



How to Cultivate and Maintain a Data-Driven Culture with Tableau Blueprint

Speakers



Jim Webb, Senior Practice Manager, Tableau Professional Services

Jim helps customers succeed in the transformation to forward looking data-driven organizations. Jim leads the development of customer-specific training, support, and consulting plans designed to increase engagement with data. He's a past speaker at Tableau Conference, Tableau's General Sales Kick-off, and various Tableau User Group events.



Thomas Minnick, Senior Consultant, CoEnterprise

Thomas specializes in visual analytics for business and emphasizes tools that reliably deliver actionable intelligence. He spent 13 years as a financial analyst for an investment firm, where he built and led a data analytics team performing market, portfolio, and business analysis. He's been a business intelligence/data analytics consultant to large and small firms in several industries over the past six years.



Aishwarya Sharma, Portfolio Manager, CoEnterprise

Aishwarya has spent five years working in the consulting industry in various roles, such as sales, business analytics, developer, and project manager. She has experience developing end-to-end business solutions through functional process design, cloud-based sales planning and enablement, data analytics, and data science.

CoEnterprise + Tableau

- **2017 Tableau Services Partner of the Year**
- Tableau Gold Partner 4 years in a row
- 2017 IBM B2B Partner of the Year
 - 4 of the last 5 years
- 90+ full-time consultants





Tableau Blueprint Methodology

Why Blueprint?

Build Trust and Confidence

Establish confidence when using trusted data to drive business value

Define Repeatable Processes

Outline proven processes, implement, and repeat best practices from thousands of customers

Take a Step-by-Step Approach

Tableau Blueprint enables you to follow a tried-and-true, multi-step process to improve your data-driven journey— at any stage



