Tableau:
The Platform driving the Visual Change

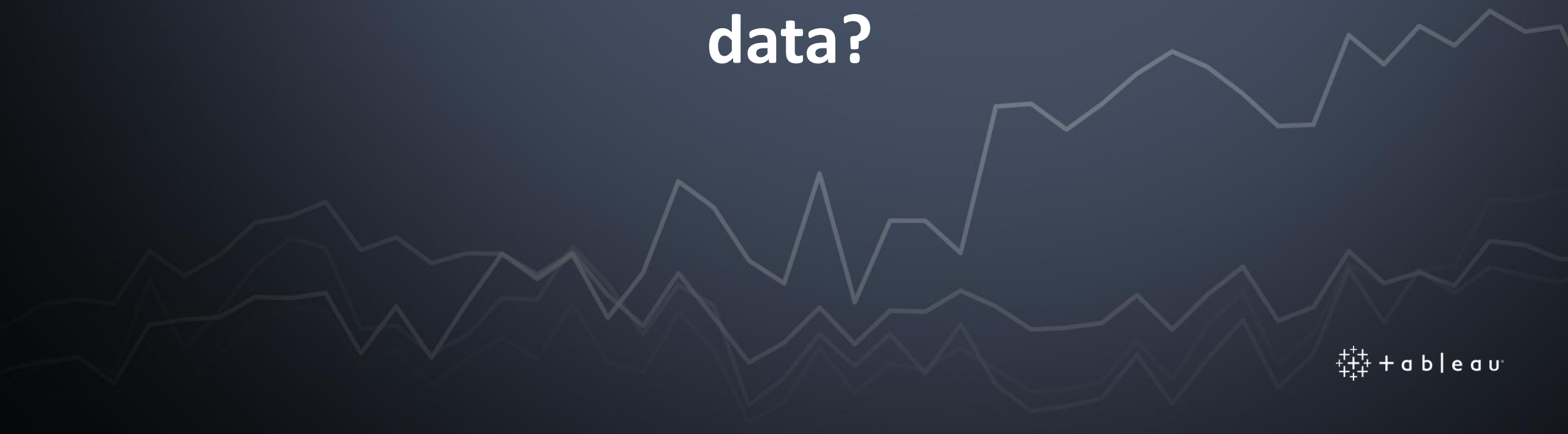
Giusy Sangiovanni | *Partner Development Manager, Southern Europe* – Tableau

April 4th, 2020

Agenda

- The Age of Data
- Data – Driven Strategy
- Why Tableau is unique
- Academic Program
- COVID-19 Data Hub

How do organizations thrive in the age of data?



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“In 2000, Blockbuster declined several offers to purchase Netflix for a mere $50 million…

In 2010, Blockbuster declared bankruptcy”

In 2019, Netflix is valued at more than $150B

Source https://www.businessinsider.com/how-netflix-bankrupted-and-destroyed-blockbuster-infographic-2011-3

