Customer Success Grant - Analytics Strategy Consultation

Grant Details

Goal of this document is to outline program details, grant requirements and any expectations of applicants that you can also use to prepare your application to request resources & support.

What You Get

- Diagnosis of your Blueprint Assessment with a Strategy Specialist CSM
- The answers to the test - a detailed, step by step guide on how to align our program to your specific business needs
- Plan for your success, develop efficient strategies and execute with confidence ca
- Part-day or full-day sessions available, awarded as a block of hours as appropriate
- ...and more...

What You Gain

- Processes operating as a well-oiled machine become "business as usual"
- The ability to identify opportunities in the skill-set of your team
- Understanding how to best use your data as an asset
- TIME back to spend on your next initiative

Why You Should

- Trusted content will grow organically into a wider range of analytic content for self-service.
- No more running fire drills responding to concerns before they turn into catastrophes
- Secure a true measure of success by outlining milestones throughout each year
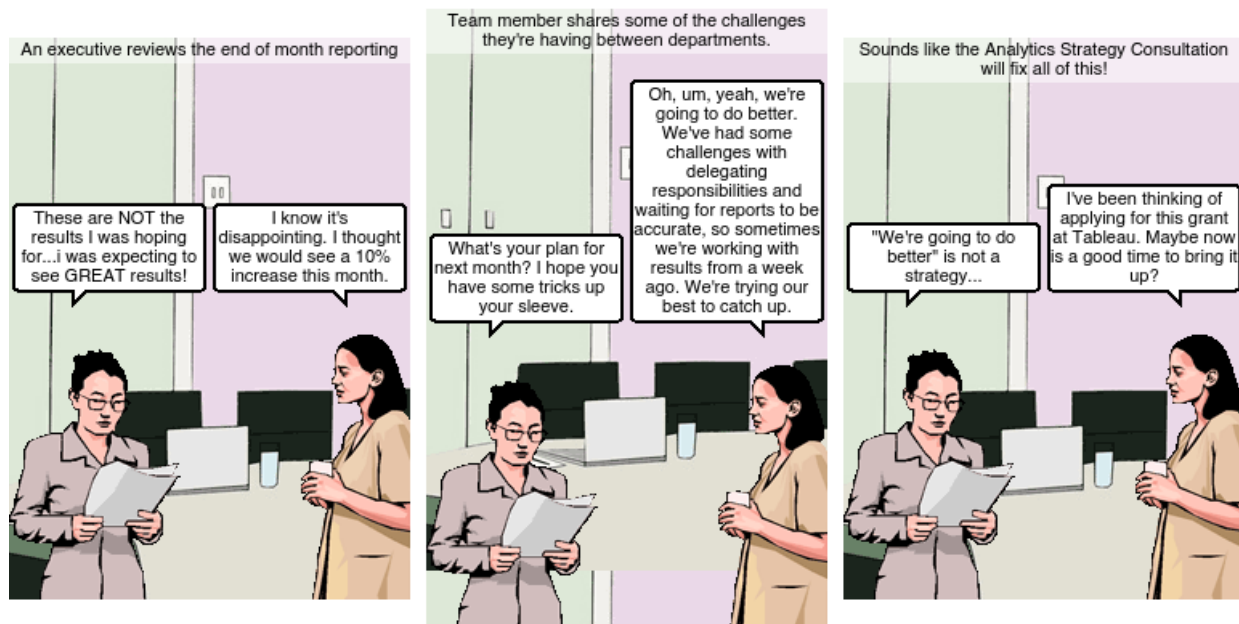- You want to win and we know how to get you there
- It's much harder to reach your destination, when you don't know where you're headed

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Today vs. Future State

Today, your organization is making lots of decisions that could be better informed and even confirmed using some data & analytics. You find yourself wondering when you'll have the time to catch up; when you won't spend your day deciding which fire you're going to put out, and wondering when you can start driving data predictions instead of looking back at what happened.

