



Tableau + AWS Customer Diagrams

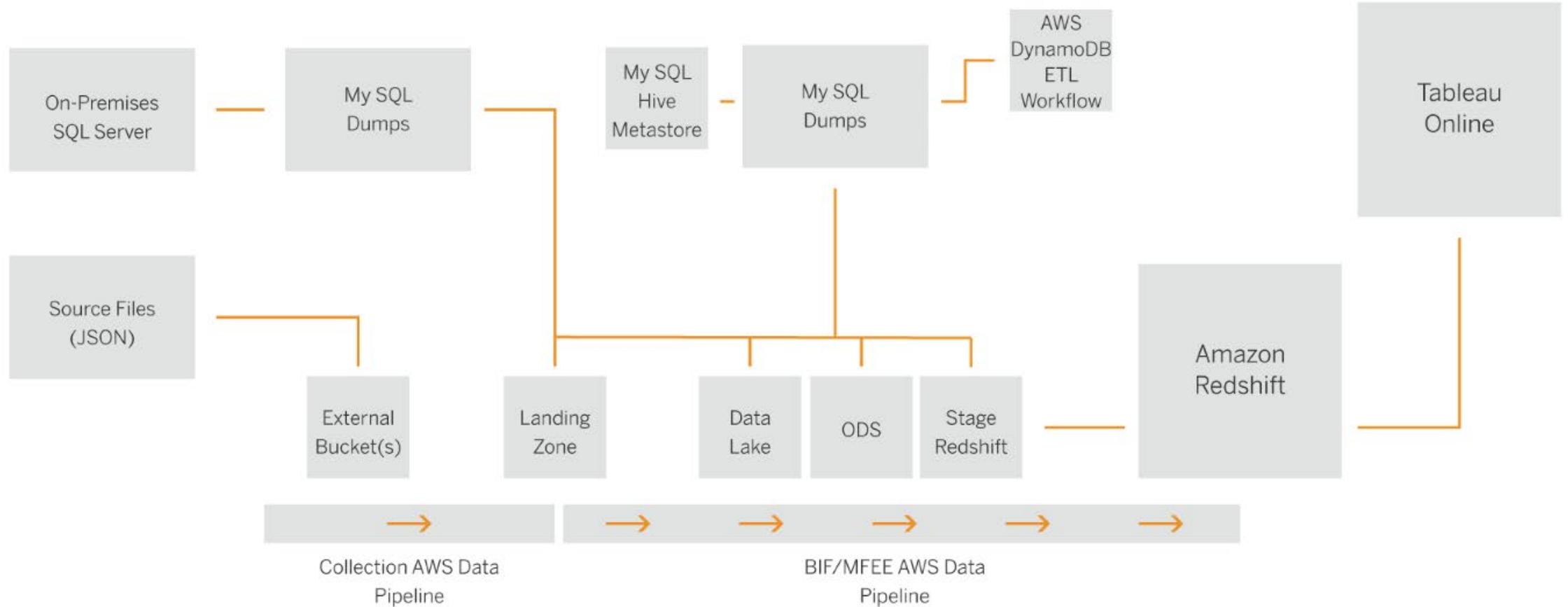


Together, Amazon Web Services (AWS) and Tableau create a powerful cloud analytics platform. You can perform every step of the analytics journey: data collection, transformation, storage and analysis—all at enterprise scale with AWS and Tableau products.

We're excited to share how some of our most successful customers have architected their cloud and big data analytics platforms with AWS and Tableau.

It's important to note that there is no "one size fits all" when it comes to successful cloud and big data analytics platform architectures; our customers have unique, tailored solutions to address the evolving needs of their businesses.