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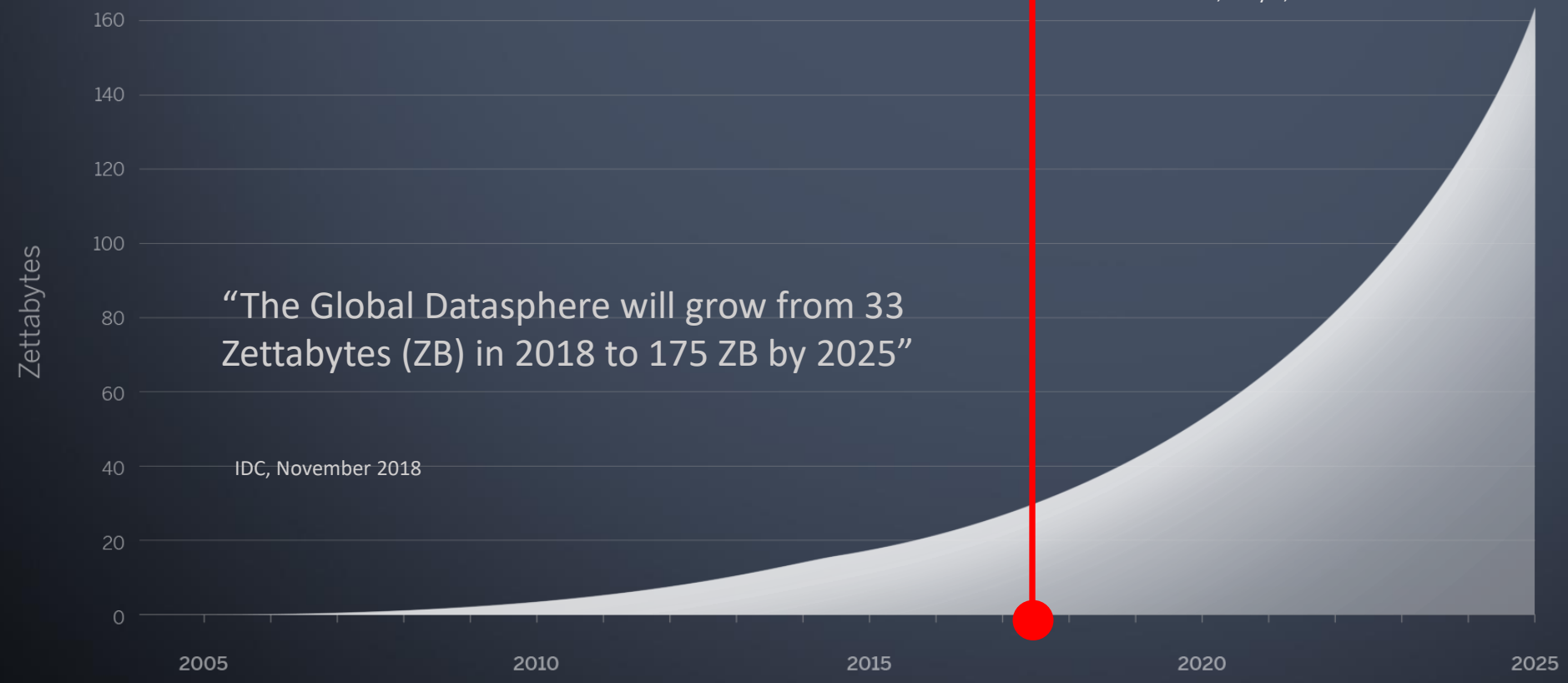
The age of data:

"The world's most valuable resource is no longer oil, but data"

THE ECONOMIST, May 6, 2017



Source: IDC 2017

Source: http://www.economist.com/news/leaders/21721656-data-economy-demands-new-approach-antitrust-rules-worlds-most-valuable-resource

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How do organizations become data-driven?

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Key Factors for a Data Driven Strategy

