

# THE BI SURVEY

12

The Customer Verdict

The world's largest survey of  
business intelligence software users

This document is a specially produced summary  
by BARC of the headline results for **Tableau**

**Tableau** in THE BI SURVEY



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## Tableau in THE BI SURVEY 12

### Tableau overview

Tableau is a business analytics company with data visualization at its core. The company was founded in 2003. Tableau is growing extremely quickly with revenues increasing by over one hundred percent in 2010 and 2011. It now has over 300 employees.

The core products use an underlying technology called VizQL that was invented by Tableau's co-founders in the late nineties at Stanford University. VizQL is a patented query language that translates visual, drag-and-drop actions into a database query and then expresses the response graphically. Tableau is one of the most popular visual exploration products in the world.

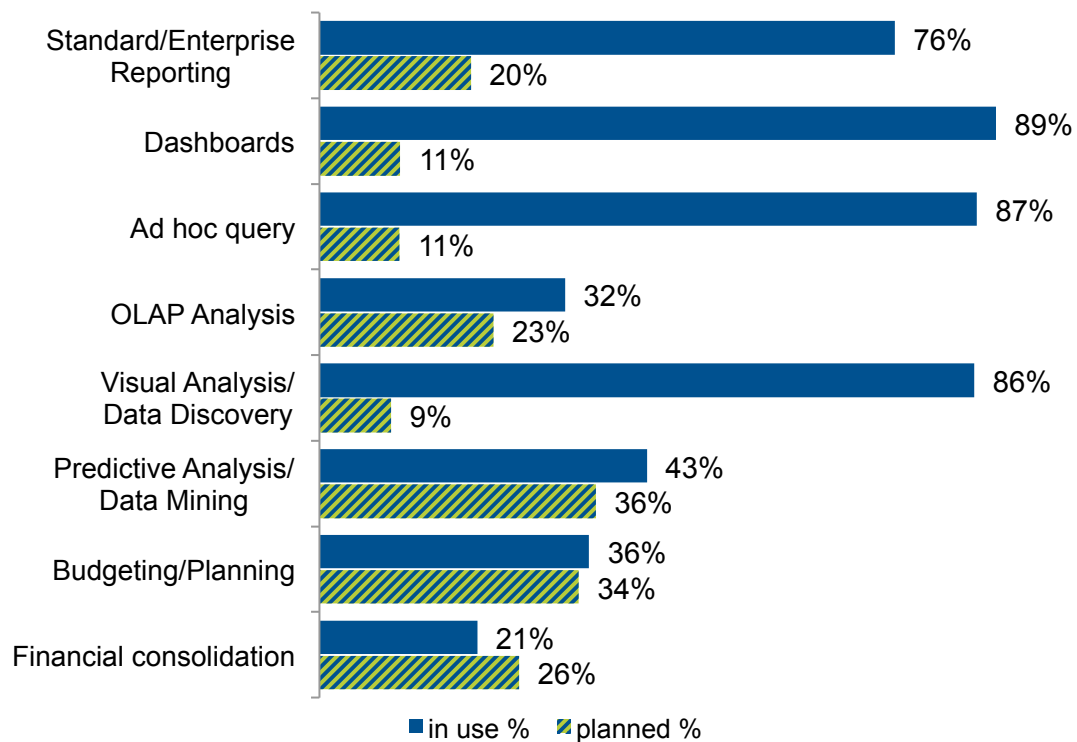
Tableau is geared to business users with simple data management tools and installation.

The company also offers a server product that can be used to distribute interactive analytics, dashboards and reports but does not provide any additional authoring tools.