Agility



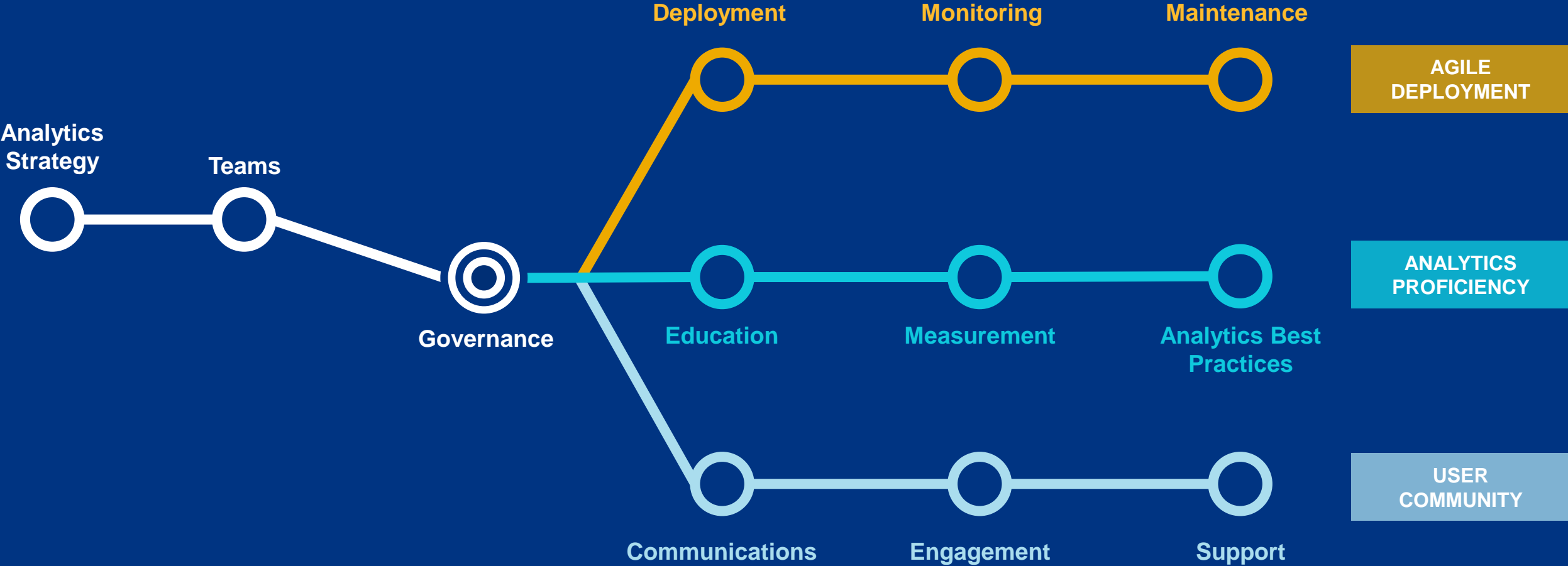
Proficiency



Community

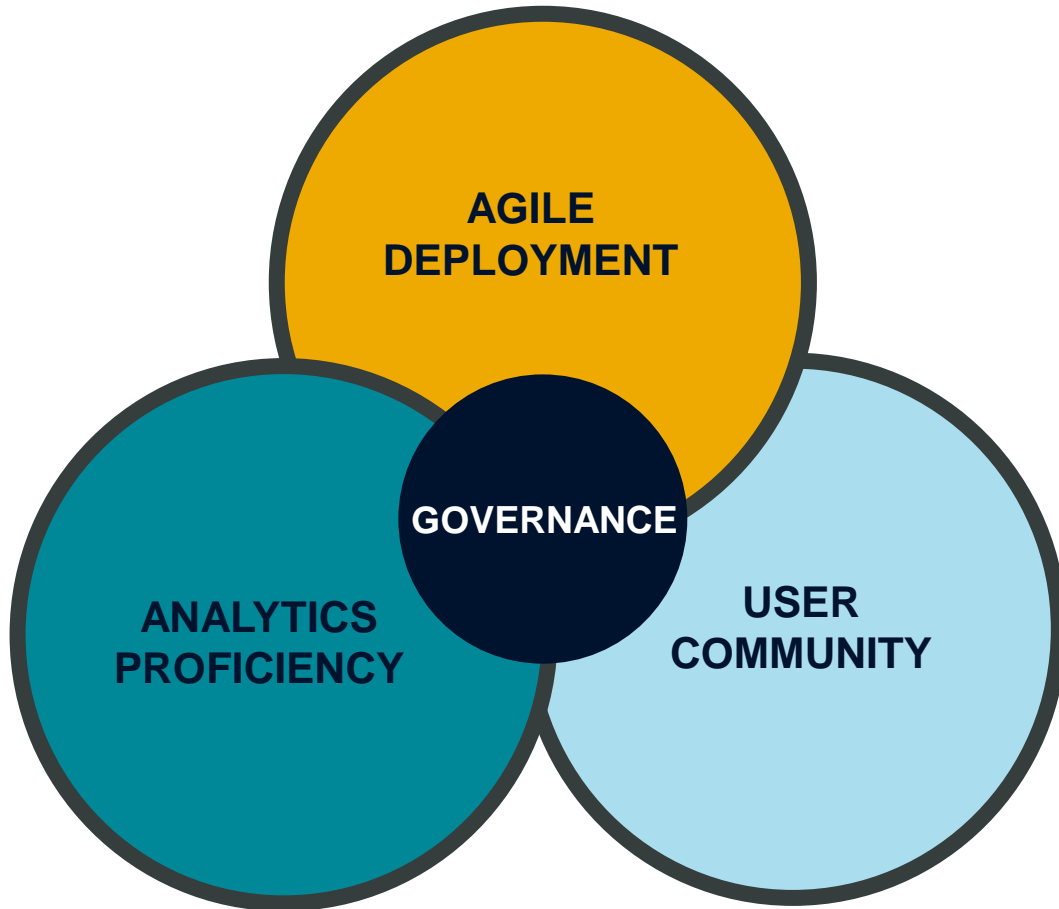
← TRUSTED & GOVERNED →

Tableau Blueprint



Building a Culture of Analytics

At the heart of every successful data-driven organization are 3 fundamental, core competencies



Agile Deployment

Iterative and repeatable processes to deploy, monitor, and maintain availability through fast growth and engagement

