

# Tableau Desktop

## Business Analytics For All

### **Fast analytics and rapid-fire business intelligence software anyone can use**

What if you could answer questions as fast as you can think of them? Tableau is a breakthrough innovation that lets you ask and answer questions visually.

### **Ease of use that gives you chills**

Tableau Desktop lets you create rich visualisations and dashboards with an intuitive, drag-and-drop interface that lets you see every change as you make it. Anyone comfortable with Excel can get up to speed on Tableau quickly.

### **Natively visual and faster all around**

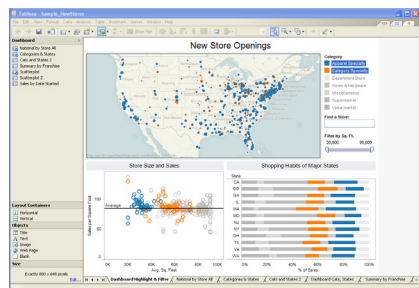
Because Tableau works with your natural ability to process data visually, you get a huge advantage: speed. Drag and drop to change your analysis. Turn on one-click highlighting to identify trends. Add a filter with another click. You can shift perspectives over and over again until you find that nugget of insight into your data.

Tableau's Data Engine

is blazing fast against massive data.

With Tableau you don't have to use

any less than all the data you need. You can bring all your data right onto your laptop and enjoy an interactive response time. Work with 10 - 100 million rows of data right on your own computer and get answers in seconds.



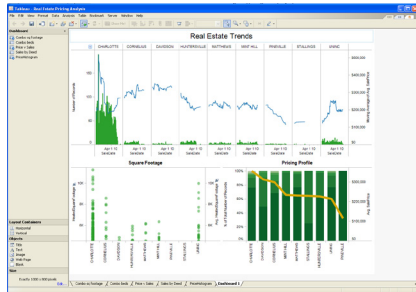
### **Direct connect and go**

What if you could reach out to any database and just start analysing it, without the need to prepare anything in advance? Old school business intelligence platforms

required users to build elaborate “universes” and “cubes” and “temporary tables” before any real work could be done. Tableau eliminates those steps completely. In minutes you’ll be consolidating numbers, and visualise results without any advance set-up.

## Perfect mashups

Connect to data in one click and layer in a second data source with another. Want to add population data from the census to your sales data to see penetration rates? Click. Want to extend your production data with shipping data from those same dates? Click. Combining data sources in the same view is so easy it feels like cheating.



## Best practices in a box

Tableau has best practices built right in. You get the benefit of years of research on the best way to represent data, from color schemes that convey meaning to an elegant design that keeps users focused on what’s important.

## Analytics on the web and everywhere

Develop in minutes, share to thousands. You can publish interactive dashboards to the web or a secure server in seconds. Because your viewers need only a web browser to filter, sort, and answer their own questions, they become more engaged.

## See what Tableau can do for you

Experience the Tableau breakthrough with your own data. Visit our website to take a product tour, read case studies, and download a free trial at [www.tableausoftware.com](http://www.tableausoftware.com).

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*“Tableau is the best thing that ever happened to us. We’ve flipped the ratio with Tableau — we’ve spent 90 percent of our time on the data [and 10 percent on the tool]. We had a significant ROI.”*

Cindy Sedlacek, Director of Data Administration  
Cornell University College of Arts & Sciences