

The BI Survey 10

The Customer Verdict

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The world's largest survey of end users
of business intelligence software



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Tableau in the BI Survey

Tableau overview

Tableau is a business analytics company with data visualization at its core. The core products use an underlying technology called VizQL that was invented by Tableau co-founders in the late nineties at Stanford University. VizQL is a patented query language that translates visual, drag-and-drop actions into a database query and then expresses the response graphically.

The company was not founded until 2003. Tableau is growing extremely quickly with revenues increasing by over one hundred percent in 2010.

It now has over 300 employees.

Tableau is geared to business users, with simple data management tools and installation.

The company also offers a server product that can be used to distribute interactive analytics, dashboards and reports but does not provide any additional authoring tools. Tableau Public can be installed free and used on public data.

Survey results for Tableau

Tableau was not in the BI Survey last year, but it appeared this year with a healthy sample of 94 users. About 80% of the respondents reported they were using Tableau 6, and the rest either didn't know or were using Tableau 5.

Tableau in the peer groups

For our peer group analysis, we included Tableau in the competitive analysis specialist peer group. Tableau also scored highest for the entire sample in several areas.

All Products

KPIs relating to costs

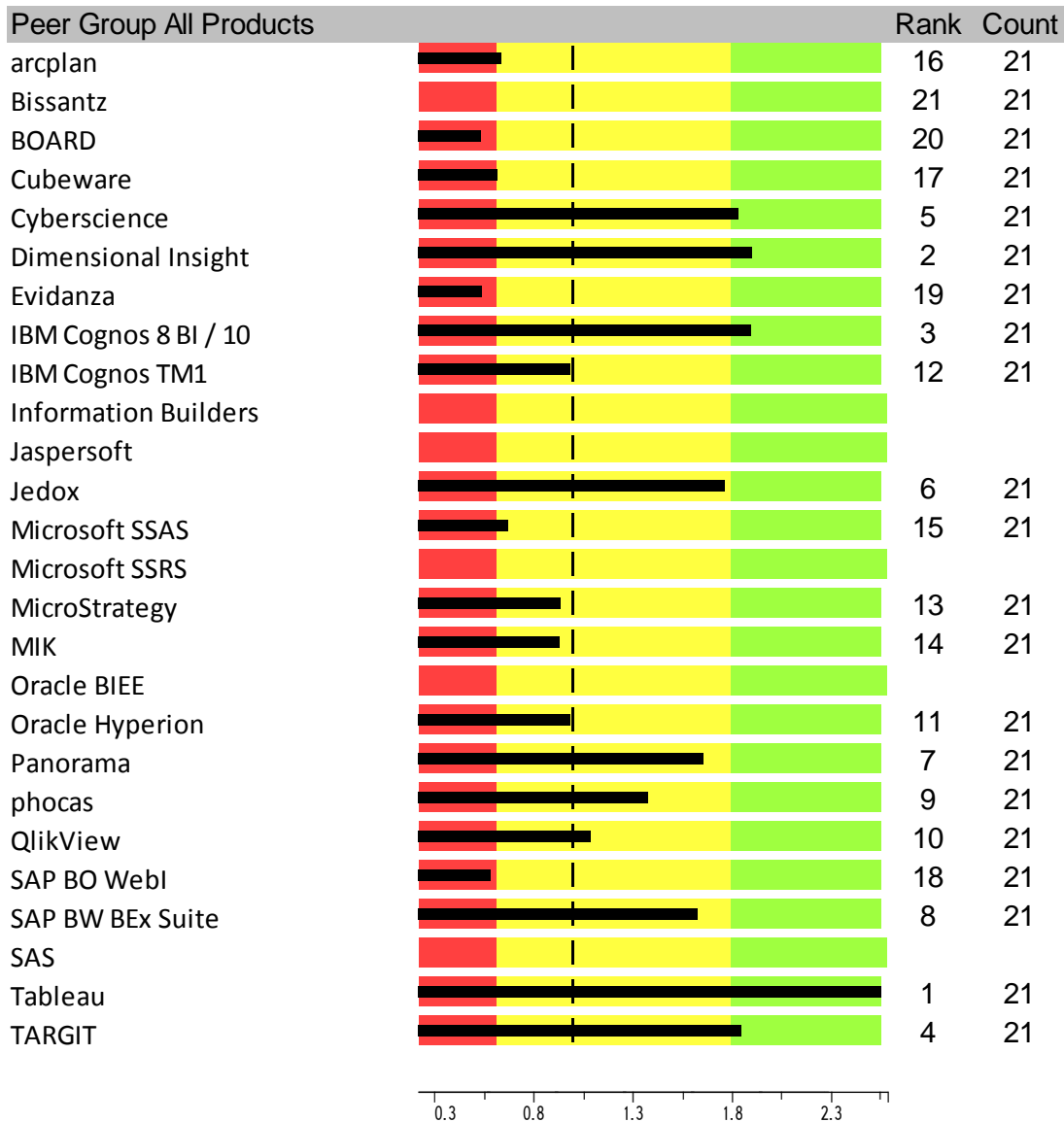


Figure 1: Cost of ownership

Tableau recorded the lowest overall cost of ownership in the entire sample.