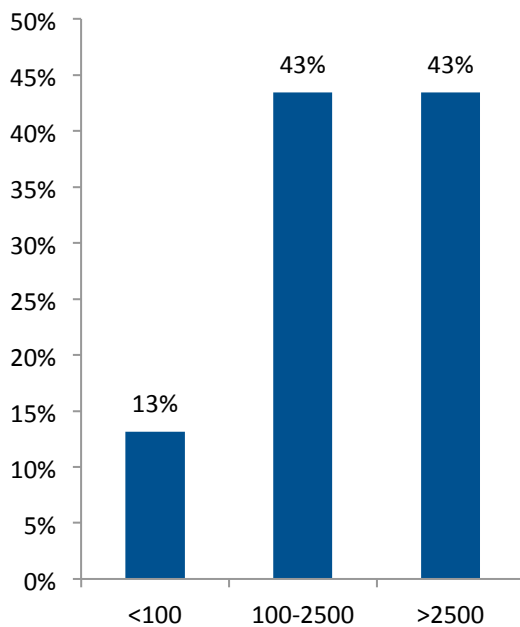
### Tableau customer responses

This is the second year that Tableau features in The BI Survey. It appeared this year with a healthy sample of 76 users. Two thirds of respondents reported that they were using Tableau 7, with the rest stating they were running Tableau 6.

## Product usage



## Customer demographics



Number of employees in different size classes for Tableau customers

## Product penetration

Percentage of employees using Tableau at customer sites	
Average	12 %

## Number of users

Number of users using Tableau	
Median	30
Average	222

## Peer Groups

Peer groups are used to ensure similar products are compared against each other both in fairness to the vendor and for the benefit of the customer. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and are based on how customers say they use the product.

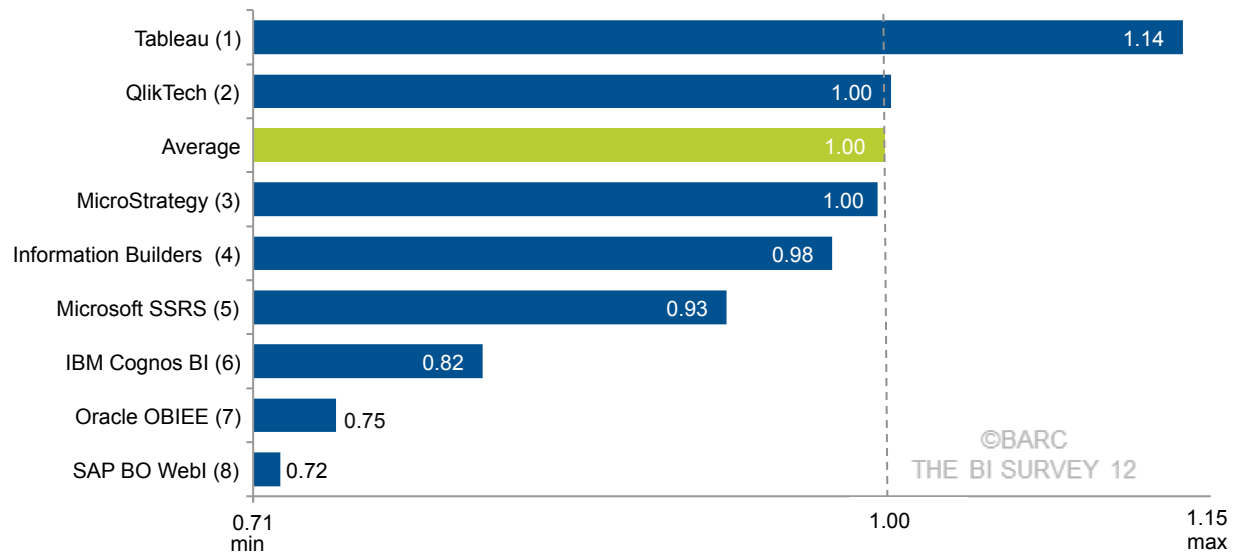
Tableau features in the following peer group:

- Large International vendor

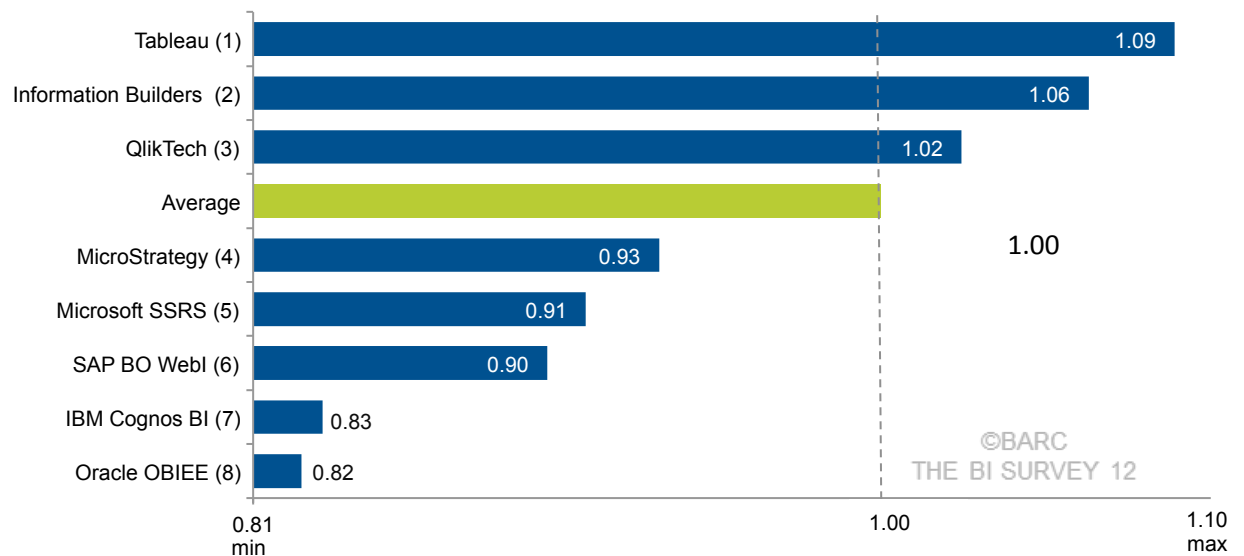
For more details on the KPIs see the 'KPIs and Dashboards' document.

## KPI Results for Tableau in Peer Group “Large International vendor”

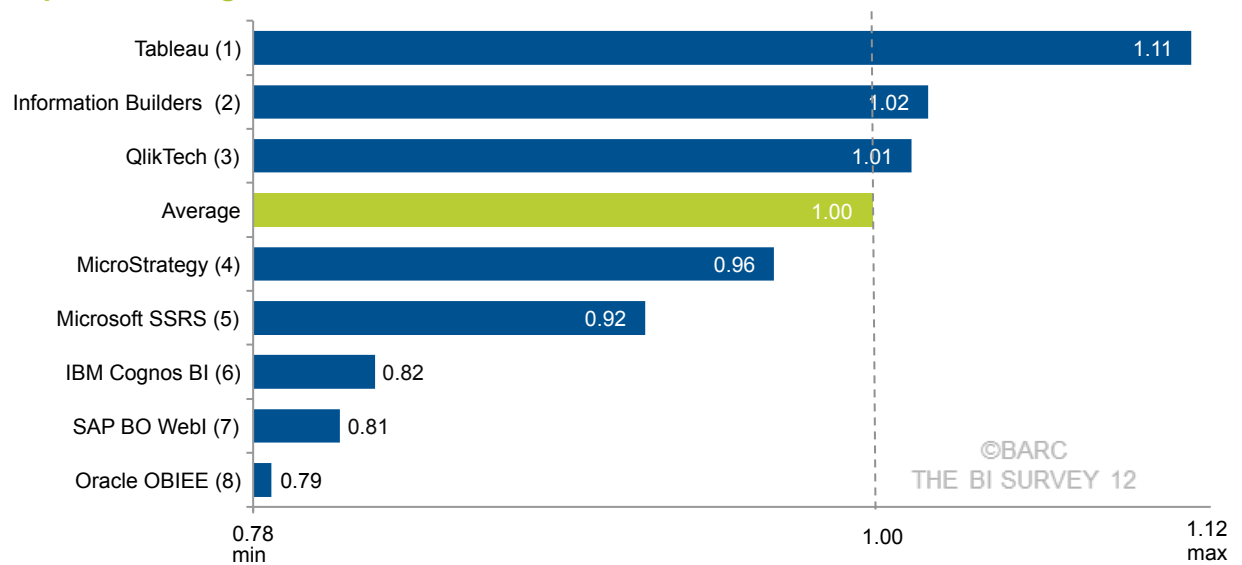
### Top ranked Large International vendor in business benefits achieved



