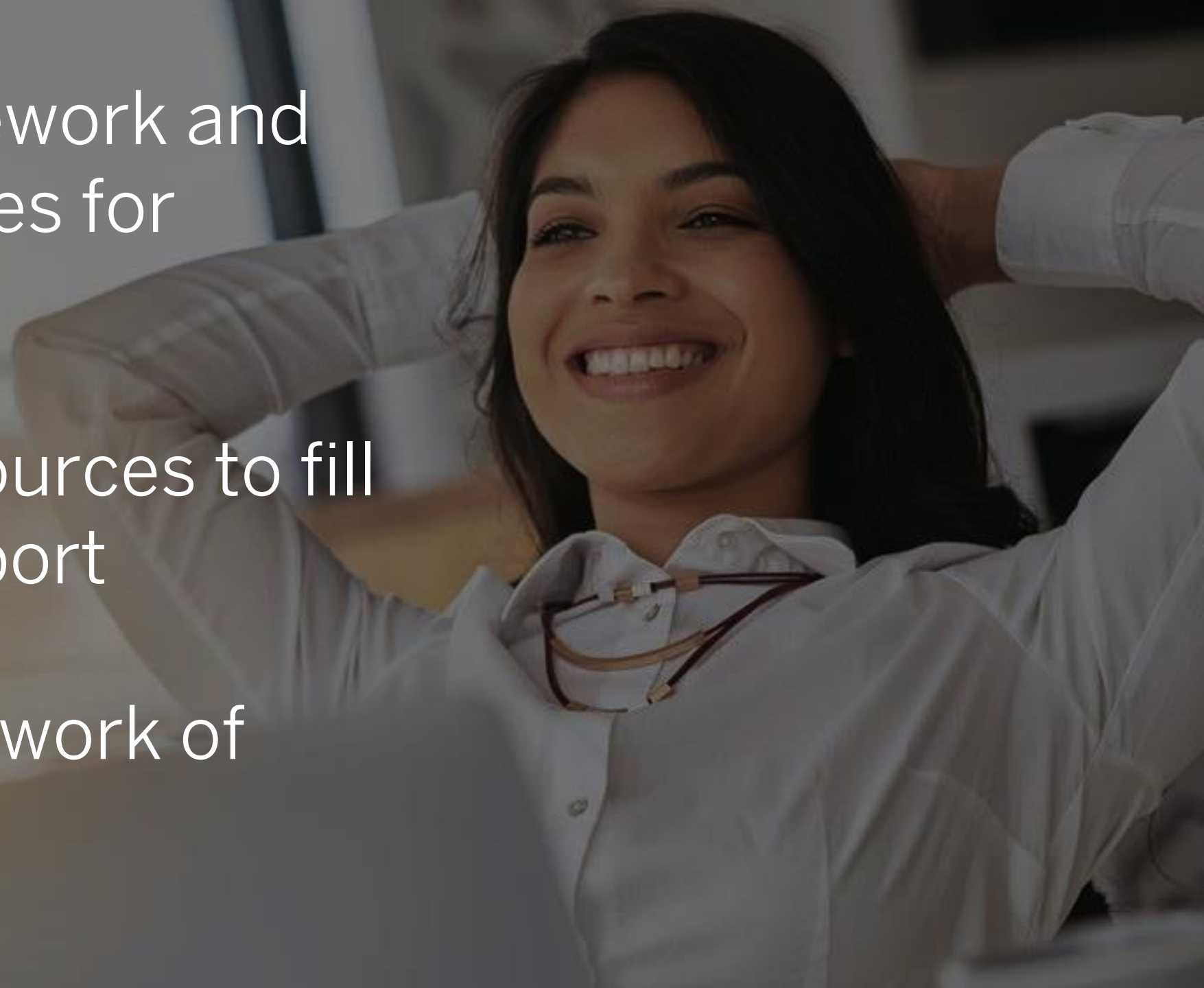
Tableau champions – *professionally invested in driving a culture of analytics*

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

 + a b | e a u®



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

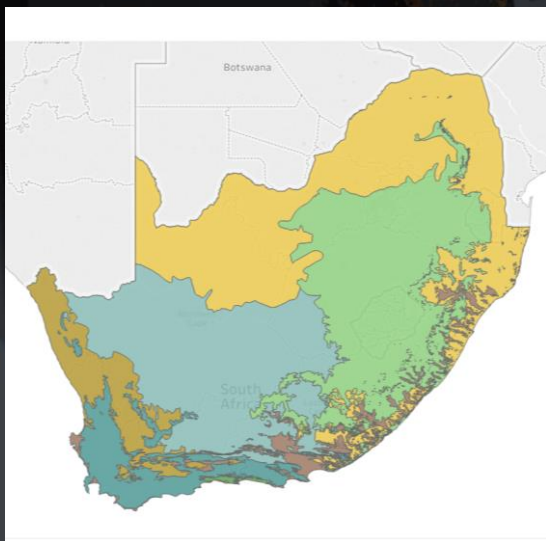
- Data driven alerts
- Web authoring improvements
- Deep linking for mobile
- Tooltip selection
- Custom subscriptions
- ...more

10.4

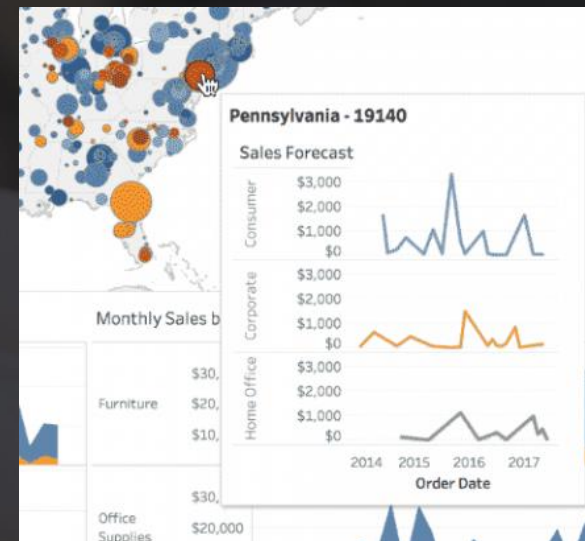
- Data source certification
- Padding
- Commenting
- Data source recommendations
- Linear geometry
- Extract data from SAP BW
- ...more