Expedia



Expedia

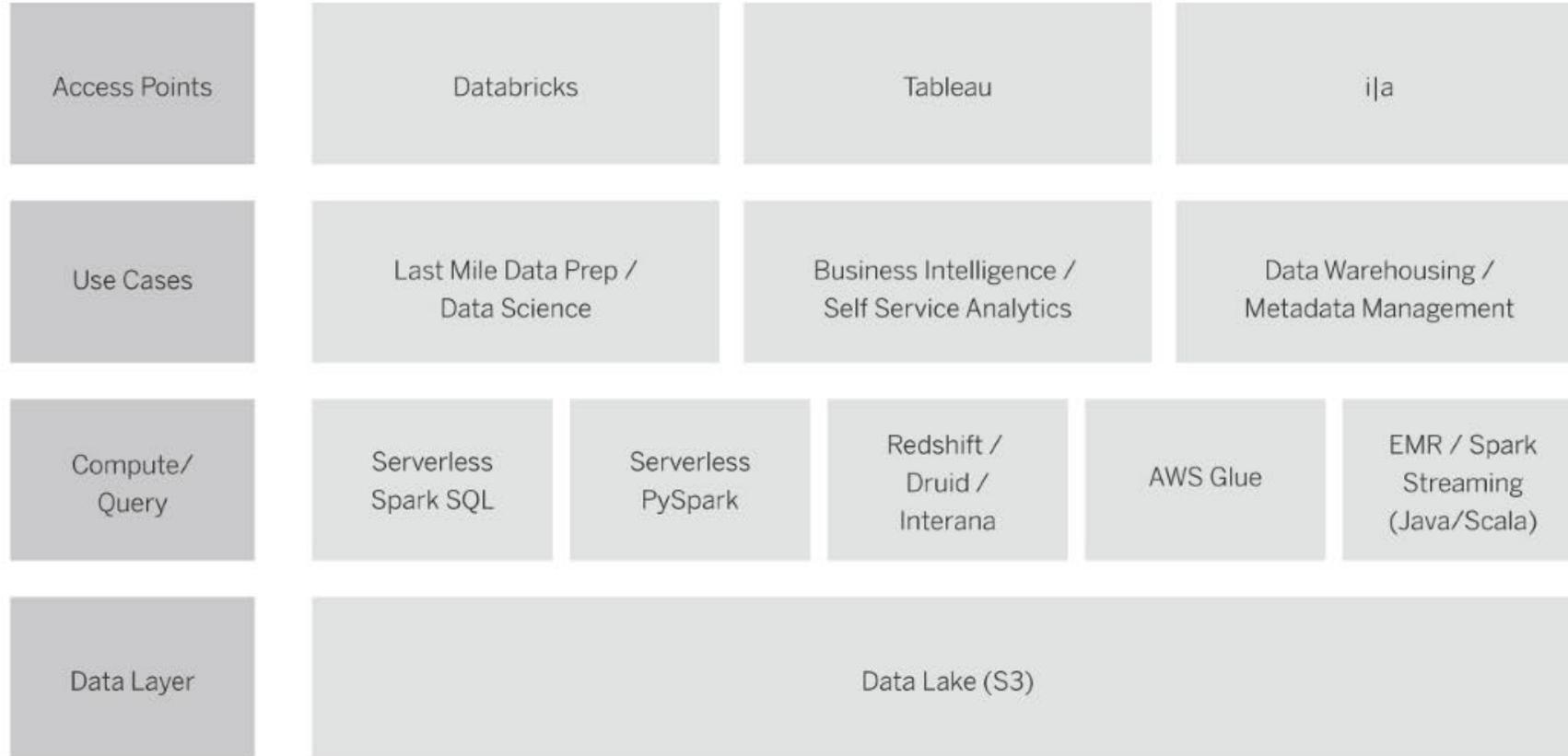
Stuck in the process of creating pivot tables in Excel, analysts at Expedia did not want to be report writers. Instead, they wanted to empower their stakeholders to conduct their own self-service analysis and dive into critical business questions to get insights. Additionally, they needed a fully managed cloud analytics solution that could scale and evolve on-demand.

AWS was able to provide impermanent and scalable architecture components while Tableau Online provided an easy-to-use analytics platform that helped users answer questions with data quickly, regardless of their data skills. Services like AWS Data Pipeline enable Expedia to automate the movement and transformation of its data into Amazon Redshift, which then feeds directly into Tableau. As governance was paramount, Expedia is able to manage permissions and users with little lead times by partitioning data custodians to their appropriate, secure folders in Tableau Online, all while Tableau automatically manages version upgrades and maintenance.