But you've got this! If you find yourself wearing flame resistant clothing, and putting out fires more than you'd like, you should apply for the Tableau Analytics Strategy Consultation Grant.

Tomorrow, you will walk into the building with confidence having a plan to get there. No more holding things together with your two hands, you have the support of your Analytics Strategy Specialist to help you build out what your analytics future looks like. You walked away from your consultation with a Blueprint Planner that is now filled with actions and adjustments you need to make to help you course correct for success. Future you thanks you for requesting time with the Analytics Strategy Specialists at Tableau.

Program Description

This grant provides a workshop on setting up a successful Analytics Strategy for your Organization, or Center of Excellence. Spend a full-day or part-day in a consulting session with one of our Customer Success Managers, developing an analytics strategy and organizational change management that will lead to self-sufficiency. Learn how you can create your own Tableau Blueprint for success and drive your analytics strategies with perfection.

This Grant awards a full-day, or part-day consulting session with one of our Customer Success Managers. You'll assess the current state of your Organization, or Center of Excellence. Then, you'll develop an Analytics Strategy for change management that will lead to self-sufficiency.

How It Works

This Grant requires some homework before we can begin. When starting your Grant Application, we ask you also complete the Blueprint Assessment. This questionnaire is a tool that helps us to quickly identify where you have gaps today and with it, we'll be able to strategically locate opportunities within the organization to drive effective strategies.

During your initial consultation, your CSM will guide you through our findings and give you the chance to compare notes. Once we collaborate on a path to move your Company forward, you'll start the planning!

The Analytics Strategy Consultation sets you and your team up to win with the Tableau Blueprint Planner. This tool provides you with the answers to the test - a step-by-step guide tailored to your organization's personal VICTORY. You'll begin by creating the vision for your company, and outlining initiatives, goals and anticipated challenges you may run into along the way. Next, you'll define roles - we've already outlined what they are, you determine who they are.

We have designed surveys to outline server capabilities, and to measure data sources for effectiveness and efficiency. We'll even highlight training opportunities, closing gaps in employee skill sets. We realize success doesn't happen overnight, so we've provided you with training wheels until you are deployment ready. Dashboard starters allow you to yield results from your data content before you've learned to create your own.

What We Need From You

We need you to proceed with an open mind, and the understanding that putting more time into planning and executing your Strategy, is directly correlated to the amount of time you'll save once it's implemented. Immediately following the submission of your application, you'll complete the Blueprint Assessment. This will help your CSM prepare for your consultation. Once you are ready to get started, you'll use the Blueprint Planner to map out and execute your Strategy to ensure your Organization is operating as a well-oiled machine.

Program Example

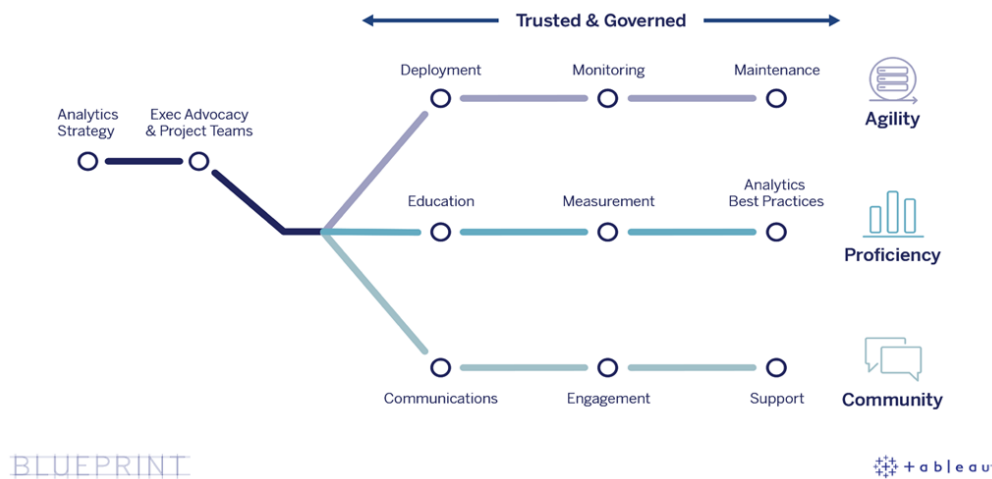### Diana Ambrosino, Data & Analytics Director ALF Inc.