KPIs relating to loyalty

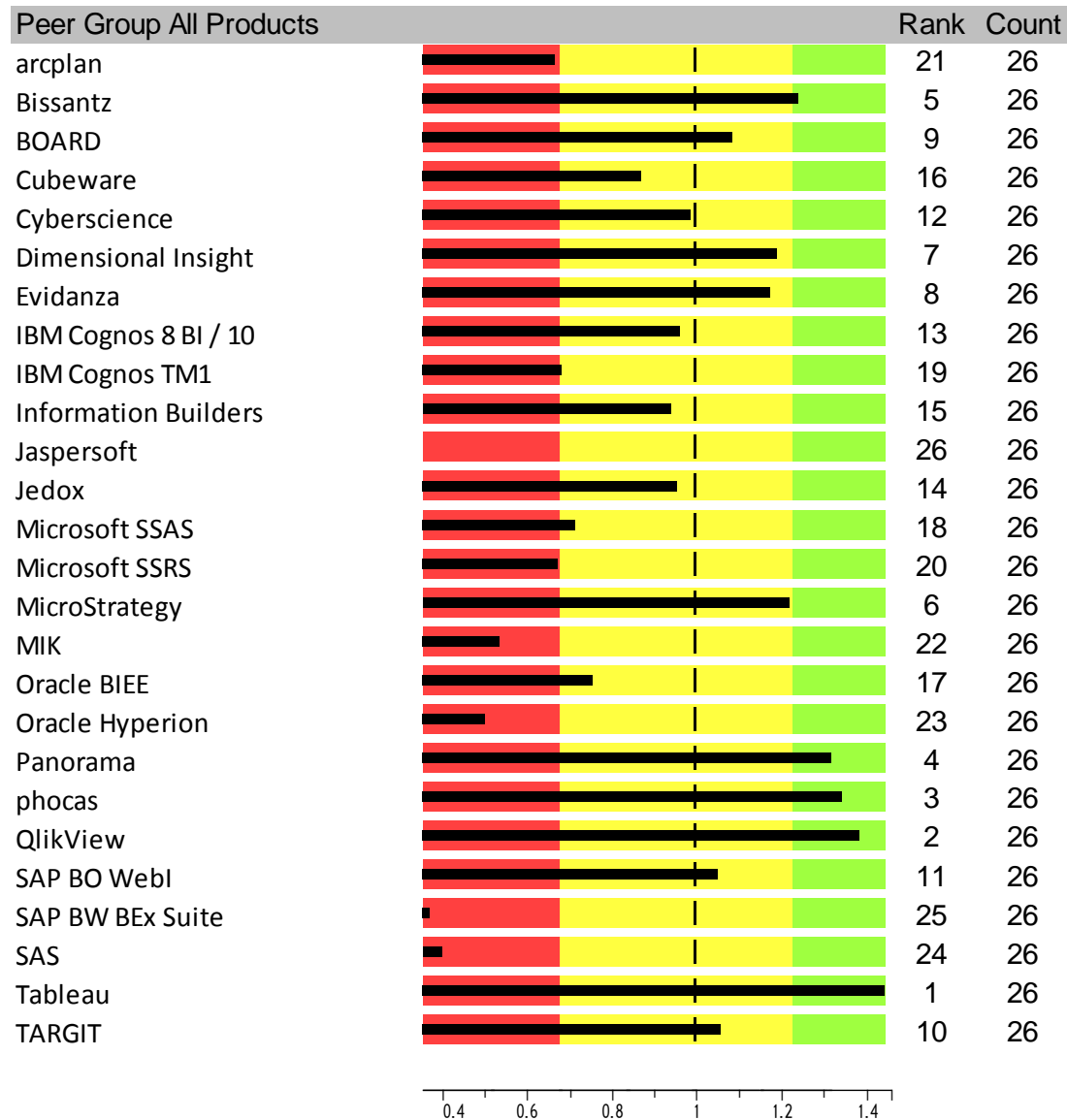


Figure 3: Plans for more licenses

Tableau scored best in the KPI for intention to buy more licenses. This is an important measure because it shows that existing customers are satisfied enough with the tool and to be willing to spend more money with the vendor.