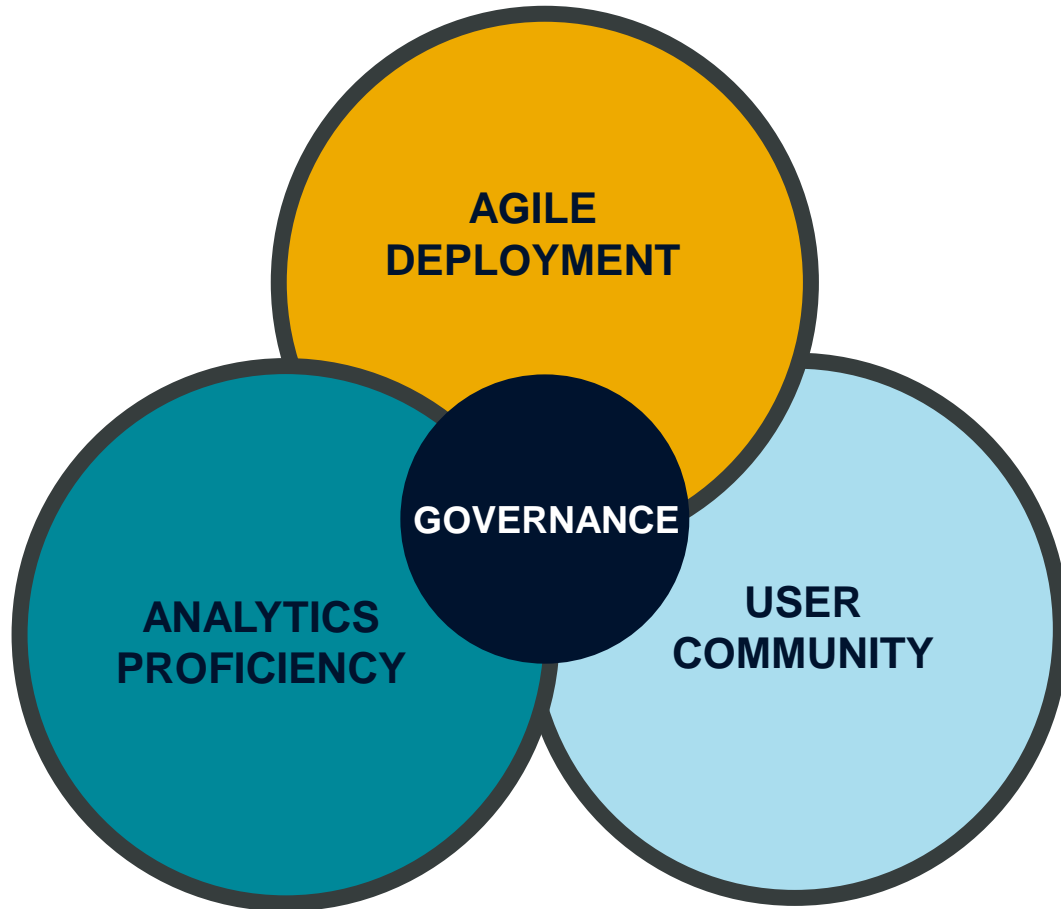
Analytics Proficiency

People can skillfully analyze data and chose data-driven insights over gut or instinct-based decision-making by educating, measuring adoption and engagement, and enabling analytical best practices

User Community

Networks of users drive adoption and learning around analytics through internal communications and enablement resources, engagement activities, and support when needed

Implementing Analytics Culture through Blueprint



Analytics Summit

Host a full-day event to talk about best practices, use case ROI, and governance

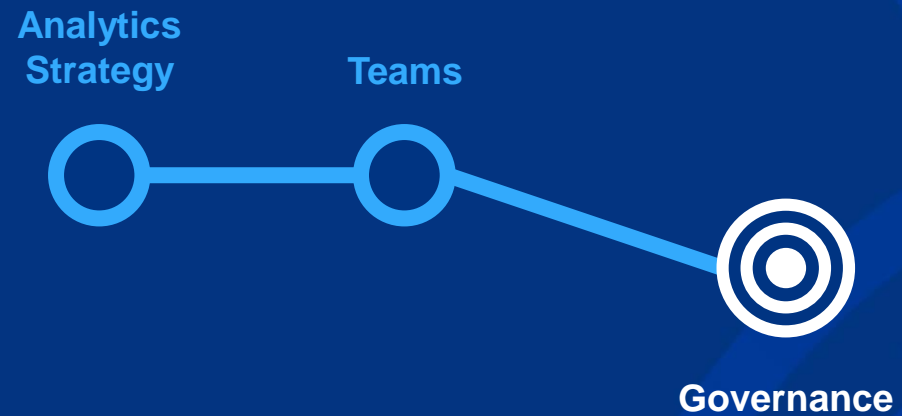
Build through the User Community

Amplify the excitement of Tableau to promote organic adoption and excitement around self-service analytics