The benefits of Tableau Online have been accentuated for Expedia (and many other customers with data sources in the western United States) with the launch of Tableau Online's West Coast data center on AWS. Tableau and AWS help Expedia save time for its analysts and customers, making data more accessible while maintaining scalability for the company's growing business needs.

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Edmunds



Edmunds

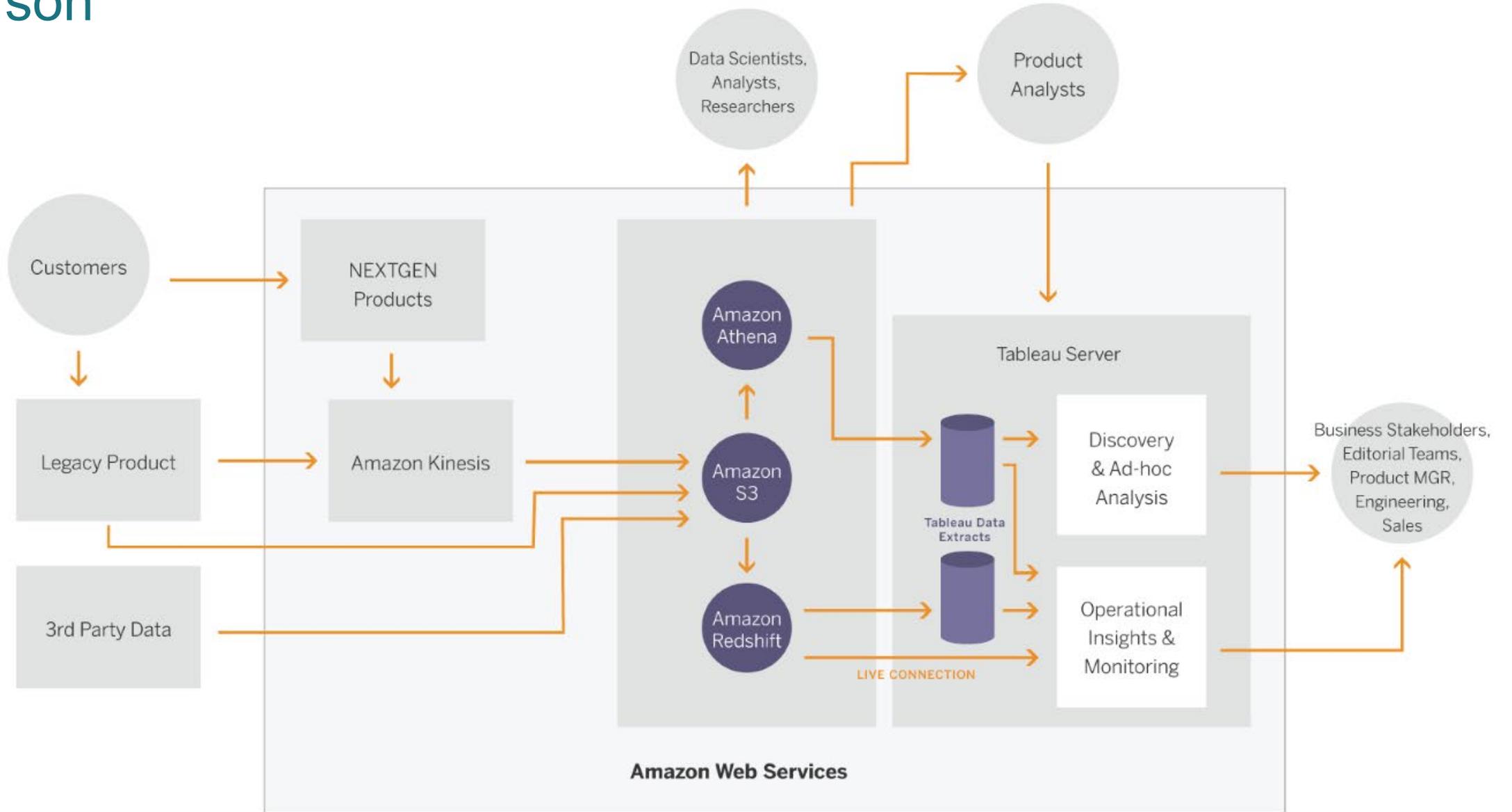
At Edmunds, a traditional reporting process that was difficult to scale stood in the way of business users who wanted more answers from their data. The Edmunds team searched for a scalable, cost-effective data infrastructure that could enable self-service analytics, and chose AWS and Tableau.