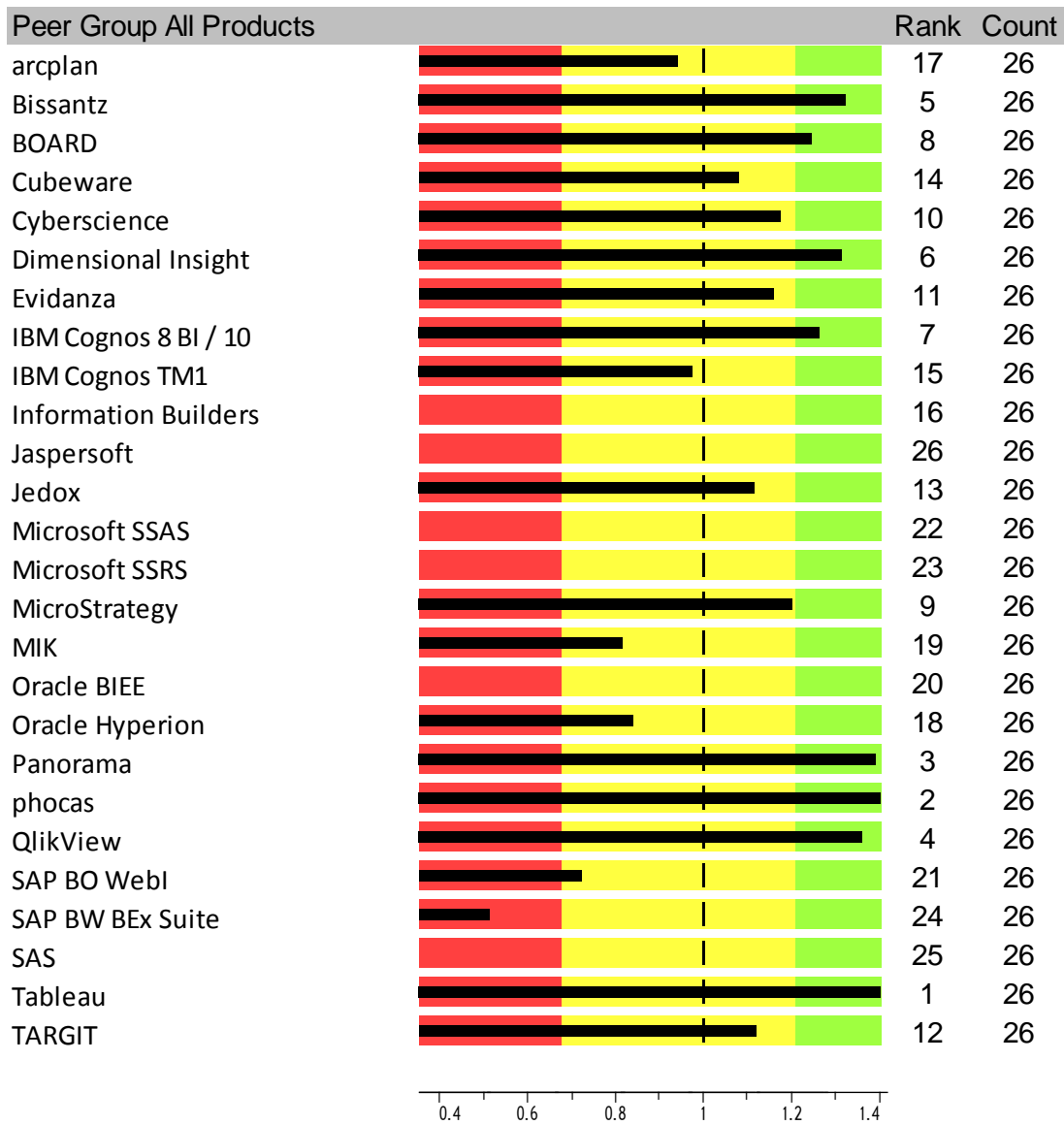


Figure 4: Overall loyalty

Tableau had the highest scores of any product in the Survey for user loyalty

KPIs relating to innovation