Tableau Blueprint

Governance Implementation



Governance in Tableau

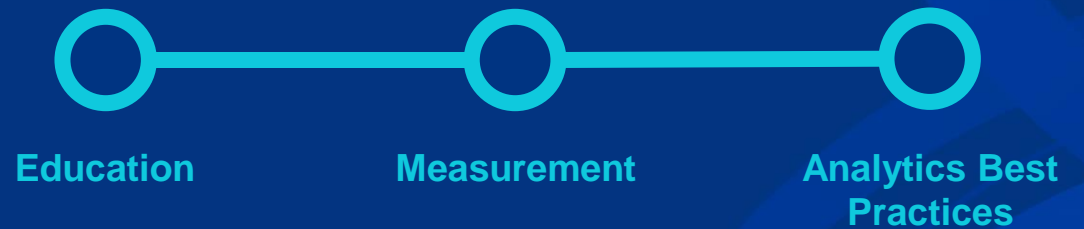
Drive usage and adoption while maintaining data security and integrity





Tableau Blueprint

Analytics Proficiency



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Education

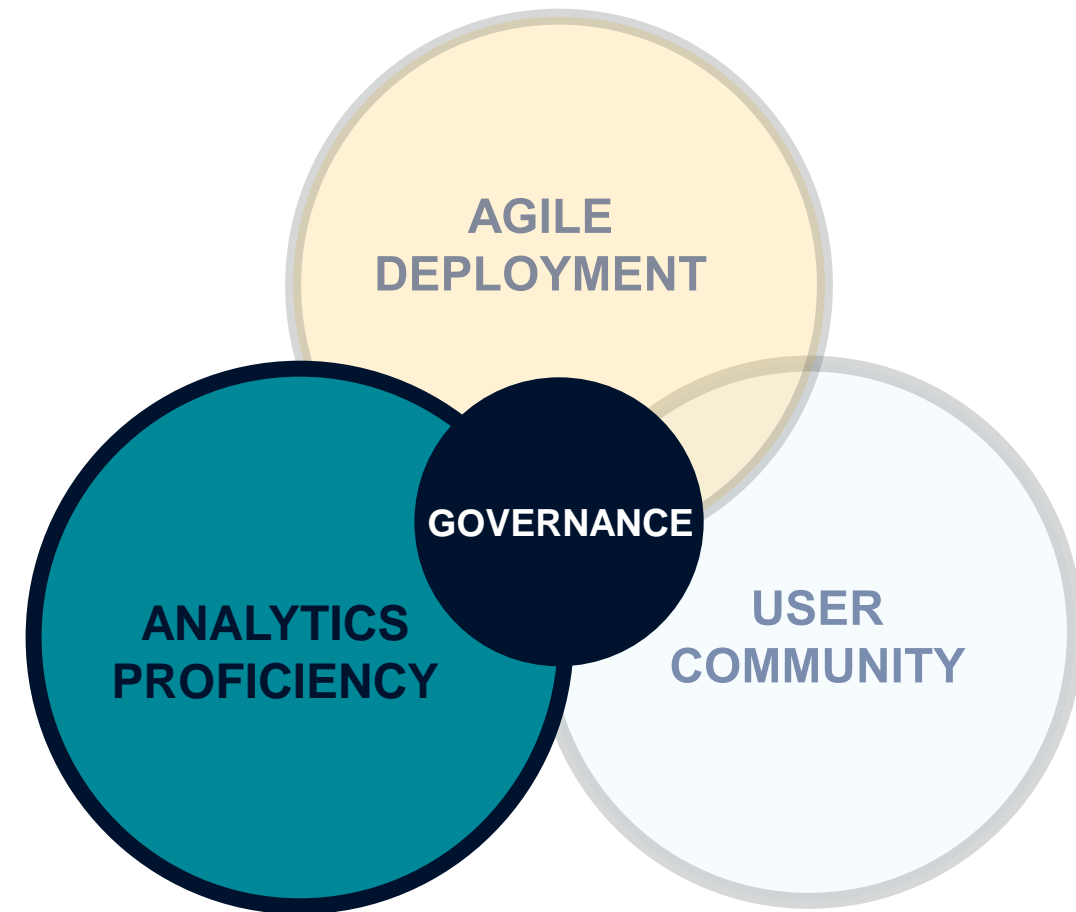
Build scalable and ongoing education plans for users by evaluating their relationship to data and put together a program to expand and modernize those skills.