The first key step was the migration of Edmunds.com and back-end systems to AWS. Edmunds then employed other Amazon solutions like Amazon EBS, Amazon S3 and Amazon Athena for block-level storage volumes, long-term data storage, and serverless, interactive queries of large data sets, respectively. With Tableau Server and Amazon Redshift, Edmunds now has a data warehousing and analytics solution that allows users to query all of its data with speed and agility to drive better business outcomes.

The powerful combination of these solutions means that Edmunds understands its data in a cost-effective way without relying on teams of data engineers to uncover answers for the business. AWS and Tableau offer Edmunds data democratization, along with a scalable infrastructure to support its growing data and analytics practice.

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Pearson



Pearson

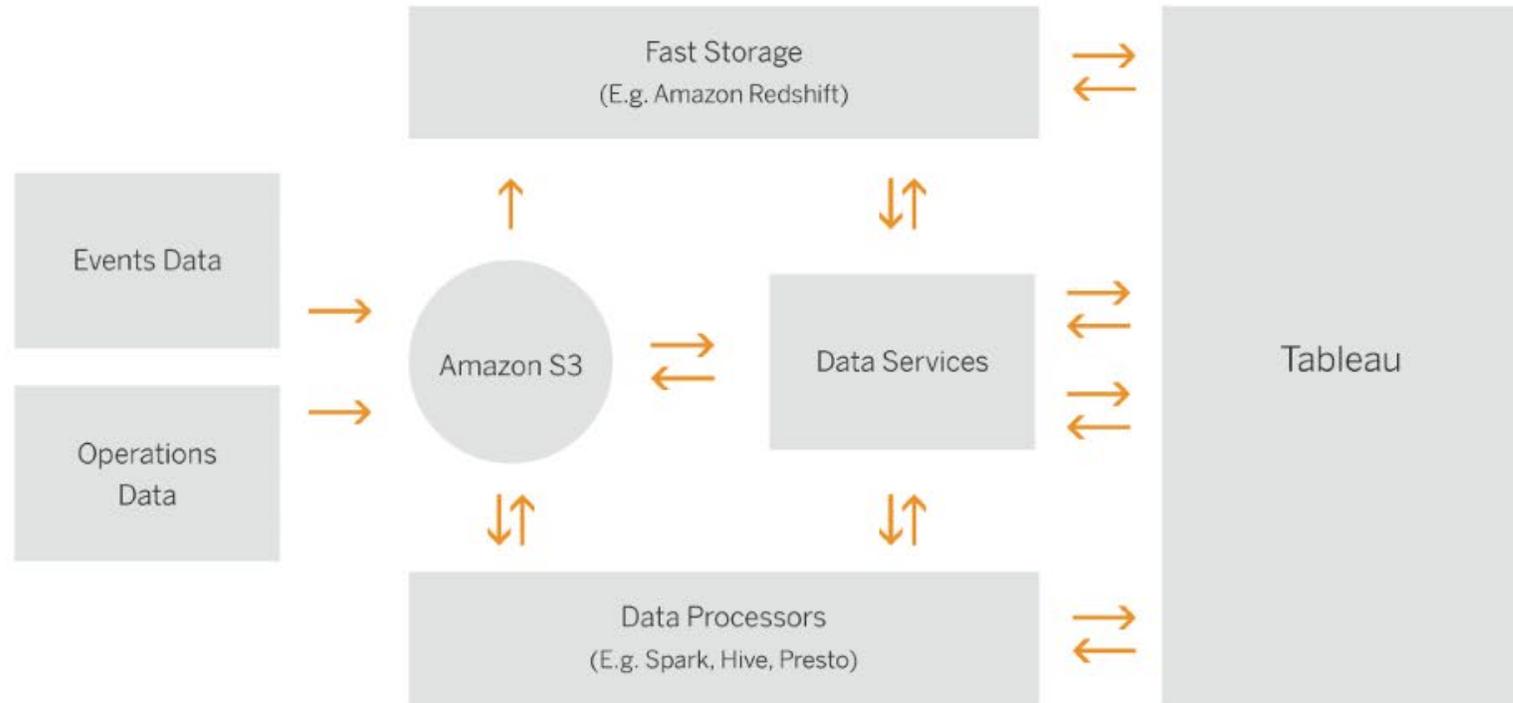
Pearson provides educational courseware, assessment tools and a range of teaching and learning services—all powered by technology. Burdened by scalability and cost challenges from legacy data platforms, Pearson turned to Tableau and AWS to establish a modern data analytics platform in the cloud.