10.5 (Jan '18)

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



Name	View
<input type="checkbox"/> <input type="star"/> <input type="lightbulb"/> Carrier Logistics	38,...
<input type="checkbox"/> <input checked="" type="star"/> <input type="lightbulb"/> Case Reports	35,...
Certified by Alex Morozoff For all support case reports	
LAST EXTRACT Today 05:34 AM	
<input type="checkbox"/> <input type="star"/> Customer values	20,...
<input type="checkbox"/> <input type="star"/> Defects Store	51,...
<input type="checkbox"/> <input checked="" type="star"/> Event Leads	36,...
<input type="checkbox"/> <input type="star"/> Indicators	34,...
<input type="checkbox"/> <input type="star"/> Network Status	37,...



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

A nighttime photograph of a city skyline with light trails from traffic on a highway in the foreground. A large, semi-transparent blue geometric overlay, consisting of concentric circles and a triangle, is centered over the image. The text "Looking to 2018 and beyond" is written in white across the middle of the image.

Looking to **2018** and beyond

Washington State
Convention Center

MUST
EXIT

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

Web authoring

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

IT Management & Governance

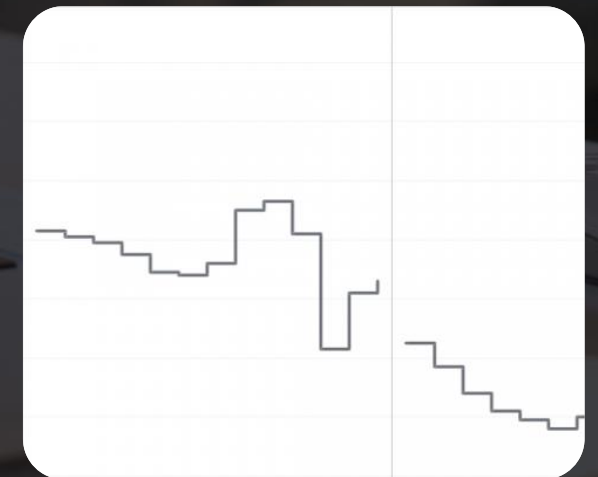
- Online: Identity auto-sync with SCIM for Tableau Online
- Downgrade workbooks from Tableau Server and Online
- Easier driver installation
- WCAG 2.0 conformant toolbars

Mobile

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

Visual Analytics

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





For
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Deliver analytical richness