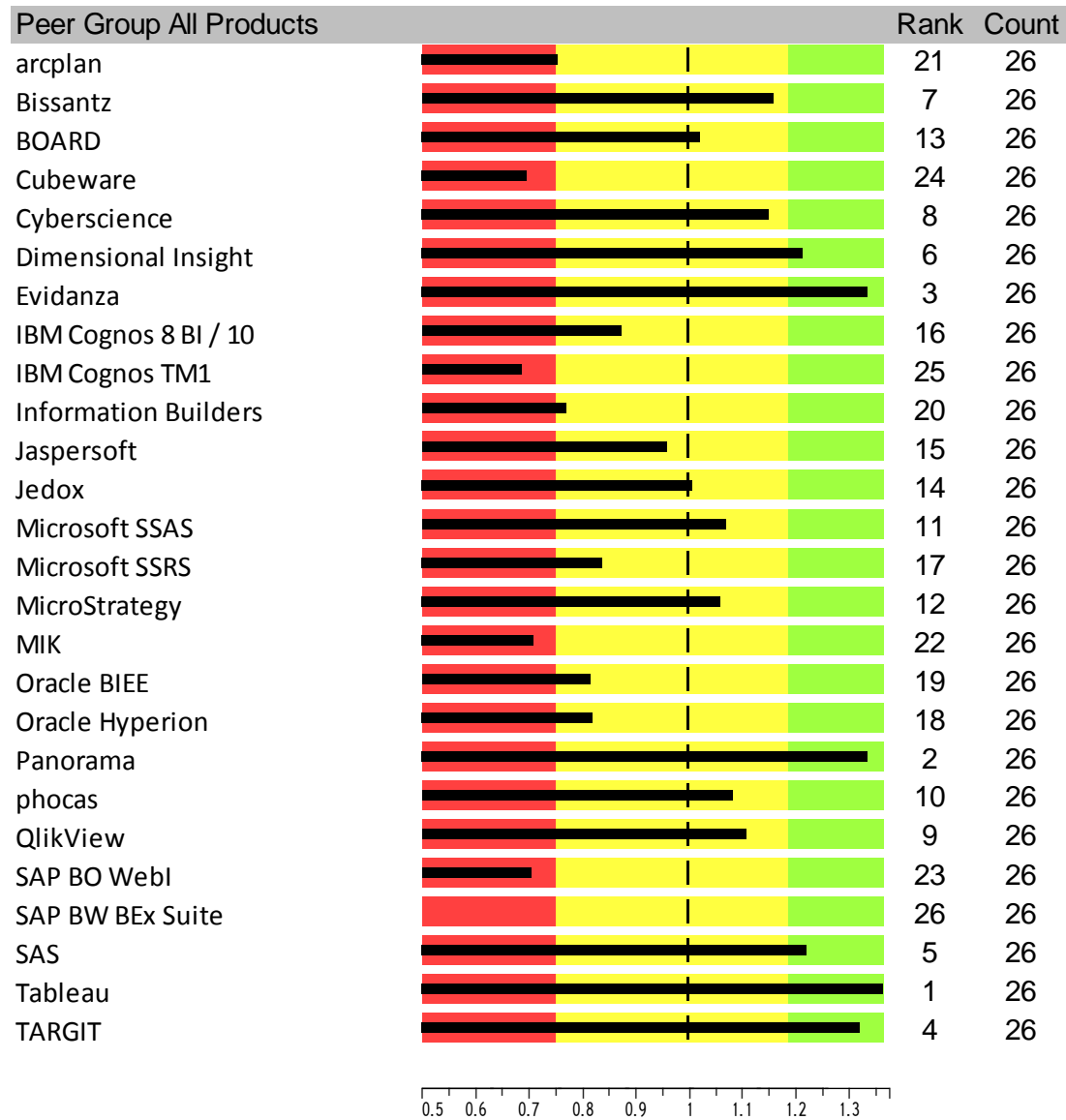


Figure 5: Predictive analytics

Tableau wins out in the area of predictive analytics, even beating the statistics and analytics specialist SAS.