Now, Pearson's data flows from an on-premises data platform and various third party data sources into Amazon S3. With Amazon Kinesis, Pearson enabled stream processing and intelligent routing capabilities of disparate, real-time data. Native connections from Tableau to Pearson's data via Amazon Athena and Amazon Redshift provide users the ability to perform ad-hoc analysis, discovery, and monitoring, enabling operational insights across the organization.

Pearson's analytics platform with Tableau on AWS allows the organization to effectively and efficiently scale as its data strategy and user community evolve.

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Netflix



Netflix

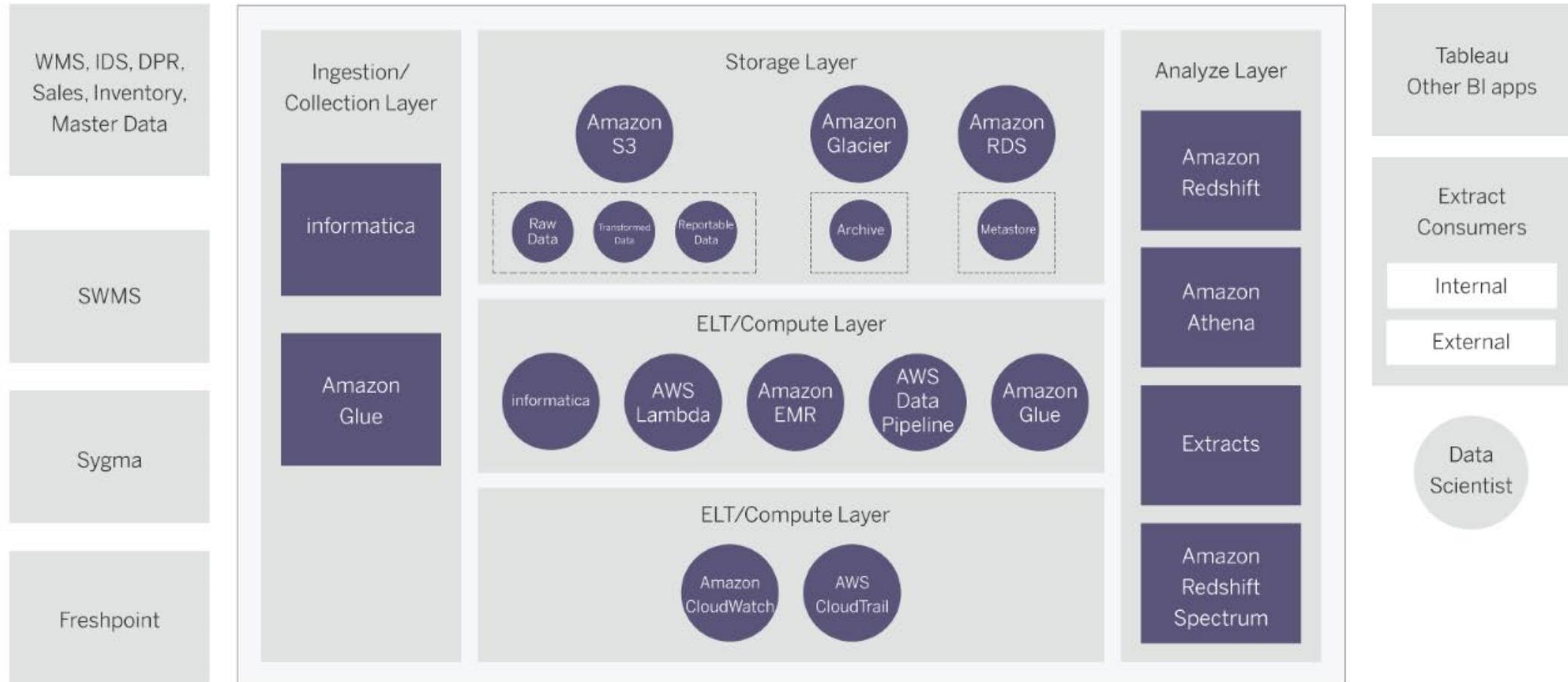
Supporting more than one-third of all internet traffic, Netflix needed to expand its data capabilities accordingly. With millions of users watching and rating movies and television shows, more than 700 billion rows of data are generated every day. As a result, governance and scalability were at the top of the list when determining the requirements for Netflix's analytics solution.