Enable analysts to answer more questions from data

Geospatial Analytics

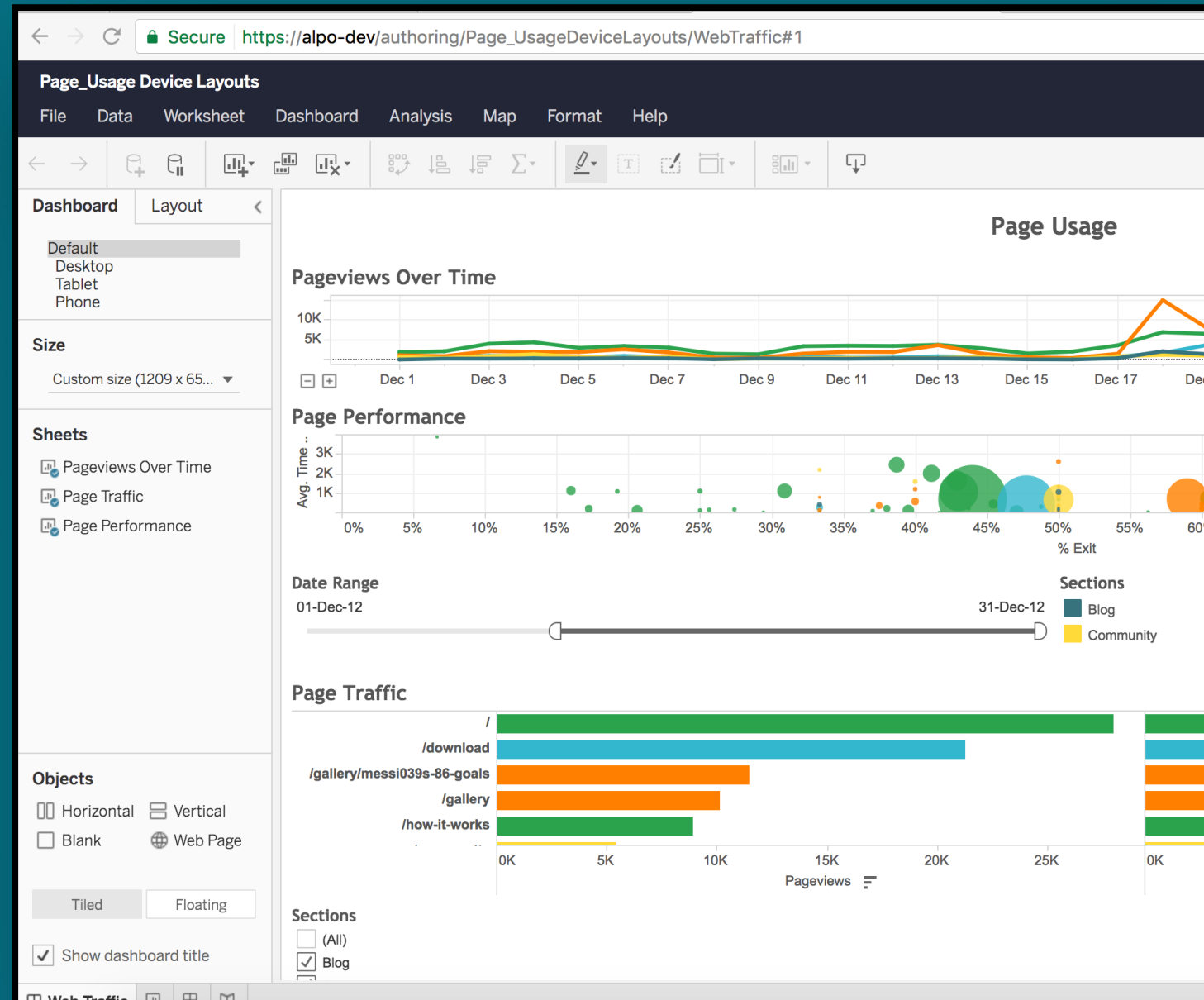
Comparative Analysis

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

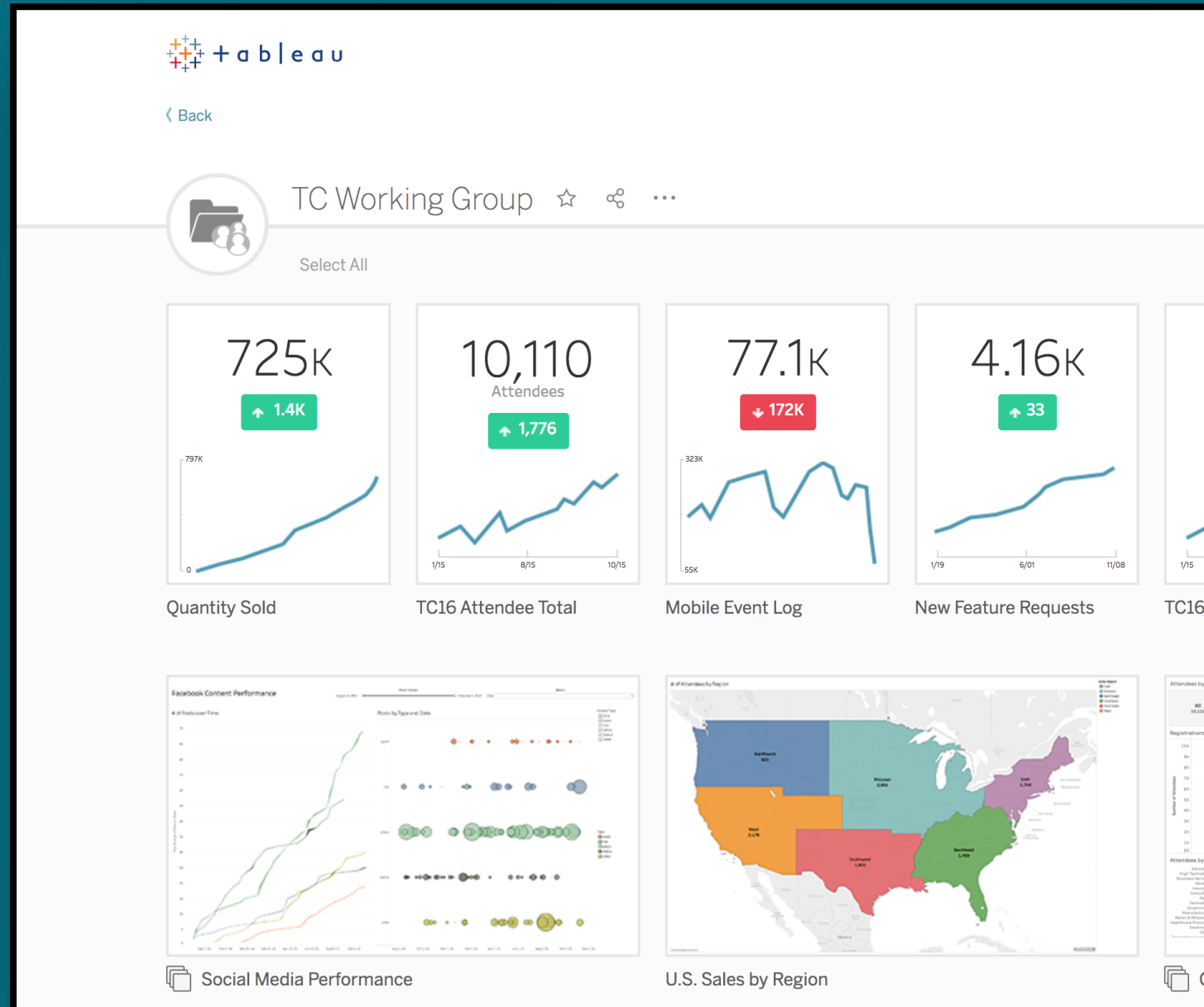
Team and personal Spaces



Find, share, collaborate