KPIs relating to agility

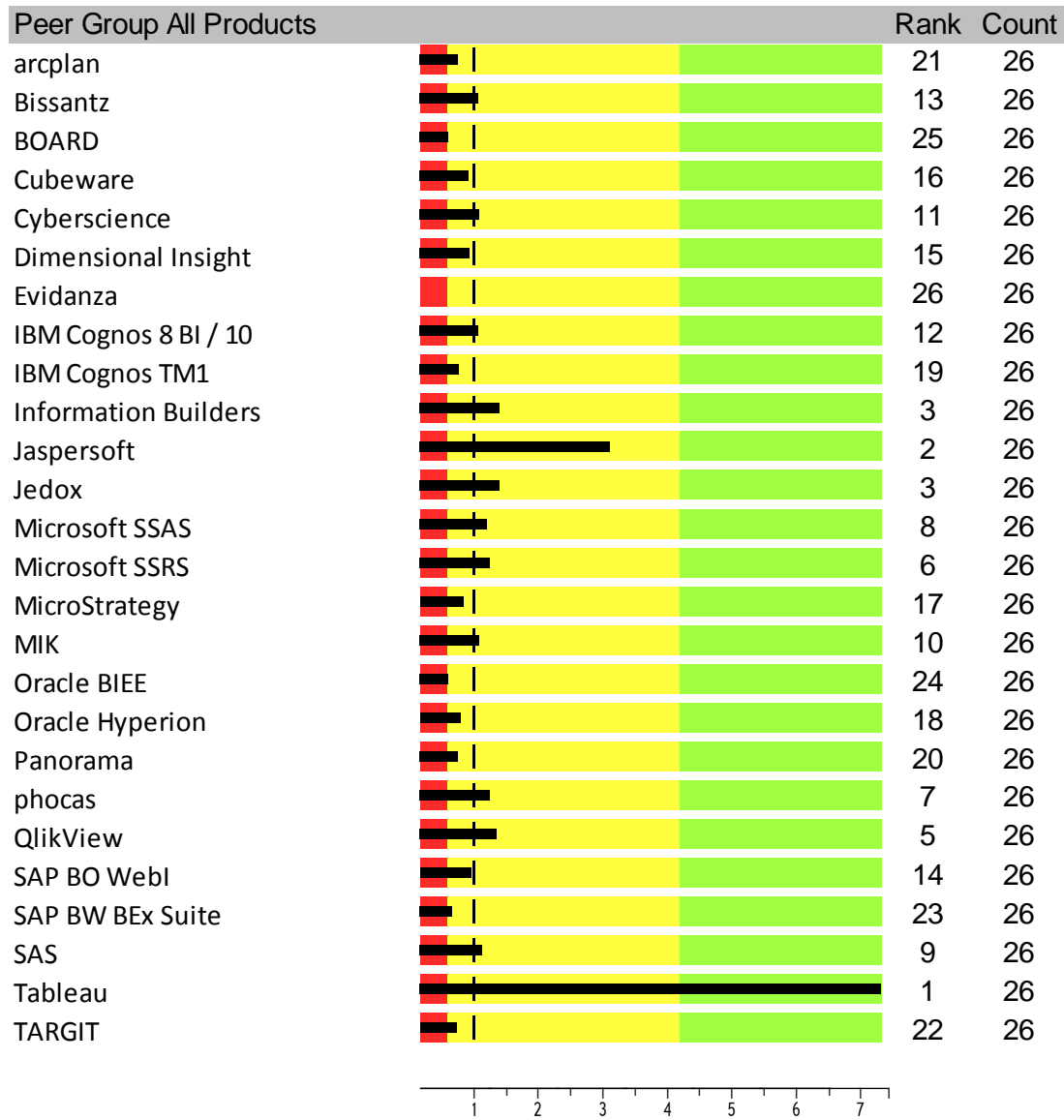


Figure 7: In house implementation

Tableau had the highest score in the area of in-house implementation by a very wide margin, skewing the entire chart. No other product came close.