- Data Driven Culture
- Data Access
- Data security
- Promotion of collaboration

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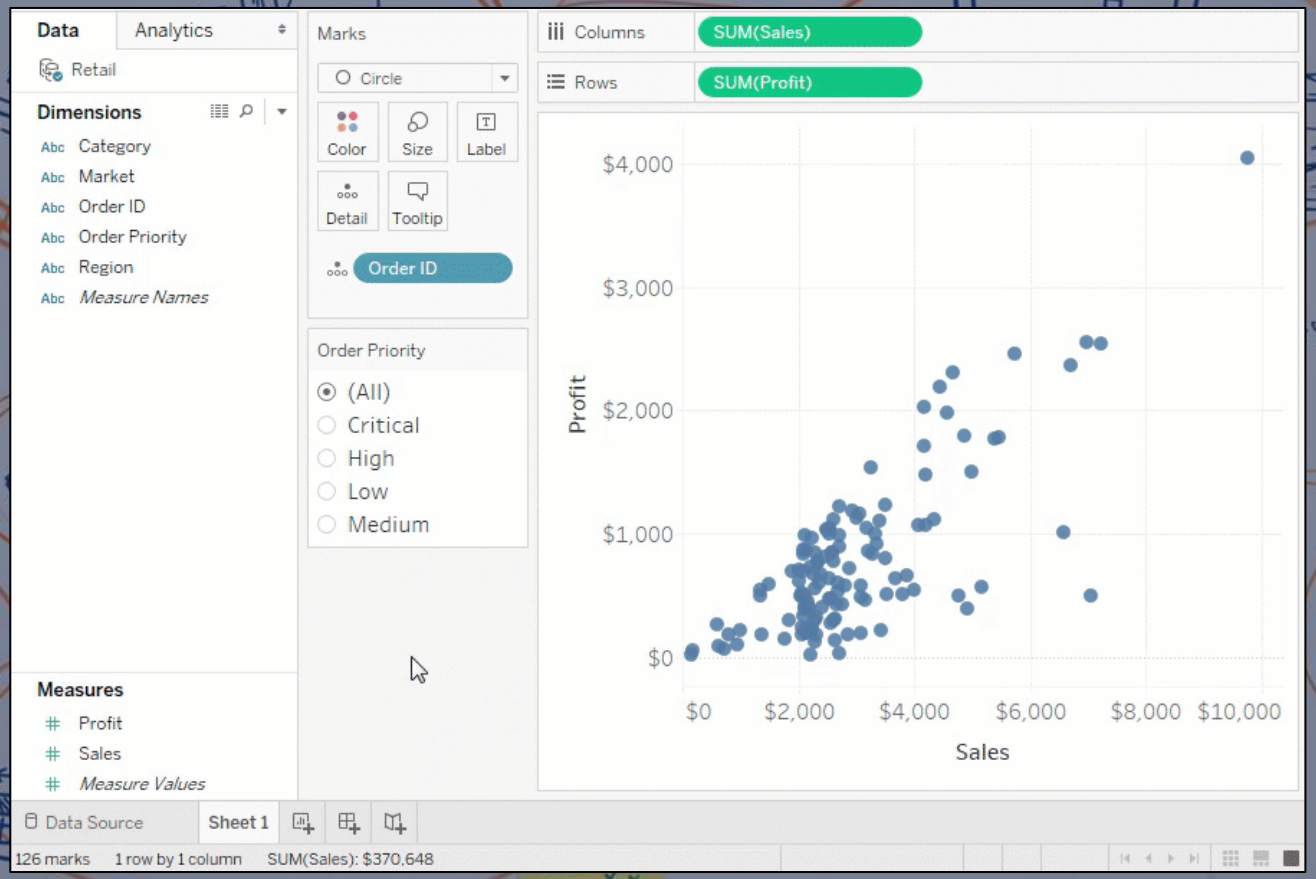
Self Service Analytics Revolution