Integrate analytics into your
workflow

Personal spaces

Team spaces

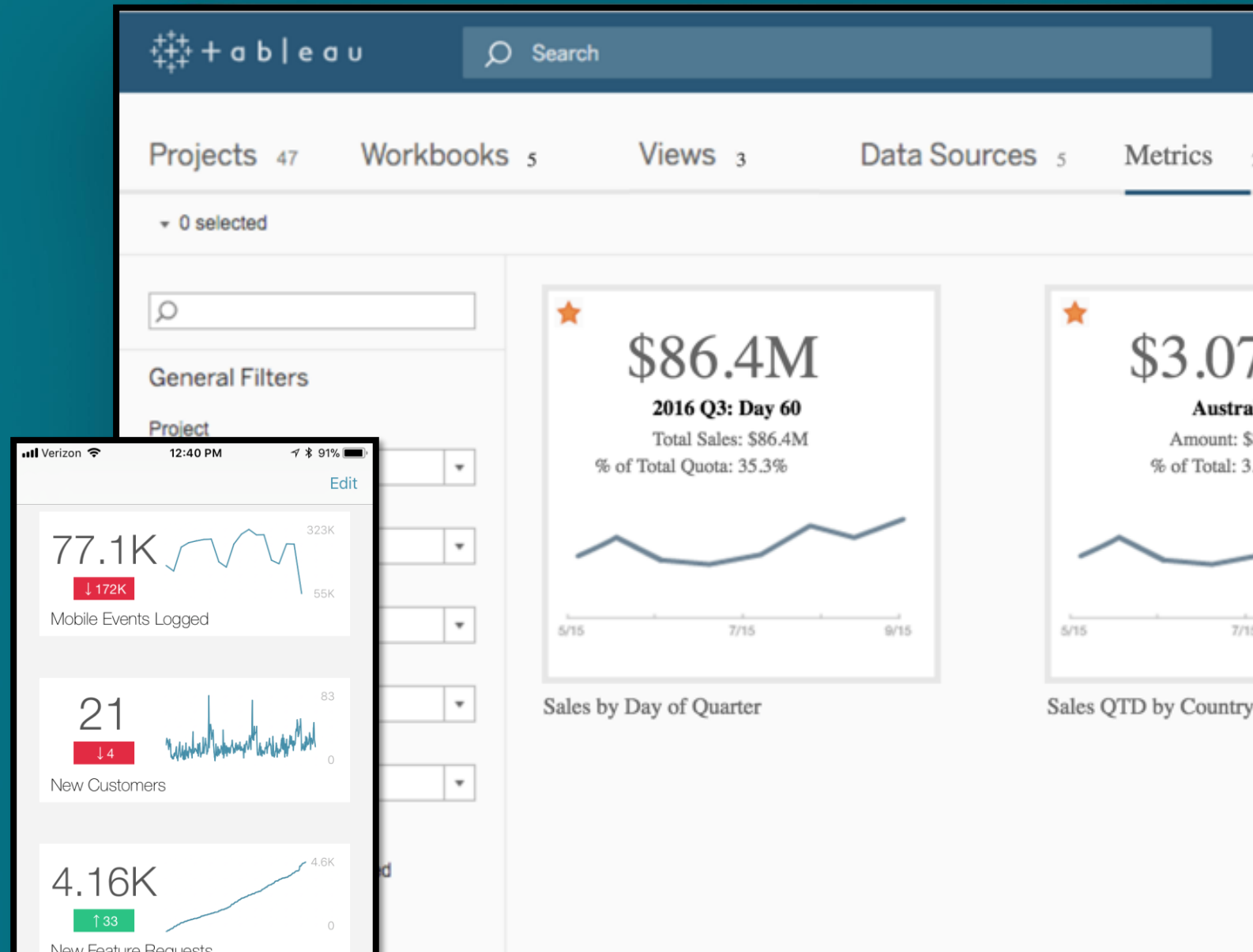


Monitor

Stay on top of your data

Metrics

Data driven alerting



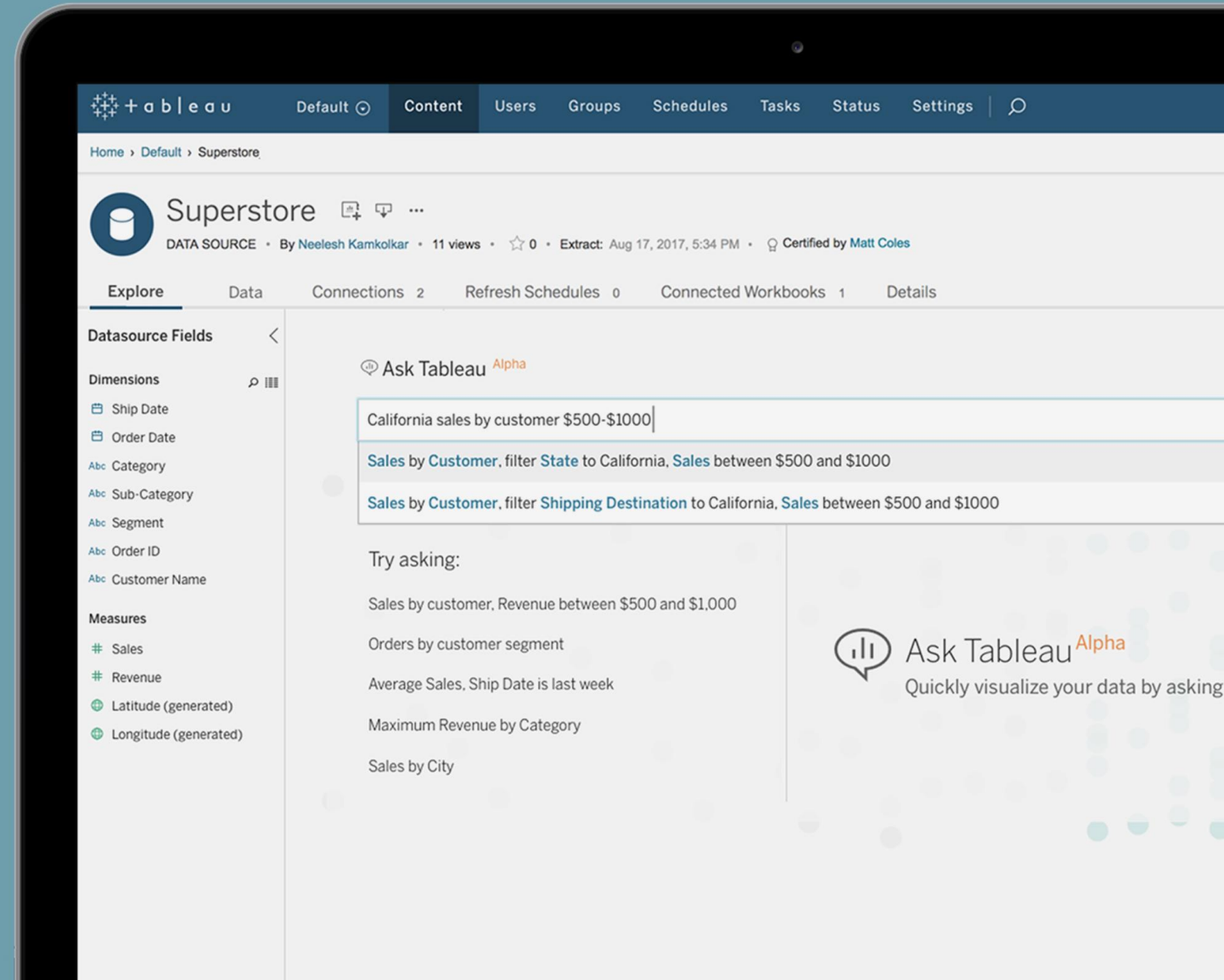
Lower the barrier to analytics

Enable more people to answer more questions, more easily