Tableau in the peer group specialized analysis products

KPIs relating to costs

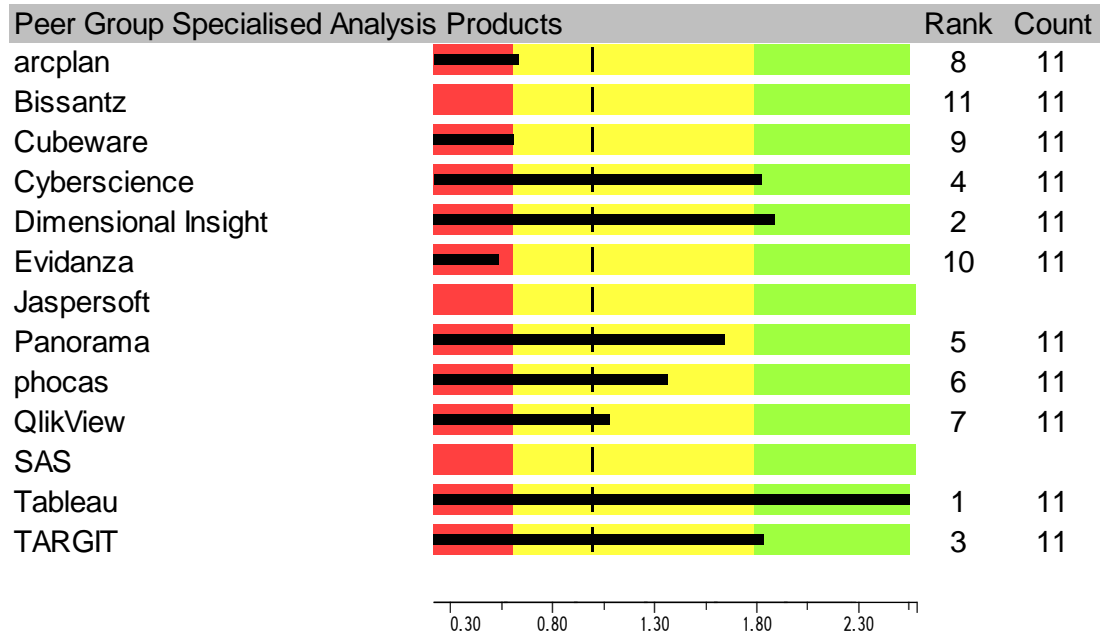


Tableau recorded the lowest overall cost of ownership in the entire sample.

KPIs relating to loyalty

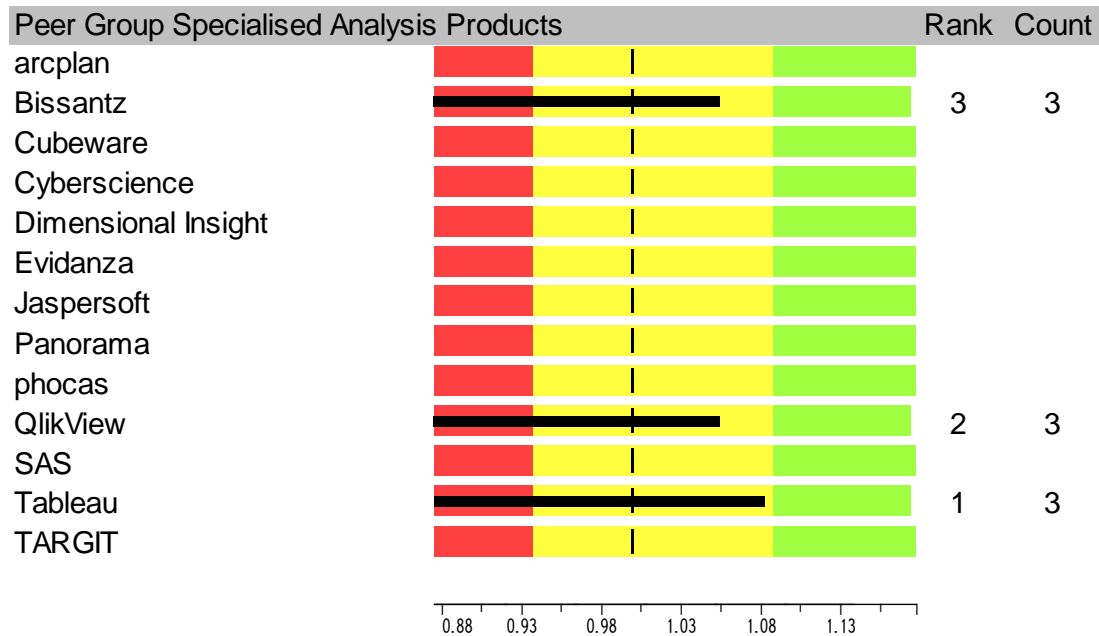


Figure 10: On site competitiveness

On-site competitiveness was very difficult to measure in the analysis specialists group, because several of the vendors in this group are smaller regional specialists. But Tableau did win out against QlikView in this area, a noteworthy achievement.