We help people see and understand data

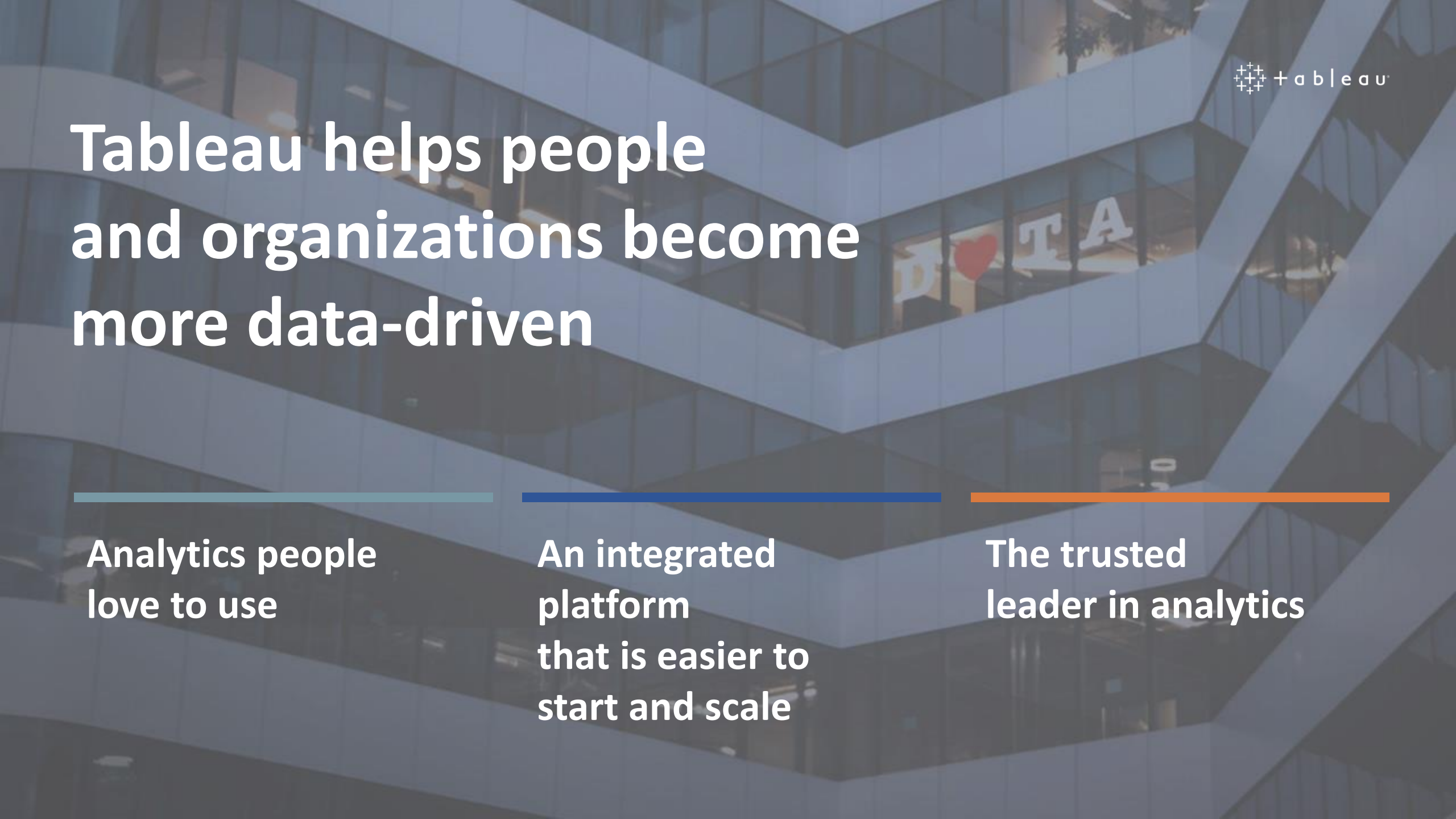


Tableau helps people and organizations become more data-driven

Analytics people love to use

An integrated platform that is easier to start and scale

The trusted leader in analytics

Analytics people love to use

Intuitive

Explore data with visuals and Natural Language VizQL

No coding required

Powerful

Unlimited exploration

Speed to insight

Data Prep for everyone

People learn faster

Ranked #1 for product quality and usability

tableau

A platform that is easier to start and scale