Measurement

Understand user behaviors around creating and consuming content in order to manage and grow your team's use of analytics.

Analytics Best Practices

Enable users with a cycle of Visual Analytics with repeatable processes for creating content and extend with your own organizational standards.



Vendor Scorecard Reporting Suite

- Evaluate suppliers on several metrics, including price.
- Displays the relationship between price and quantity
- Make decisions based on trends



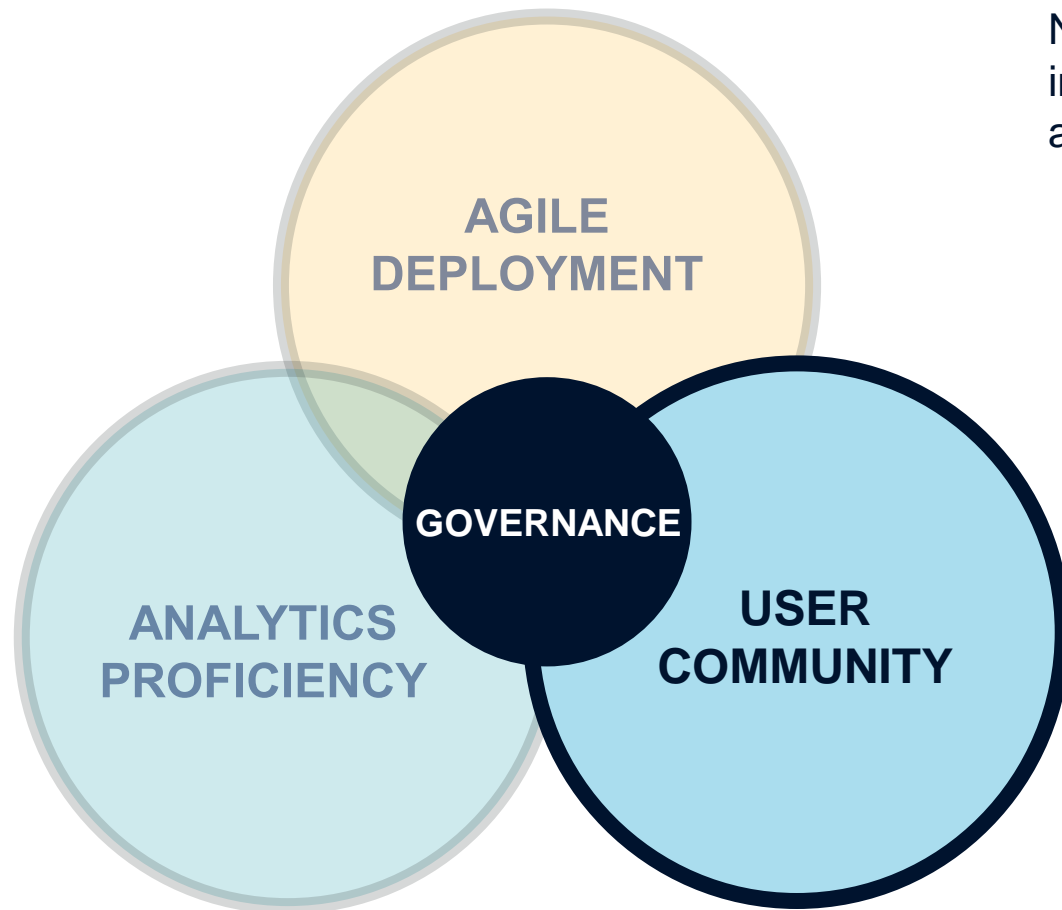


Tableau Blueprint

User Community



User Community



User Community

Networks of users drive adoption and learning around analytics through internal communications and enablement resources, engagement activities, and support when needed.