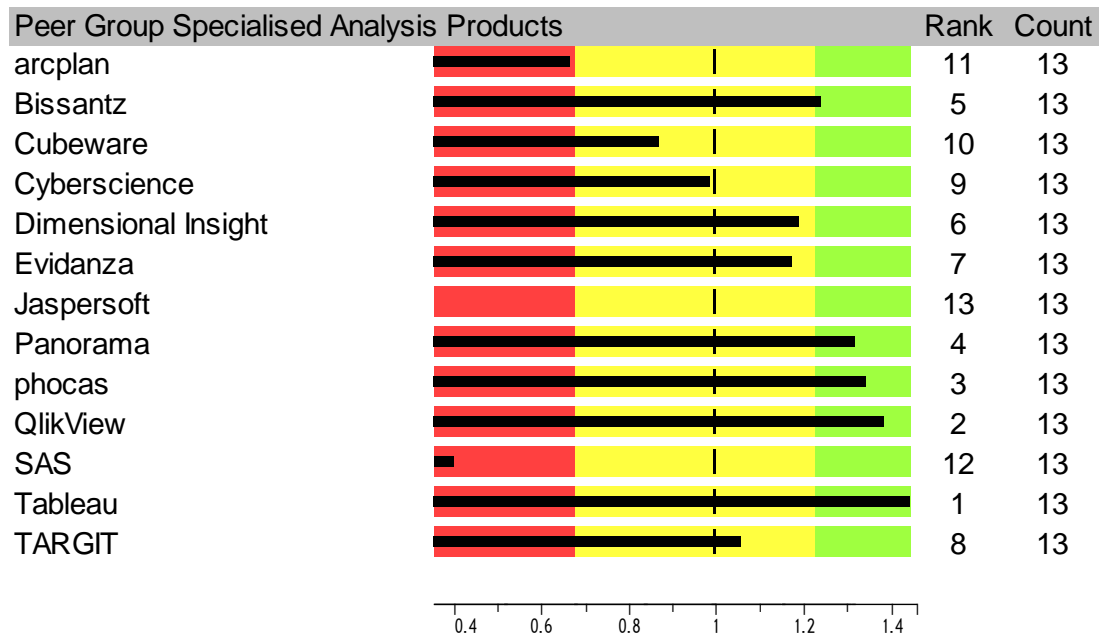


Figure 11: Plans for more licenses

Tableau scored best in the KPI for intention to buy more licenses. This is an important measure because it shows that existing customers are satisfied enough with the tool and to be willing to spend more money with the vendor.

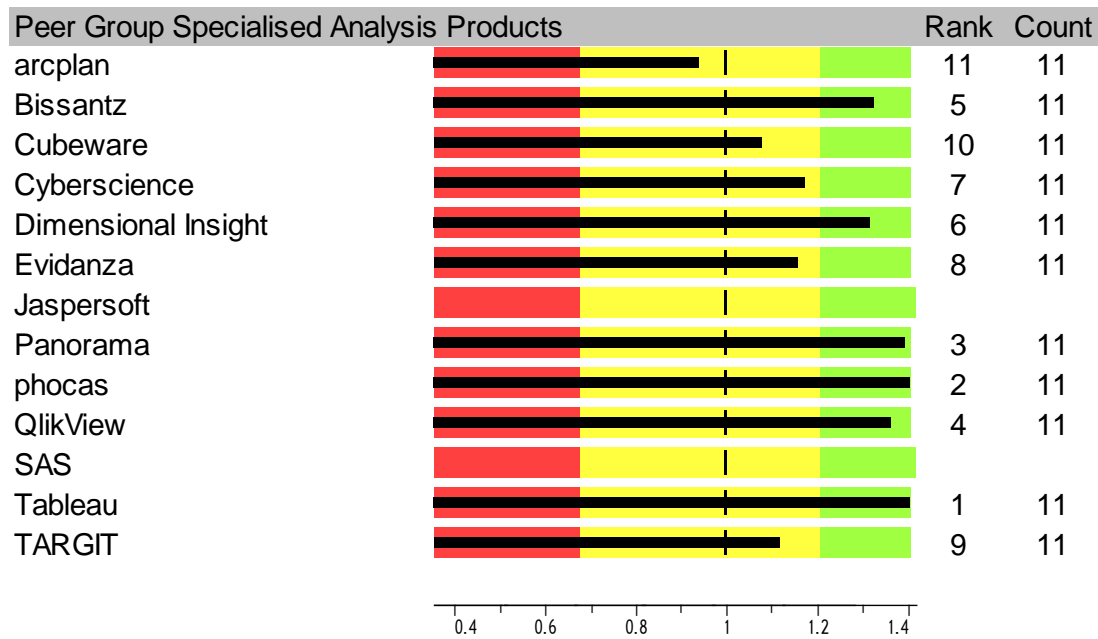


Figure 12: Overall loyalty

Tableau scored best in the KPI for intention to buy more licenses. This is an important measure because it shows that existing customers are satisfied enough with the tool and to be willing to spend more money with the vendor.