Diana is the Director of DnA and is responsible for implementation of the self-service analytics platform and supporting the new modern BI model. Diana knows that industry leaders drive their competitive advantages through the use of data & analytics to make informed decisions. Diana wants to arm her organization with the best information they can receive, but struggles with addressing some common challenges such as: Data Quality, Infrastructure, Self-service Support, Data Literacy & Analytics Acumen.

Diana meets with her CSM, Tom, who reviews her responses on the Blueprint Assessment. Tom is able to provide insights into the organizational challenges and reviews some quick wins that Diana had not considered. The CSM believes this is definitely the correct Grant for Diana and her team. He gives her the next steps, which are outlined in the Tableau Blueprint Planner. Diana is thrilled to see how well-defined each action is in the Planner - it has shown her how to get the solutions to the challenges she was seeing with her action plan.

Diana takes the next day to complete the Tableau Blueprint Planner. She is excited to answer the questions, as she knows the value each will add to her organization's daily operations. Once she is finished, Diana holds the answers in her hands. She will have outlined responsibilities, capabilities, and opportunities! She has training plans in place! She has goals and due dates, and initiatives!

Diana meets with her CSM to maintain compliance with the Grant, and to ensure she is on the right track to executing her Planner. All she needed was some direction and some help - and now, ALF Inc. is celebrating the milestones Diana had created weeks ago!

Here is a visual example of how a comprehensive Analytics Strategy is the first step to transitioning into a data driven organization.

This is an example of the questions you will be asked in the Data and Analytics Survey tab of the Tableau Blueprint Planner.

Process	Question	Response
Team	What is the team's business function?	
	What is the targeted number of users?	
	Within the team is there a data engineering function?	
	Does your team have data access today for what needs to be analyzed?	
Selection & Management	What business problems/questions need to be solved/answered?	
	What are the key sources of data for the team?	
	How does your team source data? (data warehouse, file exports, third-party)	
	How often does the data change?	
Security	How is data secured?	
	Will row-level security or personalization for each user be needed?	

Marketing Example

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START HERE

Click here to start the process for the Analytics Strategy Consultation:
https://ggani-tableau.github.io/BlueprintGrant/BlueprintGrant_Application.html

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Frequently Asked Questions

1. How long does it take?
2. Who can apply for this grant?
3. What is my first step?
4. How long will it take my organization to become self-sufficient?
5. Who can apply for this grant?
6. Who decides if we get a full day or part day consultation? Is one more money?
7. Who completes the Blueprint Assessment?
8. How quickly can I expect to see results?

Link to Additional Information:

https://www.tableau.com/learn/blueprint

Grantor Contact Information:

If you have difficulty accessing the full announcement electronically, please contact: ggani@tableau.com

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Resource Opportunity Number:

BP-20-010-ASC

Resource Opportunity Title:

Analytics Strategy Consultation

Supporting Blueprint Pillar:

Analytics Strategy

Subcategory:

Development

Opportunity Category:

Discretionary

Category of Funding Activity:

Analytics Strategy

Expected Number of Awards:

10

Version:

Synopsis 1

Blueprint Value Number(s):

1.007 - Programs to Develop Analytics Strategy

Posted Date:

August 5,2020

Last Updated Date:

November 11, 2020

Original Closing Date for Applications:

December 31, 2020

Current Closing Date for Applications:

December 31, 2020

Funding Instrument Type:

Grant

Cost Sharing or Matching Requirement:

No

Application Required:

Yes

Eligibility

Eligible Applicants:

Others (see text field entitled "Additional Information on Eligibility" for clarification)

Additional Information on Eligibility:

CSM Support Customer Accounts