Communications

Establish regular internal communications and enablement resources promoting adoption to scale data and analytics more efficiently by guiding learning and usage.

Engagement

As excitement builds, engagement activities accelerate and reinforce the vision for modern analytics and fuel organizational transformation. Cultivate a thriving community with user groups, KT, competitions, etc.

Support

As usage grows put appropriate processes in place to efficiently and effectively support the users.



Tableau Blueprint

Agile Deployment

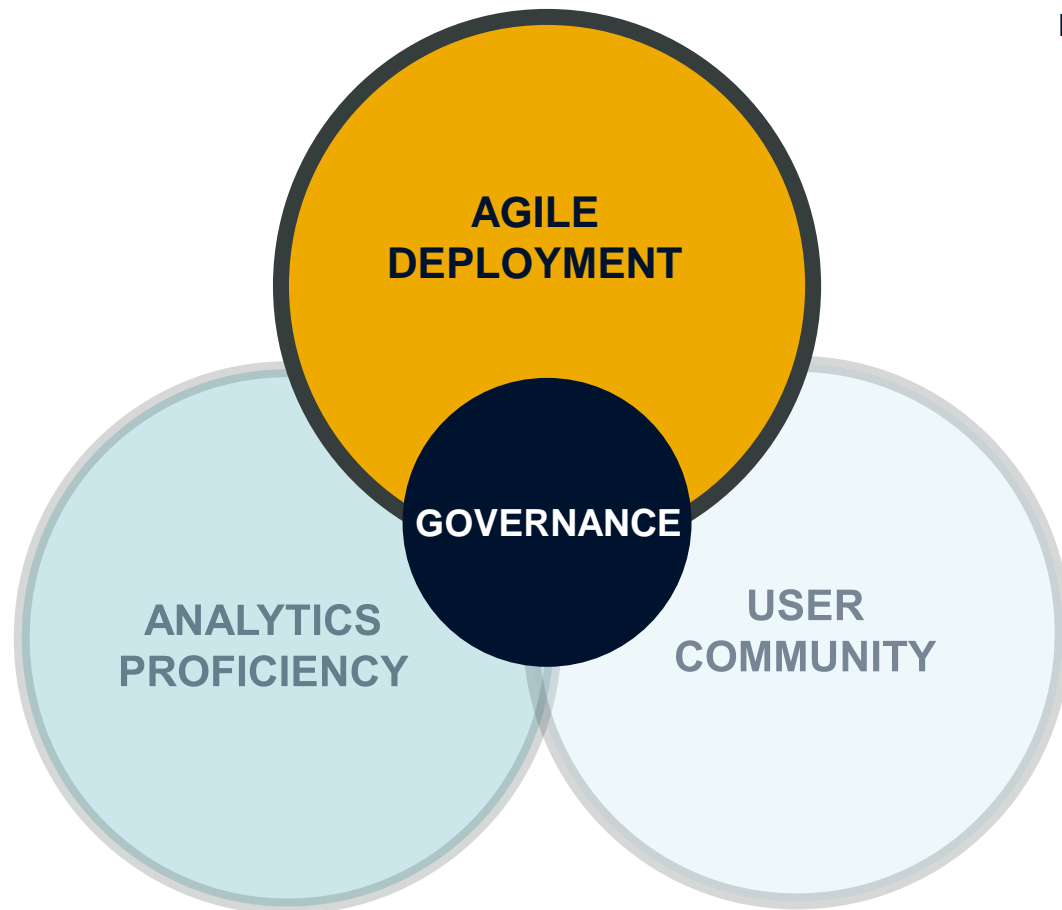
Deployment

Monitoring

Maintenance



Agile Development



Agile Deployment

Iterative and repeatable processes to deploy, monitor, and maintain availability through fast growth and engagement.