NLP

Recommendations

Automatic Insights





For
Everyone



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Ready

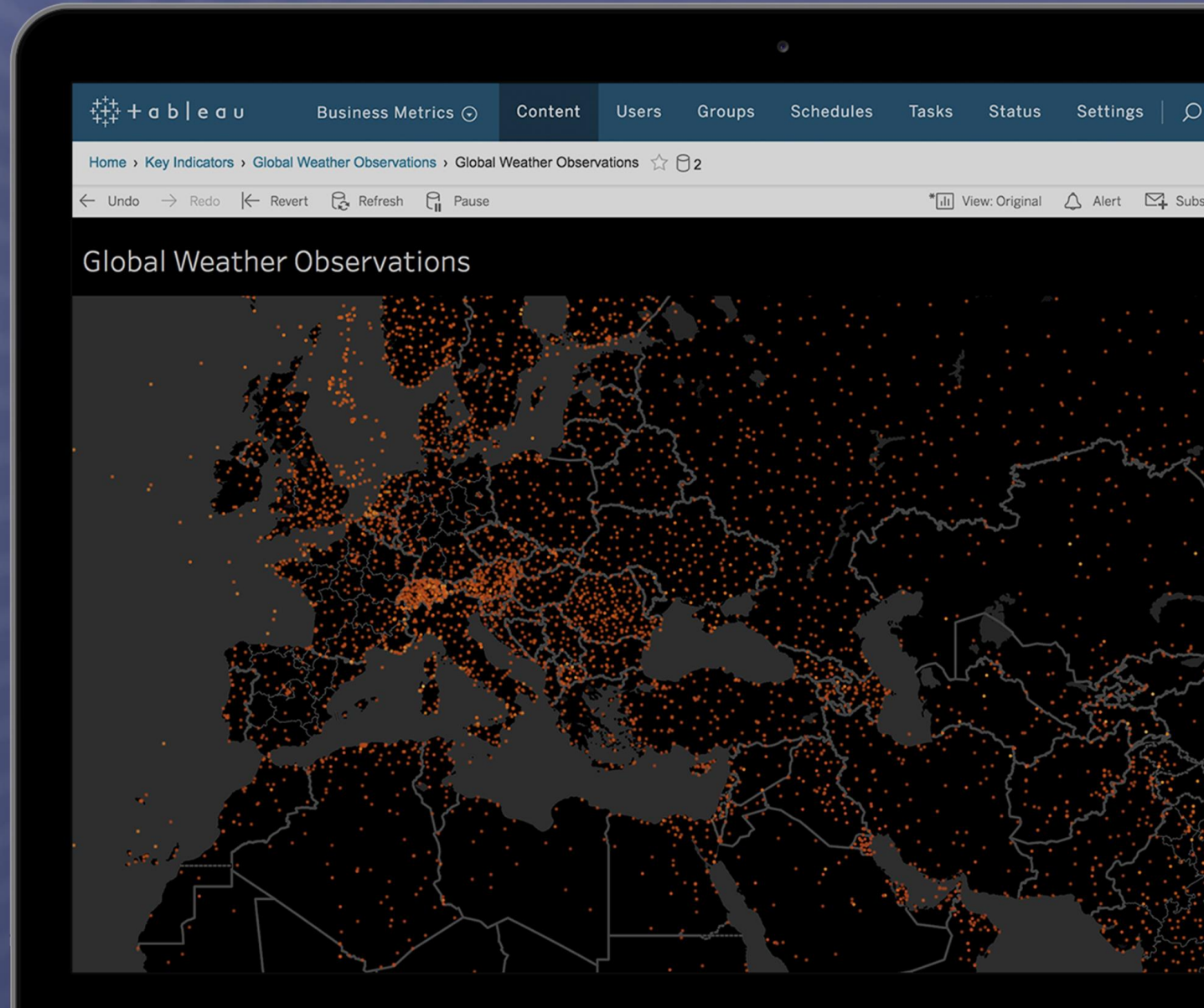
Hyper

5x query improvement

3x loading improvement

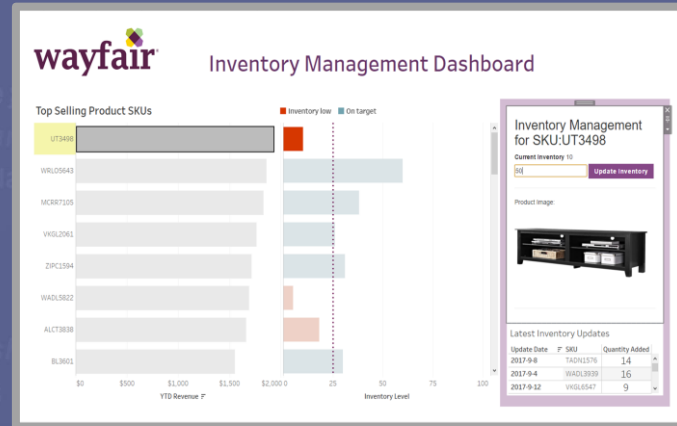
2018 focus:

- Performance
- Encryption
- Maestro integration

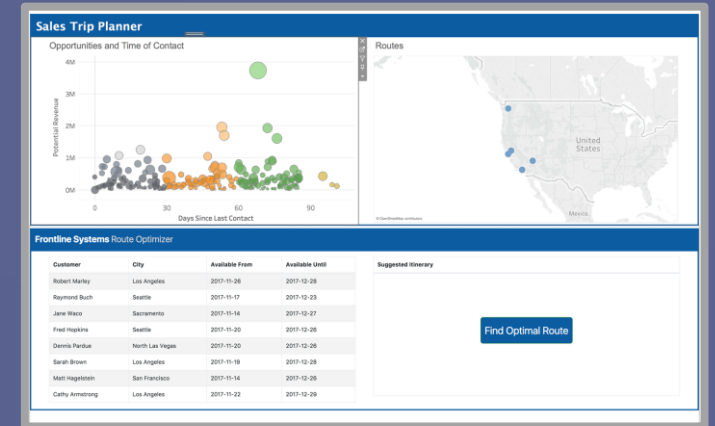


Extensibility

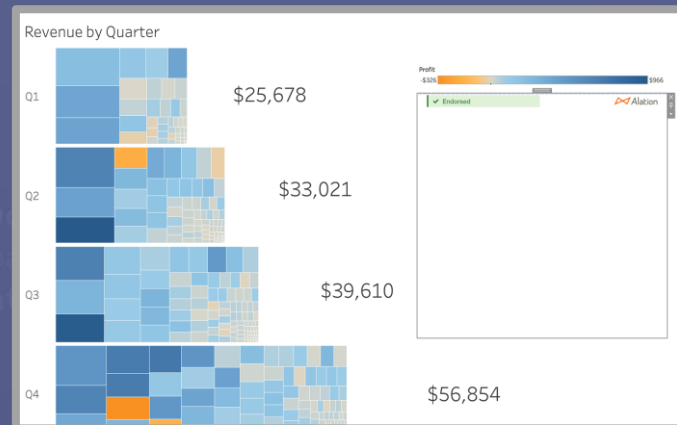
- Extensions API
- Extensions catalog
- Webhooks
- Javascript API



Write-Back



Algorithms



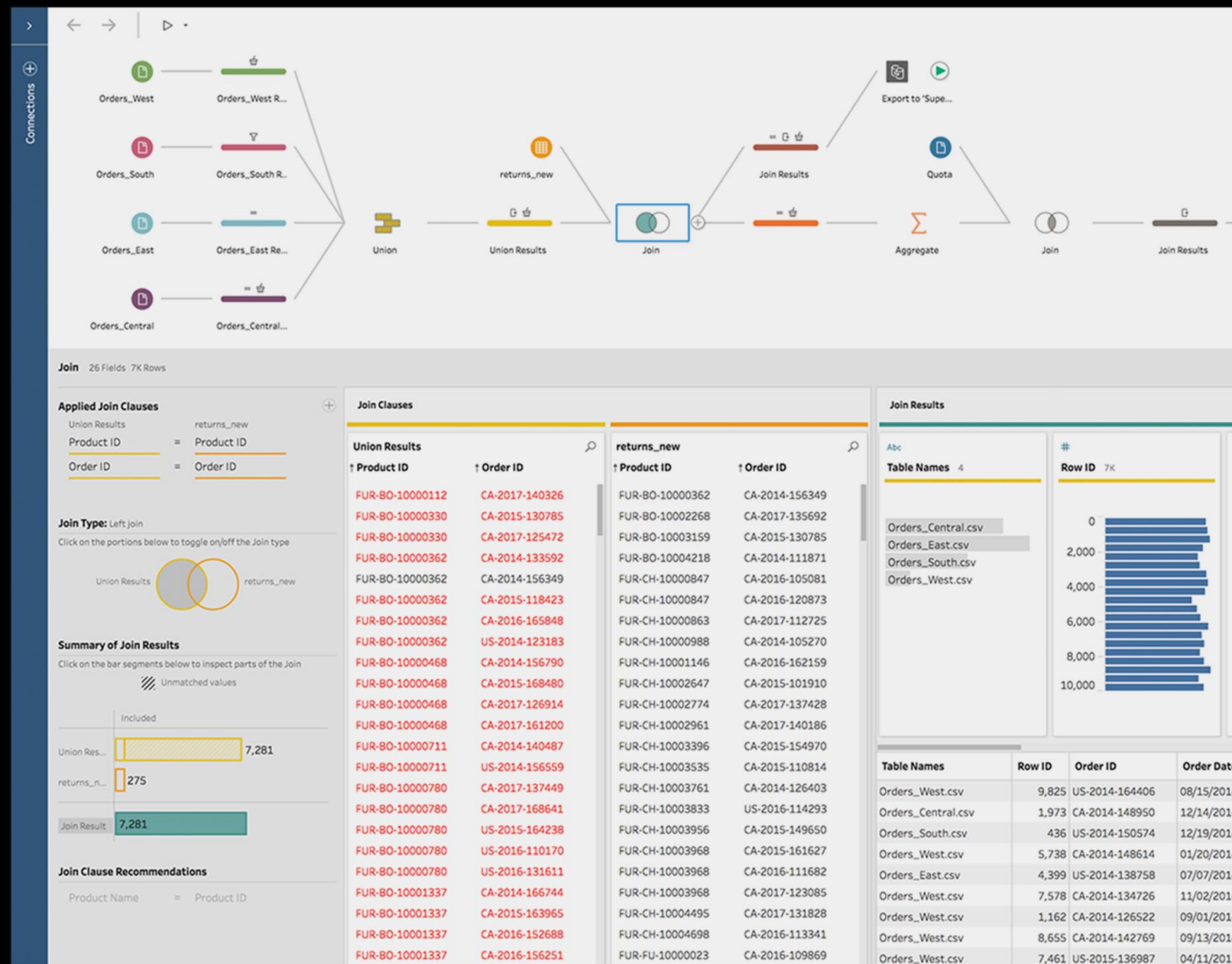
Data Governance



NLG

PROJECT maestro

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



Data Connection Updates

Cloud dataplanned ...today

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

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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Management and Security

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

The screenshot shows the Tableau Services Manager interface. The top navigation bar includes the Tableau logo, the text "TABLEAU SERVICES MANAGER", and a dropdown menu. Below the navigation bar, there are tabs for "Status", "Analysis", "Maintenance", "Configuration", and "Help". The "Status" tab is selected, and the page title is "Tableau Server Status". Below the title, there is a subtitle: "View real-time processes, details, and troubleshoot problems in Tableau Server. [Learn more](#)".