### Top ranked Large International vendor in goal achievement



### Top ranked Large International vendor in business achievement



Significantly, Tableau easily beats QlikTech in this category. This is a good result as BARC would expect Tableau to compete with QlikTech regularly in projects to support end users in visual data exploration.

### Top ranked Large International vendor in variety of data types

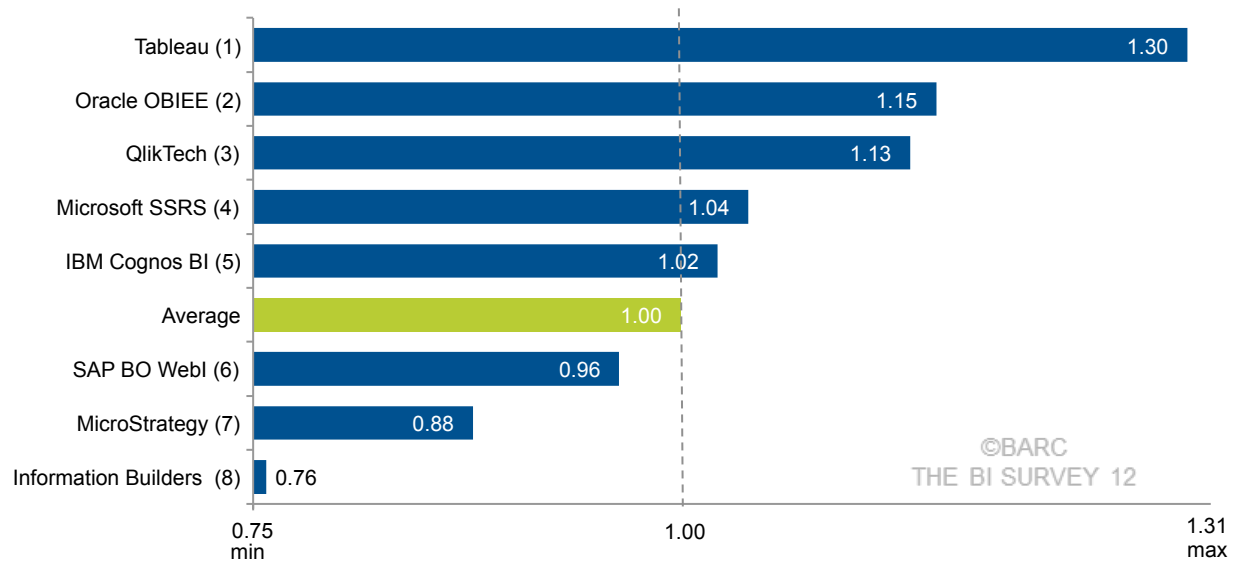
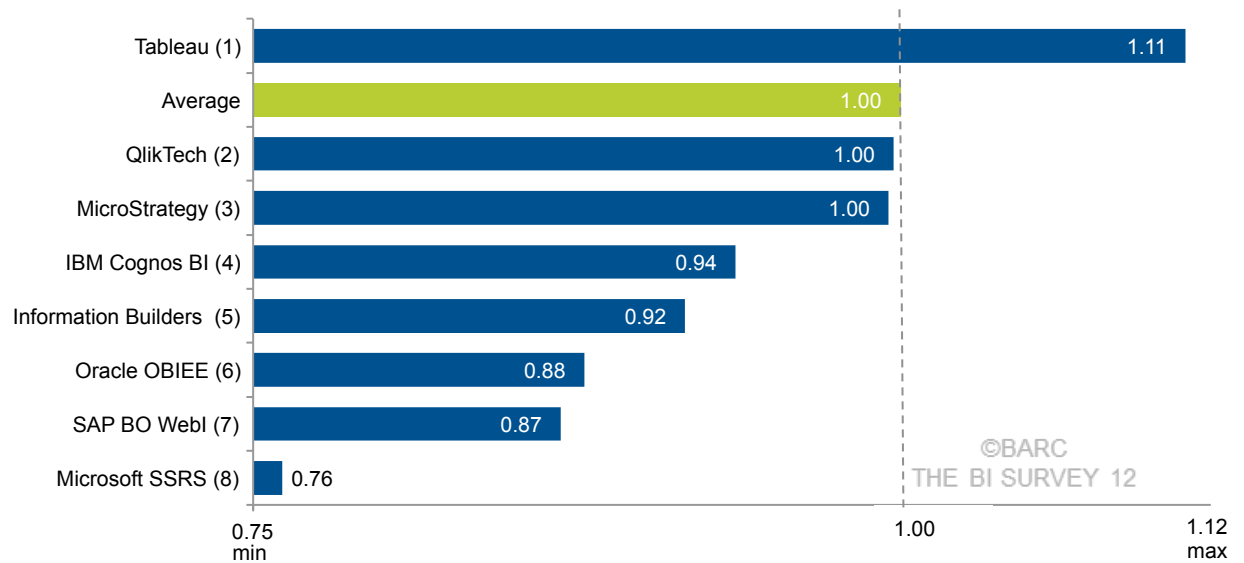
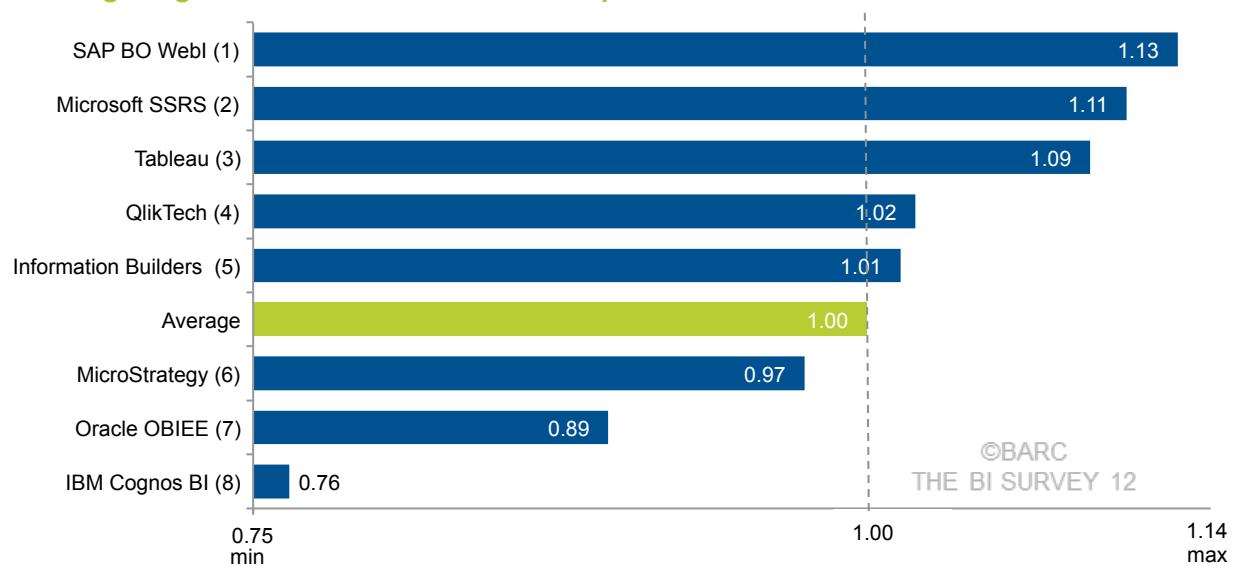


Tableau supports a broad range of data types and allows end users to combine and analyze all relevant information within a company. Tableau is used heavily to support such scenarios.

