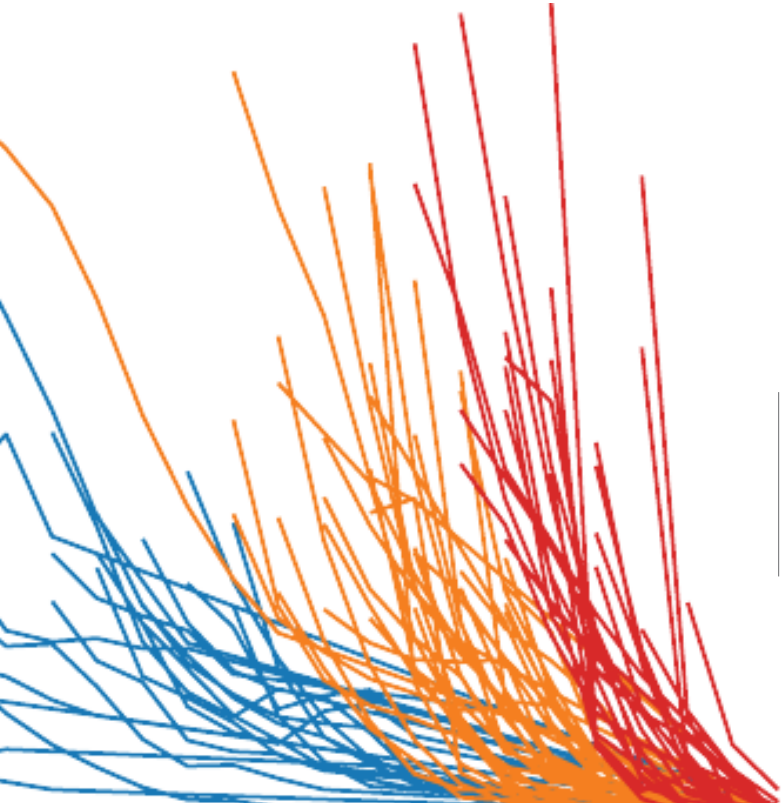




Tableau Software

EXECUTIVE SUMMARY

An abstract graphic in the bottom left corner consisting of numerous thin, overlapping lines in shades of blue, orange, and red, radiating from a point at the bottom left towards the top right, resembling a data visualization or a network diagram.

Tableau's rapid-fire business intelligence software lets everyone in your organization analyze and understand their data far faster than any other solution and at a fraction of their costs and resources.

“We look at pictures rather than reports. By applying (Tableau) and seeing the data visually, we saved \$2.5 million.”

~ Martin Click Senior Director Transportation Planning, UPS

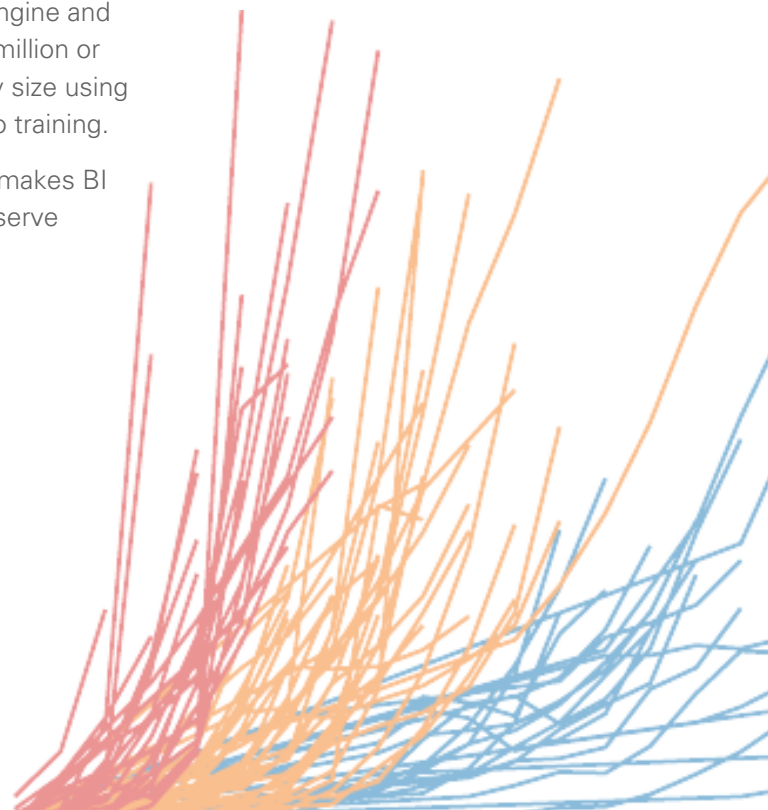
What Can People Accomplish with Tableau

People see and understand data, reports and dashboards faster through our unique, easy-to-use visual analytics technology. They discover key trends and outliers that would otherwise be impossible to find using typical business intelligence solutions. Because they're in the driver's seat, they work 10 to 100 times faster with Tableau. They can share web-based dashboards, reports and graphics with a few clicks. The result of Tableau's rapid-fire, interactive business intelligence? Better decisions made faster. New opportunities identified. Revenue increased. Costs saved. Company value improved.

There is no need for lengthy and expensive deployment projects. Your organization can benefit from Tableau's visual analytics, business intelligence, dashboard and reporting capabilities within minutes of downloading the software.

People connect to nearly any data source in minutes, whether it's an enterprise data warehouse, data mart or spreadsheet. Or they can extract data into our in-memory data engine and get fast response times on files of 10 million, 100 million or even 1 billion records. They analyze any data of any size using an easy drag-and-drop interface requiring little to no training.