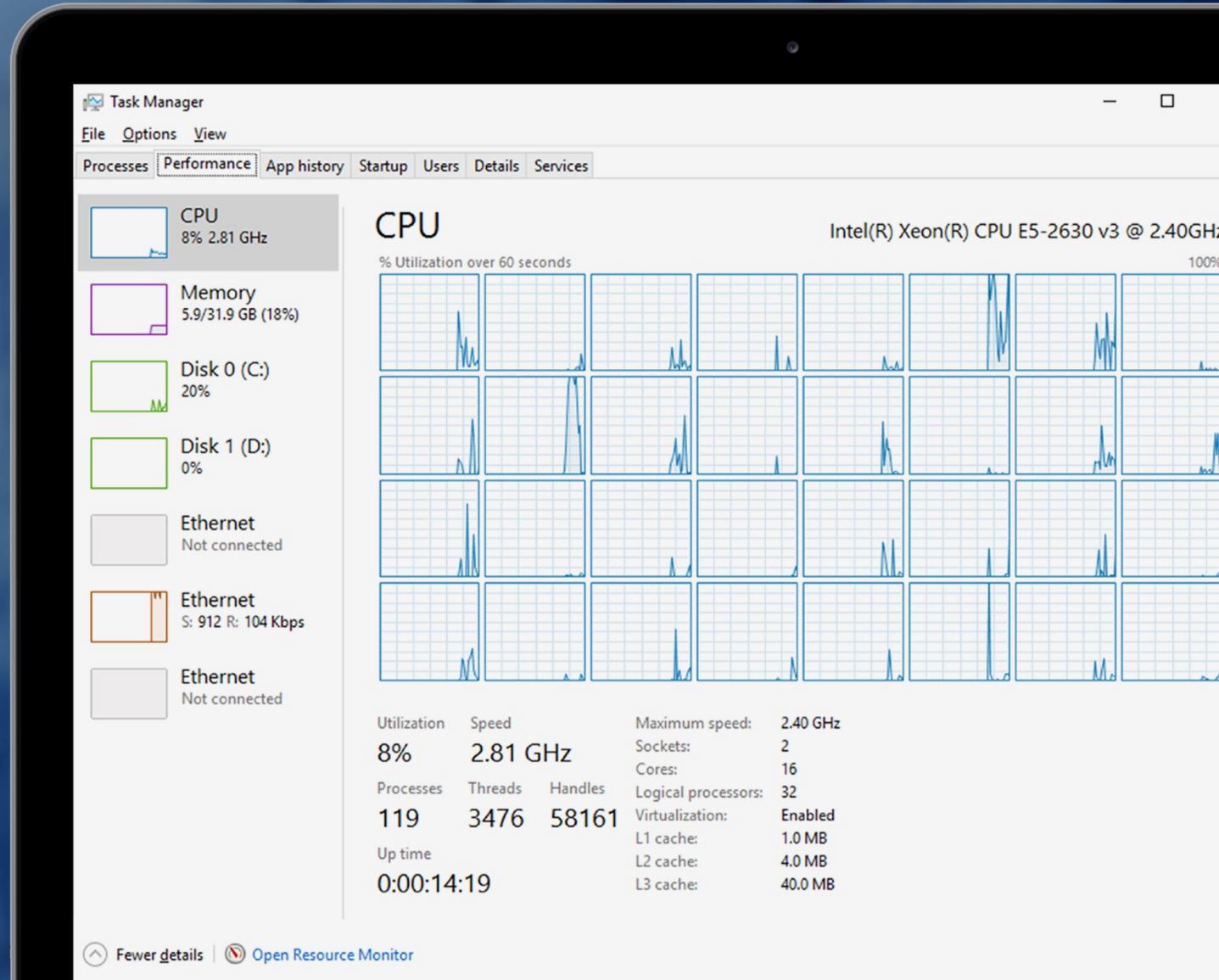
The main content area displays a table of processes across three nodes (Node1, Node2, Node3). The table has the following columns: Process, Node1 (1ndcbvswalпов01), Node2 (1ndcbvswalпов02), and Node3 (1ndcbvswalпов03). The processes listed are: Cluster Controller, Gateway, Application Server, VizQL Server, Cache Server, Search & Browse, Backgrounder, Data Server, Data Engine, File Store, Repository, and Coordinator. Each process row shows its status across the three nodes using green checkmarks for Active, a green circle with a refresh icon for Busy, a red exclamation mark for Error, and a grey X for Stopped.

At the bottom of the table, there is a "Refresh Status" button and a legend for the status indicators: Active (green checkmark), Busy (green circle with refresh icon), Error (red exclamation mark), and Stopped (grey X).

Process	Node1 1ndcbvswalпов01	Node2 1ndcbvswalпов02	Node3 1ndcbvswalпов03
Cluster Controller	✓	✓	✓
Gateway	✓	✓	✓
Application Server		✓	✓
VizQL Server	✓ ✓	✓ ✓	✓ ✓
Cache Server		✓ ✓	✓ ✓
Search & Browse	✓	✓	✓
Backgrounder		✓ ✓ ✓ ✓	✓ ✓ ✓ ✓
Data Server		✓	✓
Data Engine	✓ ✓	✓ ✓	✓ ✓
File Store	✓	🔄 Synchronizing	✓
Repository	✓ Active/Preferred	✓ Passive	
Coordinator	✓	✓	