### Top ranked Large International vendor in functional scope

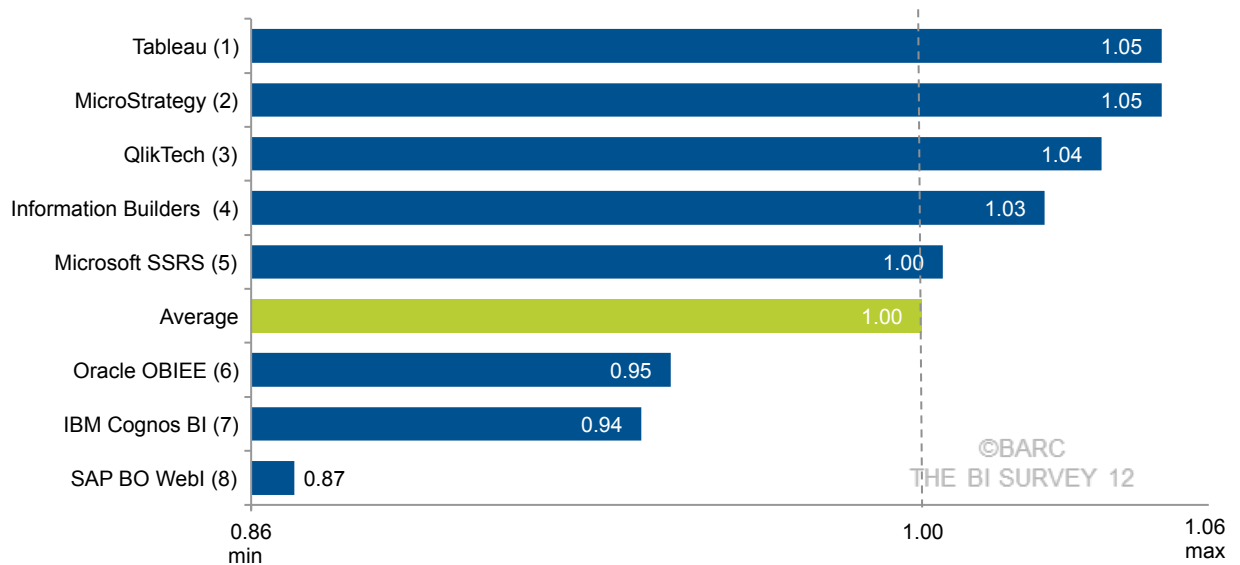


### Leading Large International vendor in competitiveness



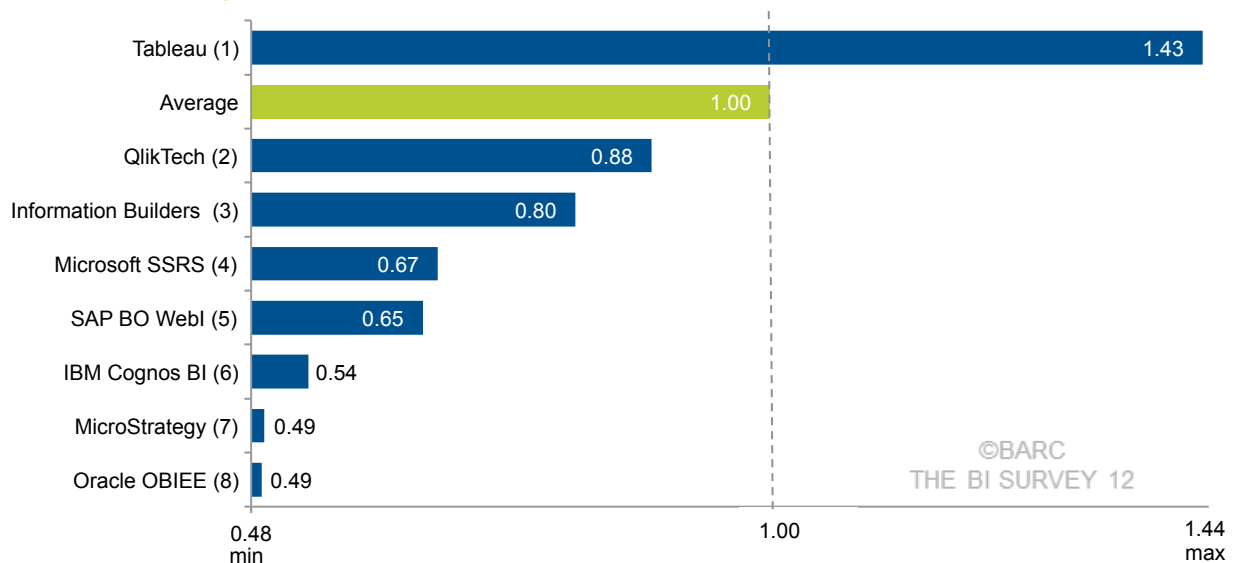


### Top ranked Large International vendor user recommendation



Feedback from this year's survey participants reveals that Tableau is highly recommended for supporting customer requirements. BARC's field experiences corroborate this result.