Netflix's analytics platform is fed by events and operations data that flows into Amazon S3 through streaming tools like Kafka, as well as big data processors like Hive, Hadoop, and Presto. The data is then sent to Amazon Redshift and Teradata before being aggregated into Tableau Hyper Extracts. This allows Netflix to collect and store massive amounts of data to eventually provision and govern data sources for a wide range of users. For example, more than 190 countries use Netflix, so different country managers need to easily maintain the programming for their audiences. The Tableau Server administrator applies permissions at the group and individual level to ensure the right people are accessing the information they need to answer questions about their audience.

Organizations who are looking to build scalable and flexible business intelligence in the cloud can look to Netflix's extensive analytics platform built on Tableau and AWS as a blueprint.

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Sysco



Sysco

Challenged by large and disparate data, reporting inconsistencies, long lead times, creeping cost of ownership, and scalability issues, Sysco undertook an enterprise-wide transformation. The requirement was to scale for evolving business needs and provide a foundation for data governance and data security across the organization.

With Tableau on AWS, Sysco was able to implement “Sysco Ecosystem for Enterprise Data” (SEED) to house its data and quickly stand up sandbox environments for experimentation. With services like AWS Glue, Sysco is able to leverage catalog and ETL capabilities for its data, while moving it to a new data lake—Amazon S3. Additionally, Amazon EMR helps reduce costs and complexity by efficiently processing the substantial amounts of data coming in from Sysco’s ecosystem, ultimately leading to a smooth, direct connection to Tableau via Amazon Redshift and Amazon Athena.

Sysco easily set up an experience for ad-hoc analysis across multiple functions including marketing, merchandising and revenue management. The SEED initiative has opened up tremendous possibilities with how data is seen and understood at Sysco, evidenced by its Tableau usage jumping from 64 users to over 12,000.

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About Tableau

Tableau is a complete, easy-to-use, enterprise-ready visual business intelligence platform that helps people see and understand data through rapid-fire, self-service analytics at scale. Whether on-premises or in the cloud, on Windows or Linux, Tableau leverages your existing technology investments and scales with you as your data environment shifts and grows. Unleash the power of your most valuable assets: your data and your people.

Tableau works natively with AWS services to empower enterprises to maximize the return on your organization's data. It all starts with direct connections to Amazon data sources including [Amazon Redshift \(including Redshift Spectrum\)](#), [Amazon Aurora](#), [Amazon Athena](#) and [Amazon EMR](#). Beyond this, Tableau provides the depth and breadth of capabilities to ensure that data can be confidently deployed across the entire enterprise. Tableau Server runs seamlessly in Amazon's cloud infrastructure so organizations that prefer to deploy applications on Amazon Web Services have a complete solution offering from Tableau.

Additional Resources

[Tableau Server on AWS Technical Deployment Guide](#)

[Tableau Server on AWS Quick Start](#)

[Tableau in the AWS Marketplace](#)

[Learn more about Tableau and Amazon Web Services](#)

[Learn more about Tableau products](#)

[Whitepaper: Tableau at the Speed of Amazon EC2](#)

[Whitepaper: Optimize Tableau and Redshift Performance](#)

[Whitepaper: Tableau and Big Data: An Overview](#)