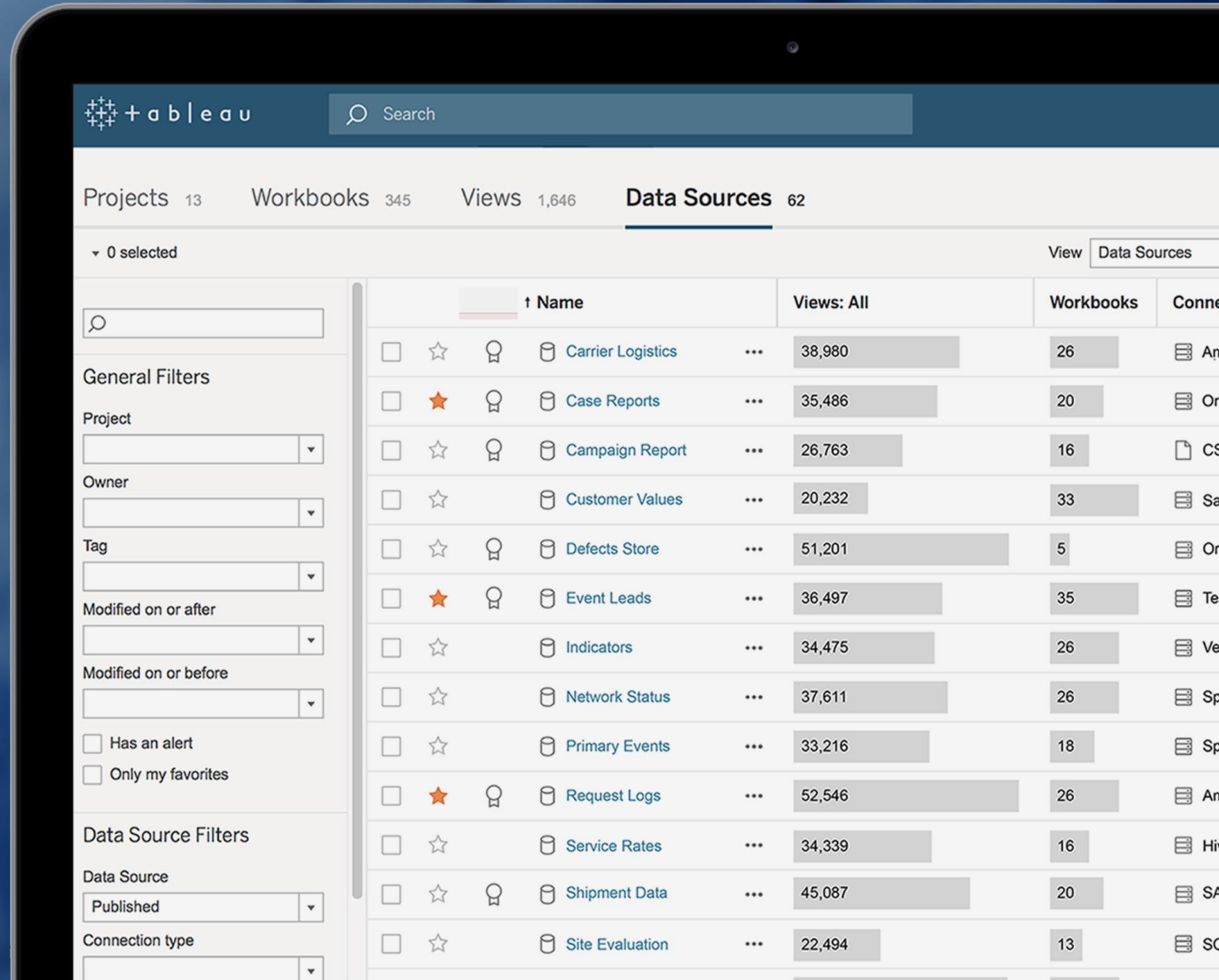
Performance and Scalability

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



Data Governance

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





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Tableau Online



Server on Cloud



Server on
Premises

Data



Jumpstarts

Tableau Bridge
Enterprise Enhancements

New Authentication
Options

Full Web
Authoring



For
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Cloud
Ready



We help people see and understand data

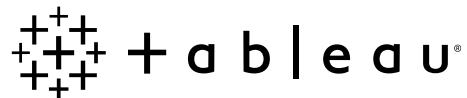


Thank you

+++ + a b | e a u®

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,



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

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



Engagement Cadence: <i>a series of regular touchpoints to track success.</i>	Kick Off Meeting	User Onboarding	Executive Business Review	Scheduled Touchpoints	Calendar of Events	Newsletter
Building Community: <i>Fostering connections</i>	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: <i>Product and Tableau development alignment</i>	Align Roadmaps	Pre-release Programs	Summits & Communities	Developer Deep Dive	Tableau Conference	Feature Requests



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

Sample Calendar of Activities

		2018											
Category	Activity	Jan	Q1 Feb	Mar	Apr	Q2 May	Jun	Jul	Q3 Aug	Sep	Oct	Q4 Nov	Dec
Engagement Cadence	2018 Kick-off Meeting	■											
	Elite Deployment Review		◆						◆				
	Executive Business Review		◆			◆			◆			◆	
	Fortnightly CoE Status Calls	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
	Monthly Newsletter	■	■	■	■	■	■	■	■	■	■	■	■
	New User Onboarding		◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
	Weekly Elite Support Review Call	■	■	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Building Community	Complete End User Survey	■											
	Plan Community Activities		■										
	Tableau Day										◆		
	Tableau Doctor		■	■	■	■	■	■	■	■	■	■	■
	User Group Meeting			◆			◆			◆			◆
	Viz Contest									◆	◆		
	Webinar		◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Product Advocacy	Customer Success Summit			◆			◆			◆			
	Roadmap Review and Alignment		■										
	Tableau Conference							■			■		
Adoption Metrics	Conduct Capability Assessment	■											
	Analyse and Review Metrics		◆			◆			◆			◆	
	Review Adoption Map		◆			◆			◆			◆	
Value	Review Case Studies		◆										
Other	Mobile Launch			◆									
	Server Upgrade					■						■	

Owner

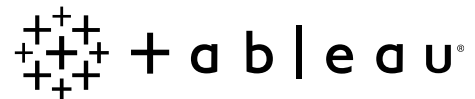
■ Customer ■ Joint ■ Tableau

Status

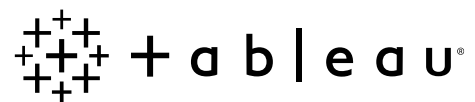
■ Planned ◆ Proposed

Champion Sharing

Sarah Burnett, Standard Chartered Bank



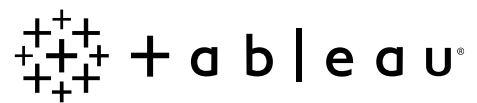
Champions Huddle Time



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!

