

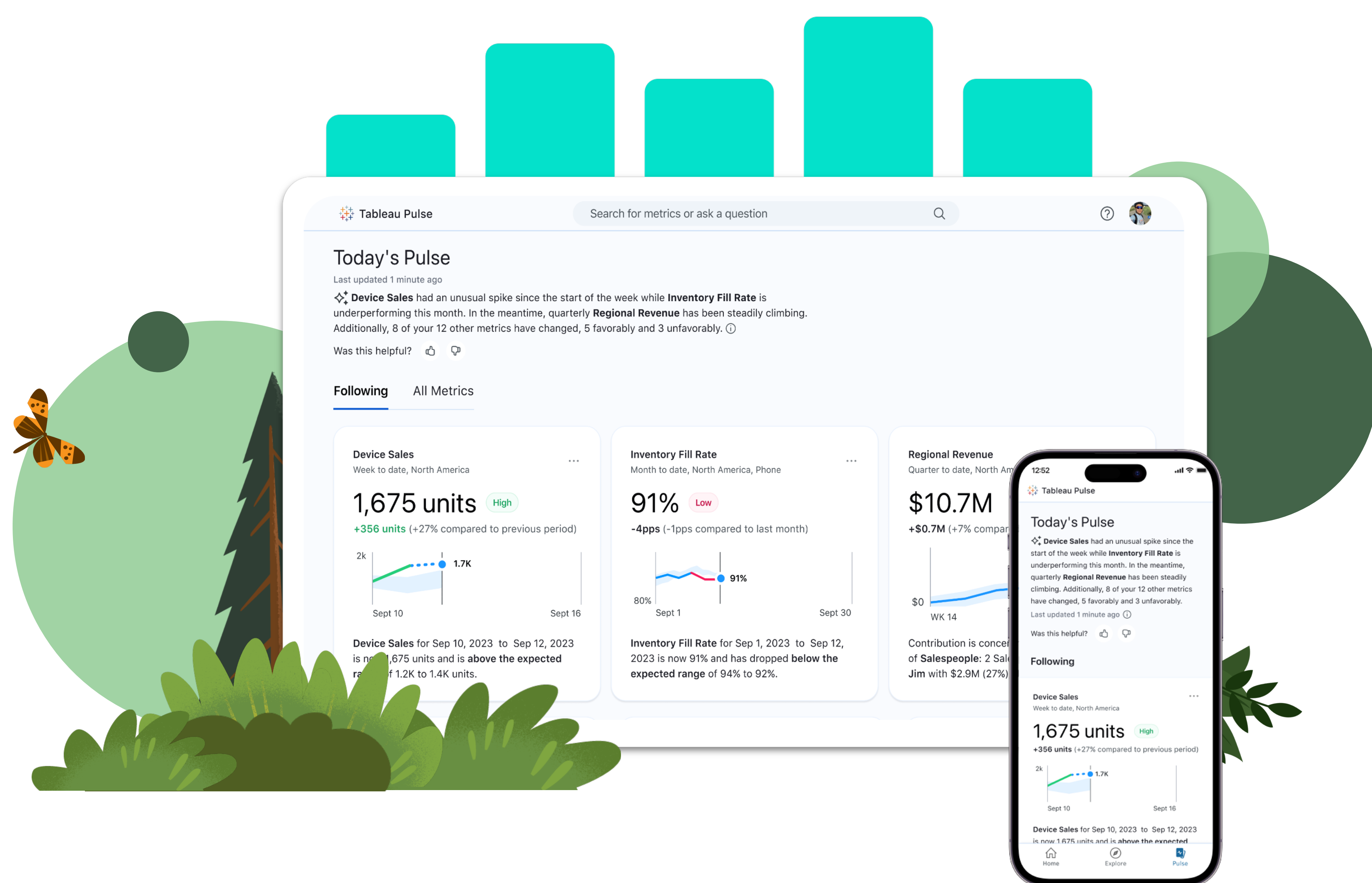


Tableau Pulse

Bring your data to life with generative AI

While Tableau has helped millions of people work with data, many business users still don't reap the benefits of getting actionable insights right where and when they need them. In fact, according to an IDC study, only 16% of organizations always require data to support major decisions¹. Enter Tableau Pulse, a game-changing data experience powered by one of the most transformative technologies of our lifetime, Tableau AI.

Tableau Pulse is a reimagined data experience for business users that will empower every employee with intelligent, personalized, and contextual insights delivered directly in their flow of work. Tableau Pulse transforms how people engage with their data in more meaningful ways, helping everyone in an organization integrate data into their everyday work and make better decisions with data. This will significantly help users who don't have time to learn new tools, need data at their fingertips to make decisions quickly, and want to go beyond the "how" and "what" of data to understand the "why."



Get a personalized view of your data

Instantly access the metrics you care about without the digging or guesswork. With built-in personalization, insights automatically adapt to your needs and preferences so you can make better decisions faster.

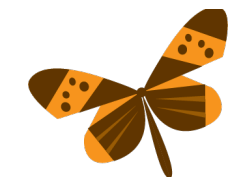
AI that identifies and communicates smart insights to you

Tableau Pulse, powered by Tableau AI, automatically detects and generates insights, anticipates questions you might ask, and even suggests questions you might not have thought of so you can jumpstart your work and accelerate delivery.

Consume insights built for your context

Receive digests of your key metrics directly in Tableau or your tool of choice, like Slack or email, for easy access and sharing. Go from insight to action with connected workflows that improve your team's agility and efficiency.

To get started today, visit tableau.com/products/trial and start your free trial.



Features and Benefits

Personalized homepage

Get a pulse on your whole business through a centralized page of metrics that matter to you. Identify what is amiss and act on it - in minutes.

Insights summaries & headlines

Get upfront natural language summaries of the most relevant insights across all the metrics you follow so you know what to pay attention to. Leverage the power of Tableau GPT to get a distilled view of your data.

Automated insights in the flow of work

Close the gap between insight and action by getting the data when and where you need it. Get summary digests through email and Slack with a cadence that makes sense to you.

Metric detail pages

Quickly see and understand what's happening and why with intuitive visualizations and natural language summaries for each of your metrics and take appropriate action.

Proactive Q&A

Tableau AI allows Tableau Pulse to anticipate user questions proactively and uncover answers to ad hoc questions in conversational experiences

Intelligent search experience

From your personalized homepage, pull the metrics you need the most when you need them. Easily search, discover, filter, follow, and share metrics across your team.

Metric creation

Easily create your metrics once and reuse them across multiple channels and dashboards. Get the same insights everywhere - embedded in a dashboard, inside a workbook, slack, mobile, and more.

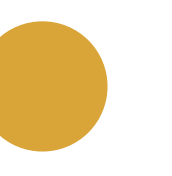
Einstein Trust Layer

Tableau AI is built on the Einstein platform. This means your generative AI-powered experiences are built on a trusted, ethical, and open foundation.

1. Source: IDC Whitepaper, sponsored by Tableau, How Data Culture Fuels Business Value in Data - Driven Organizations, doc. #US47605621, May 2021.

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For more information, contact your Tableau Account Executive to learn how Tableau Pulse can help you extract value from your data and become more data-driven.