**To:** david******_director@****-****.sg
**From:** suganya.am@****-****.sg
**Re:** Requesting approval for Tableau to be purchased by Singapore's Business Intelligence Team

Dear David,

Hope you are doing well. It has been my pleasure in working with you.

As the Project Head for *Data Analytics Company* Singapore's Business Intelligence Team, I'm responsible for managing the software and infrastructure of our company branch in Singapore, including the licensing and renewal of our BI tools. As a result of the challenges we face with our current infrastructure, I am writing this email to get your approval to buy Tableau-Cloud Software.

Challenges

There have been many escalations from our Business users about the frequent application instability and how it impacts our ability to achieve our Business goals. As a result of my meeting with our users, I collected all the concerns they raised, and worked with our Engineering team to find the root cause of this problem. My investigation revealed several factors that impact the performance of our applications. A few of them are that we have grown users in our company which directly impacts our storage space, higher access traffic than before. We aren't flexible enough to add or remove features, and we get frequent updates from the On-Premise server end which disrupts our services.

Solution

I met with the Data Architect and discussed the problem and how it could be fixed. I assessed the cost of renewing our contracts with our current On-premise Server and Cognos Tool, addressed our concerns, and discussed long-term solutions. Additionally, I investigated other possible BI Tools in the market that could solve our persistent issue with greater scalability, flexibility, and permanent solutions at a more reasonable price, and I decided to suggest using Tableau software on Cloud Platform to our Data Engineering team and End-Users. A user test run was conducted with our end users to determine how user-friendly it is. Positive feedback was received from them.

As listed below, this product has both benefits and disadvantages, but its benefits outweigh its shortcomings.

Benefits: Interactive dashboards, Geospatial visualization, Predictive analytics, Statistical analysis, Accelerated response time, No data limits, Available on mobile platforms, Compatible with various sources, Better price offered than conventional BI software, Increased productivity of users, Suitable for expanding users within our organization and Vendor releases and updates are managed behind the scenes with no downtime.

Disadvantages: Connectivity issues, as the site runs on the Internet and relies on their system's availability

As outlined above, Tableau is sure to be beneficial to us in all aspects. I therefore request you to consider our proposal to implement Tableau Software within our organization and approve funds for its purchase.

Thank You,
Suganya
Project Manager
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