KPIs relating to innovation

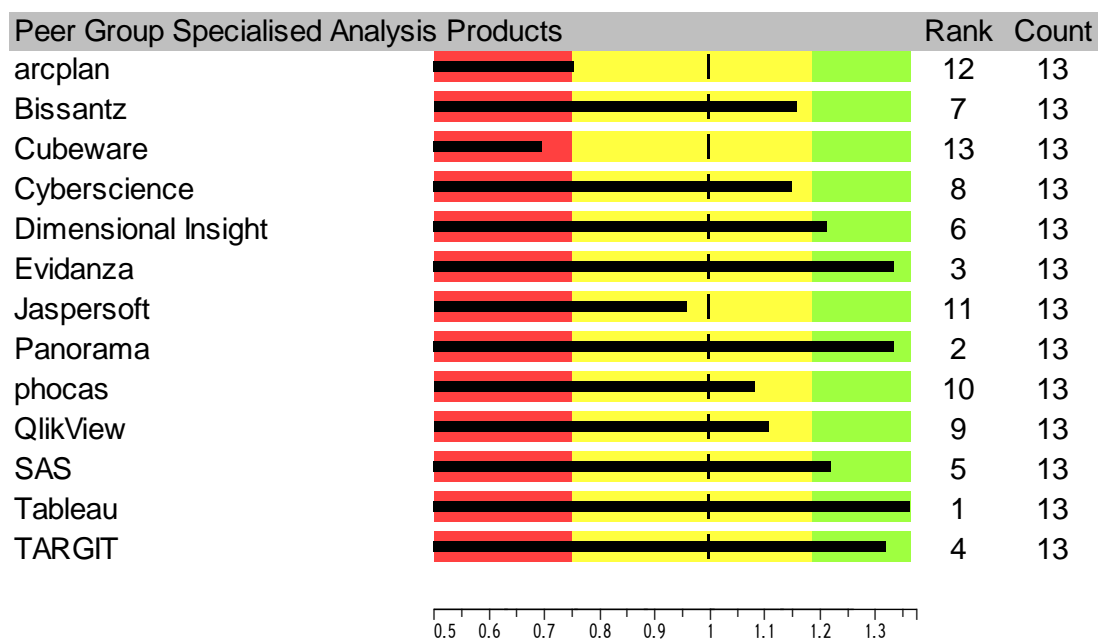


Figure 13: Predictive analytics

Tableau wins out in the area of predictive analytics, even beating the statistics and analytics specialist SAS.

KPIs relating to agility

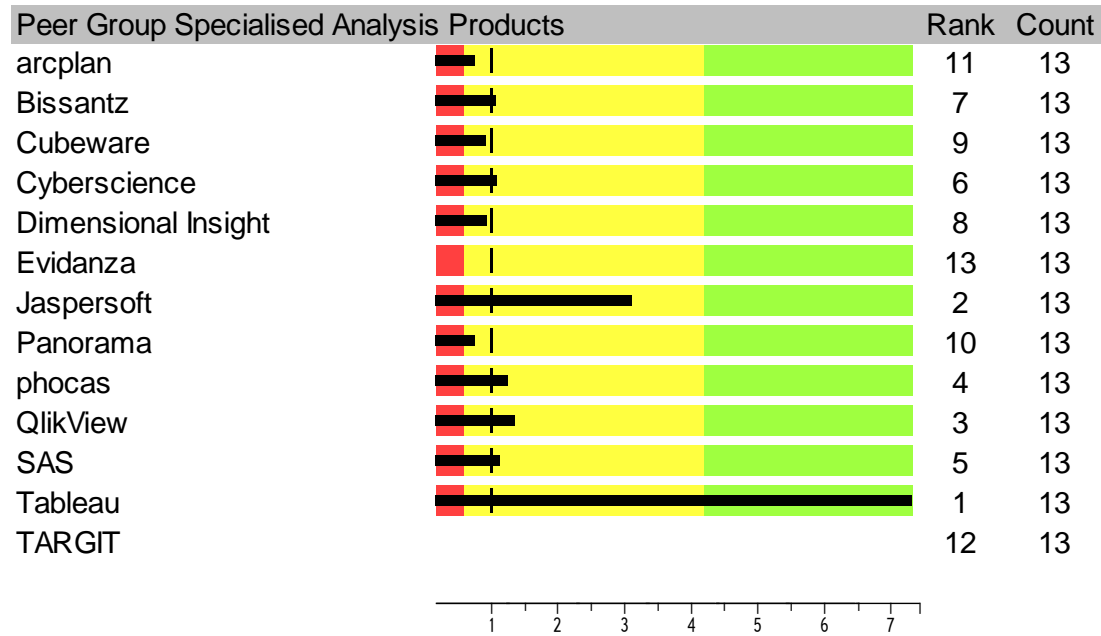


Figure 14: In house implementation

Tableau’s extremely strong showing here results from have such a large contingent of business users who implement their own projects.

Analyst comment

Tableau appears in the Survey for the first time this year. The results were very good -- the Survey shows that Tableau's customers are very happy with the product. The reasons seem to be that the product offers fast development times without requiring outside support, combined with low prices. In addition, the product is quite innovative, offering analytical features that make it well suited for predictive analytics.





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