Integrated Platform

Easier to deploy and maintain

No hidden complexity

Consistent user experience

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The trusted leader in analytics

Unrivaled Community

Community

+550,000

Adoption in the market

Market traction
+ 86k

Market leader
7 years

Customer-focused Innovation

Innovation

$100M in R&D in Q1, Q2

1 major release per Quarter

next Tableau 2019.3

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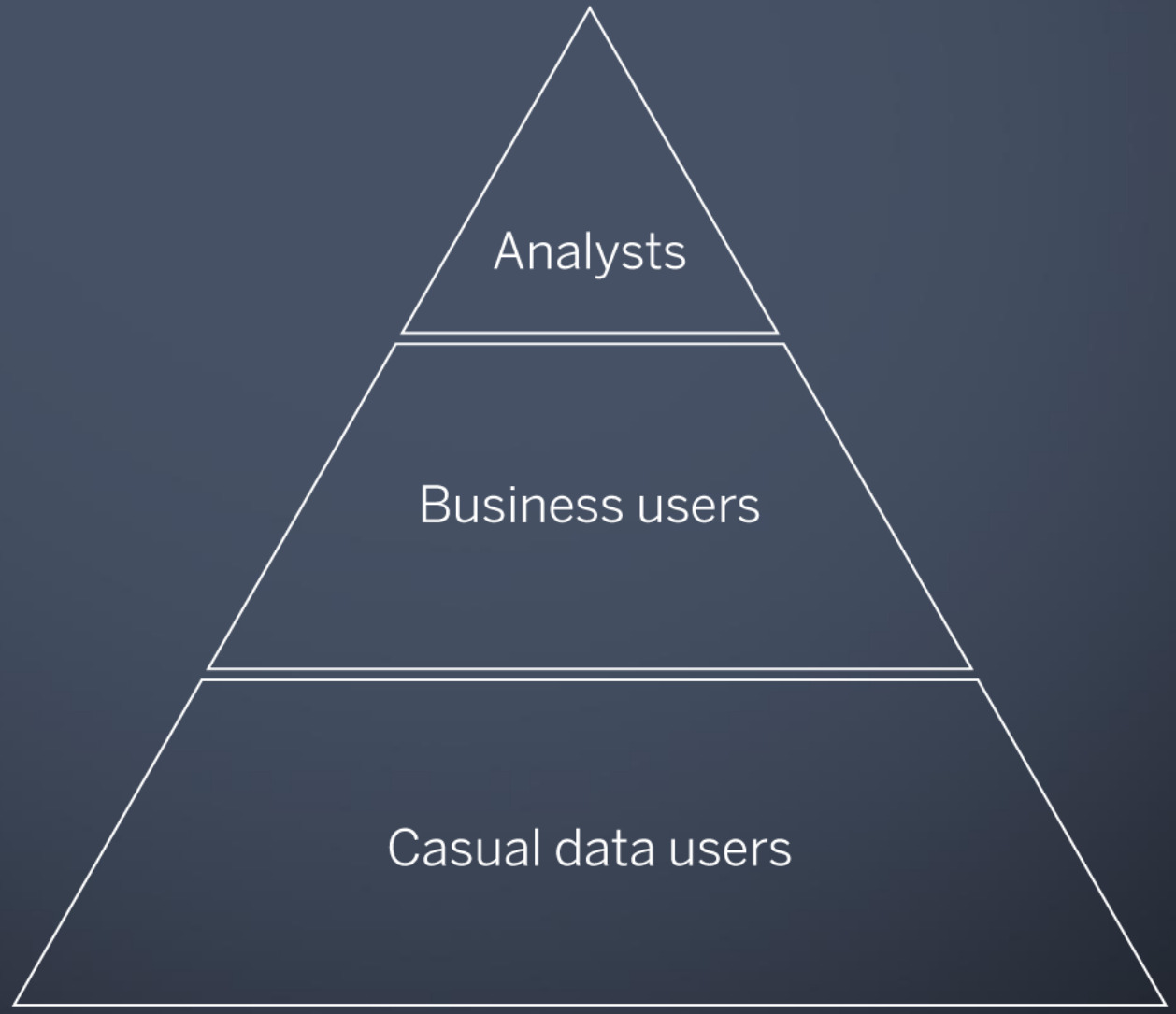
Tableau's subscription offerings:

Powerful analytics tailored to meet the unique needs of all types of users.



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Academic Programs

What's offered?

Students around the world get Tableau Desktop and Tableau Prep Builder for free.

	STUDENT LICENSE	INSTRUCTOR LICENSE	CLASSROOM LICENSE*
Tableau Desktop	✓	✓	✓
Tableau Prep Builder	✓	✓	✓
Tableau Online			✓
Tableau Certification (Discounted)	✓		✓

*Classroom licenses and certifications can be ordered in bulk by instructors.

20% OFF DISCOUNT AVAILABLE UNTIL JUNE 30, 2020

https://www.tableau.com/academic

How to get certified?

Download Tableau

Download your free copy of Tableau Desktop and Tableau Prep provided by Academic Programs.

Hit the books

Review the study guide and recommended online videos before taking the exam.

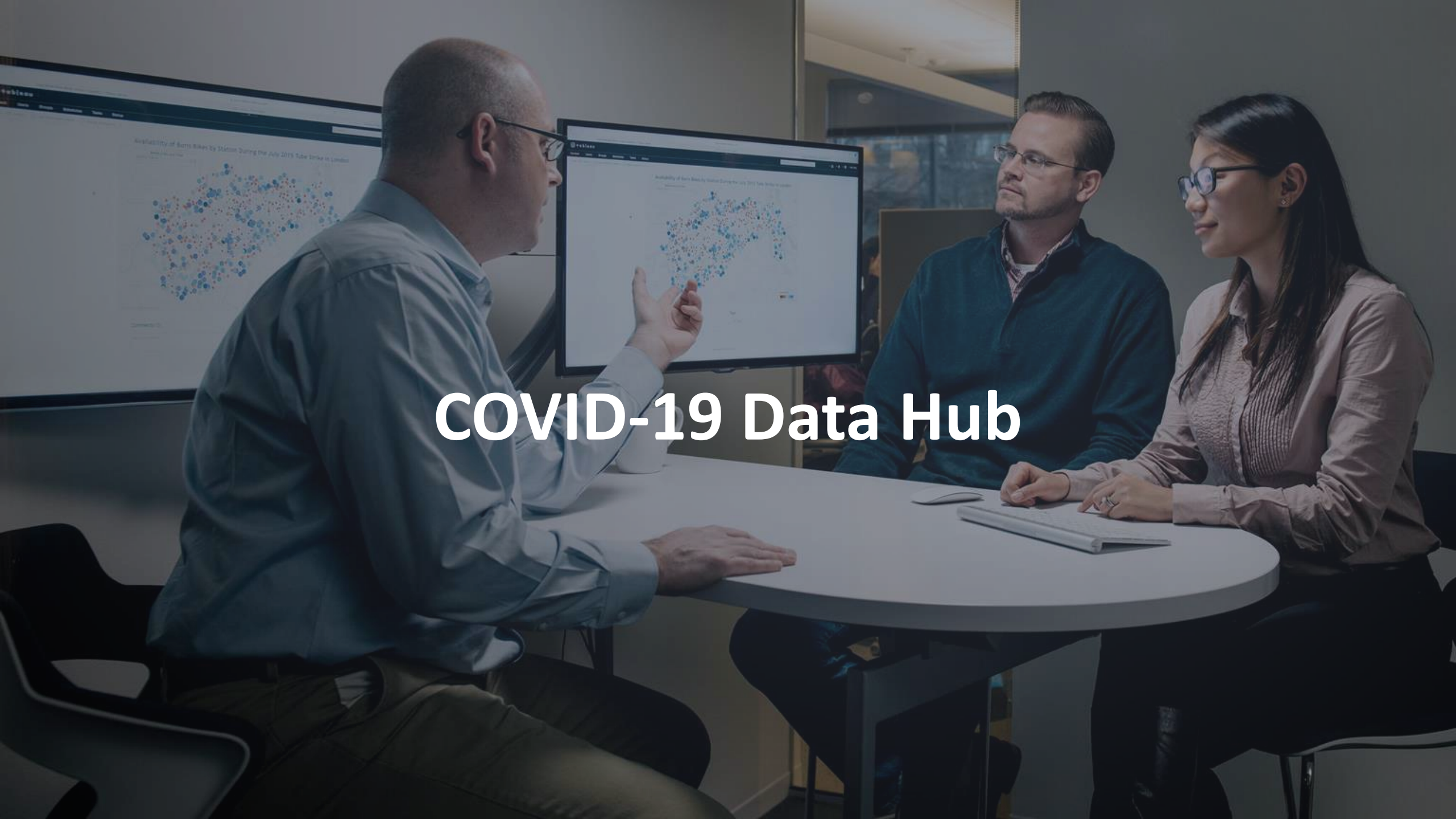
Schedule exam

Schedule and purchase your exam a couple months in advance so you have a deadline to work towards.

Add to your resume

Stand out to recruiters by adding your Tableau Certification to your resume and LinkedIn profile.

https://mkt.tableau.com/files/DesktopSpecialist_ExamGuide.pdf


COVID-19 Data Hub

COVID-19 DATA HUB

Access, analyze and stay informed.

Trusted Coronavirus (COVID-19) global data from our community experts.

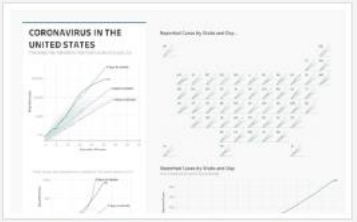
https://public.tableau.com/en-us/s/covid-19-viz-gallery

https://www.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6

Coronavirus (COVID-19) Viz Gallery

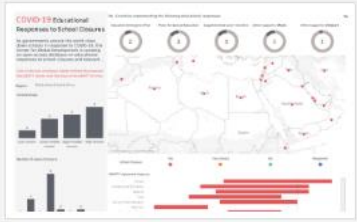
Analysis of Global COVID Funding
Devex

Coronavirus en España
Pablo Saenz de Tejada

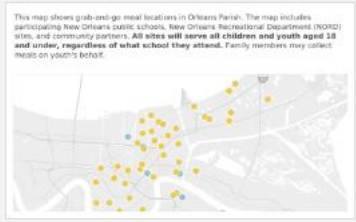


Coronavirus in the United States
Luke Stanke

Cincinnati Meal Resources
Jack Kaeden Theuerling

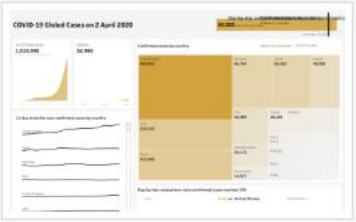


Educational Responses to Coronavirus
Nicco Cirone



New Orleans Grab-and-Go Meal Map
Kate Babineau

Pennsylvania Coronavirus Report
Lindsay Betzendahl



Coronavirus Global Cases
Maryia Maziuk

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Thank you