IT directors and staff like using Tableau because it makes BI fast and easy to maintain; and business users can serve themselves. IT maintains security and control.



“[Using Tableau] so far we’ve saved \$3 million out of the supply chain, and we can find new ways to eke out more savings.”

~ Ted Corbett Director of Knowledge Management, Seattle Children's Hospital

What Customers Say About Tableau

Over 6,500 customer accounts worldwide are using Tableau. Here are just a few quotes:

“We didn’t have to create thousands of reports to represent every possible slice of the data that they want. We were able to just create the base templates, and then they customize when they use the product.”

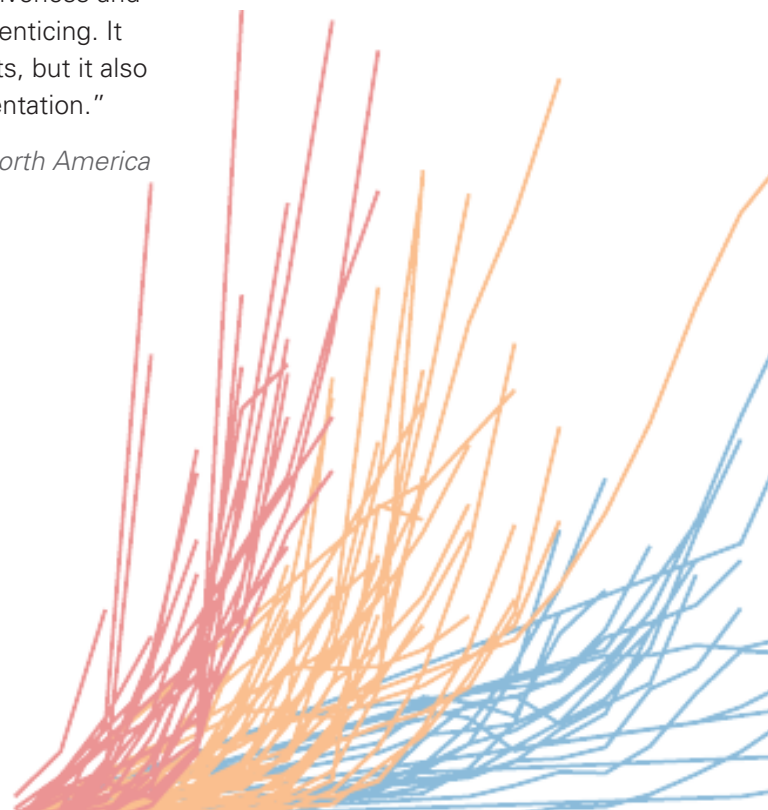
~ Tricia Lord *Business Intelligence Product Manager, Yahoo!*

“Tableau Software was the ideal choice for a number of reasons; it’s powerful, highly interactive, easy-to-integrate into our existing infrastructure and makes it much easier to identify actionable insights and share them throughout the company.”

~ Ken Rudin *VP of Analytics and Platform Technologies, Zynga*

“When we discovered Tableau, its simplicity, intuitiveness and effectiveness were immediately evident and quite enticing. It not only met our needs and situational requirements, but it also fit our budget and allowed for an in-house implementation.”

~ Sandro Levati *Director of IT, Ferrari North America*



“Tableau is more interactive. It provides a graphical designer, allowing an IT person to sit on the trading desk and collaborate with a trader to build the report, making changes on the fly.”

~ Sheel Bhaniani Deputy head of IT, Cheyne Capital

Key Tableau Capabilities

Tableau has a large range of functions and features. Key capabilities include:

- Web-based analytics in minutes, not days
- Multi-dimensional insights into your business
- Geographic visibility with one-click analytical map creation
- In-memory data engine makes your slow databases and files super speedy
- Compelling presentations for internal and external meetings
- Collaboration and sharing through web deployment
- Embedded interactive visualizations into applications
- Plugs into your existing IT infrastructure — fast and easy deployment, low maintenance, low total cost of ownership

About The Company

Our award-winning products — Tableau Desktop for producing dashboards, reports and graphics and Tableau Server for web-based analytics, sharing and collaboration — provide rapid-fire business intelligence that will dramatically change the way your organization uses and benefits from data.

IT industry analyst firms Gartner and IDC have ranked us as the fastest growing business intelligence software company in the world. Currently in our seventh year of exponential sales growth, our customer list is a Who's Who from every major industry and includes Wells Fargo, CBS Sports, Apple, WalMart, Progressive Insurance, T-Mobile, Coca Cola, Macy's and the NSA, among others. After thousands of successful customers and tens of thousands of ecstatic users, we can deliver an easy and successful deployment for your organization.



“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% on the tool]. We’ve had a significant ROI.”

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

Tableau’s underlying technology was funded by a US Government grant to Stanford in 1997. Tableau Desktop was launched in 2004 and was named PC Magazine Product of the Year. We released Tableau Server in 2007. In 2010, Gartner listed us as a “Challenger” on its famous Magic Quadrant and called us the “darling of the Magic Quadrant.” Our products have also been recognized as market leaders by SQLServer Magazine (winning multiple Editors’ Choice awards) and the Software Information Industry Association.

Where to Learn More

For more information about Tableau, please go to our website for the following resources:

- Watch our short Desktop product demonstration or our Server product demonstration that show why people love Tableau
- Find real examples of Tableau in use with our solutions by industry, function, technical environment or capability
- Read what analysts Gartner and Forrester have to say about Tableau
- Download our free trials of the full-functioning software
- Read technical whitepapers about Tableau, the science of visual analytics & business intelligence
- Watch or read customer videos and case studies from real, named organizations about their gains from Tableau

If you have more questions, please contact us at sales@tableausoftware.com.