Deployment

- Tableau Server – Enable self-service with exiting technology investment
- Tableau Desktop – Create insights for self and others on their data
- Tableau Prep – Enable users to quickly and repeatably prepare data
- Tableau Mobile – Enable users to access insights on the go, immediately

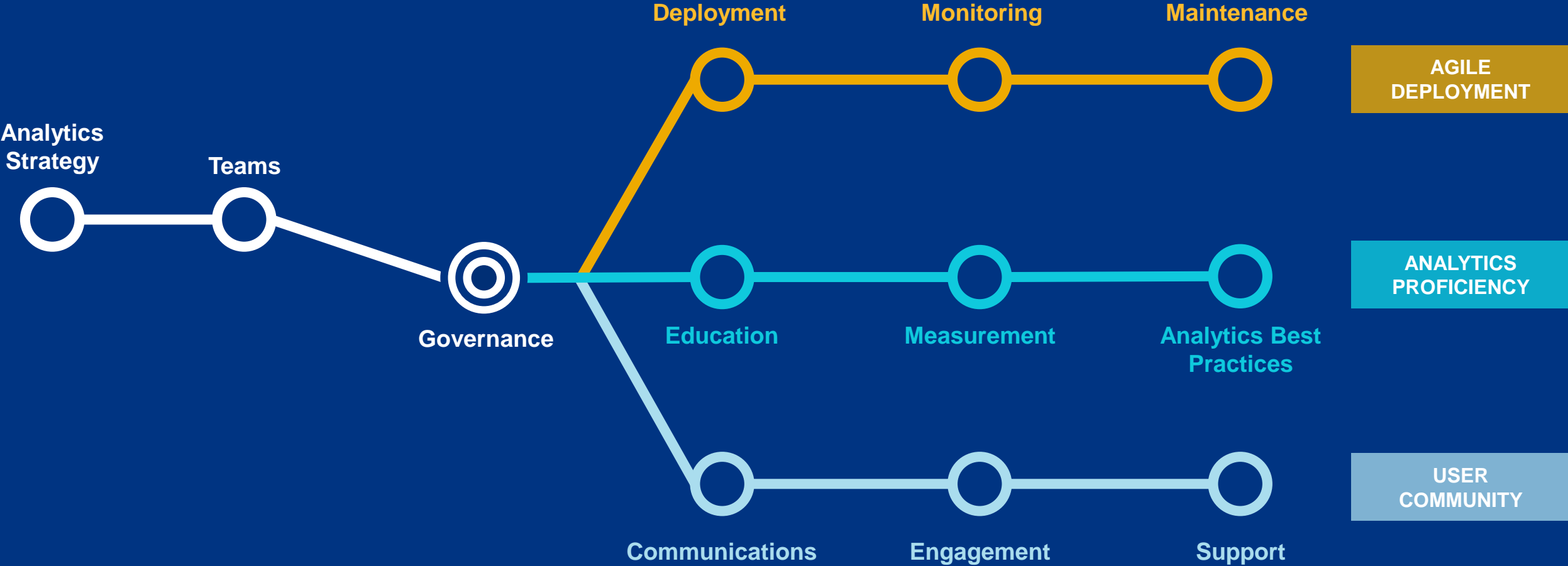
Monitoring

Ongoing, proactive hardware, data, and application monitoring keep Tableau meeting business needs and performance expectations of a growing user base of highly-engaged users to meet evolving business needs.

Maintenance

Operationalize change management processes including performance tuning, load testing, capacity planning, upgrades.

Tableau Blueprint



Summary

- Leverage Tableau Blueprint to promote self-service analytics
- Promote ROI of dashboards to build your own culture of analytics
- Develop a governance framework to create a content process
- Increase adoption, best practices, and agile deployment across your organization

CoEnterprise Services



Deployment and
Analytics Strategy



Tableau Server
Architecture and
Management



Data, Dashboarding, and
Report Migration



User Product Training



Adoption, Growth, and
Ongoing Support

Q&A

The image features the text "Q&A" rendered in a bold, three-dimensional, blue font. The letters are thick and have a slight shadow beneath them, giving them a 3D appearance. The "Q" is on the left, followed by an ampersand "&" in the middle, and the letter "A" on the right. The entire text is centered horizontally against a plain white background.



Thank you!

Contact us for a demo:

Sales@coenterprise.com or (866) 276-3685

www.coenterprise.com