### Top ranked Large International vendor in collaboration



One of the major market trends of 2012 is the support of workflows and collaboration between users. Tableau achieves great results here and is one of the best products in this important category.

### Top ranked Large International vendor in visual analysis

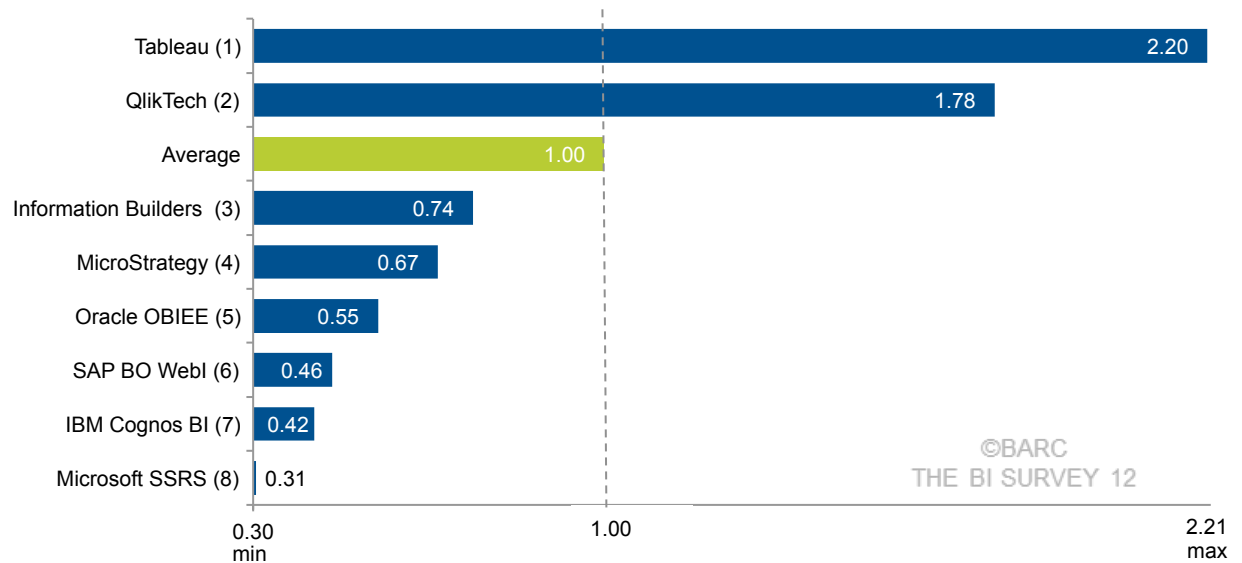
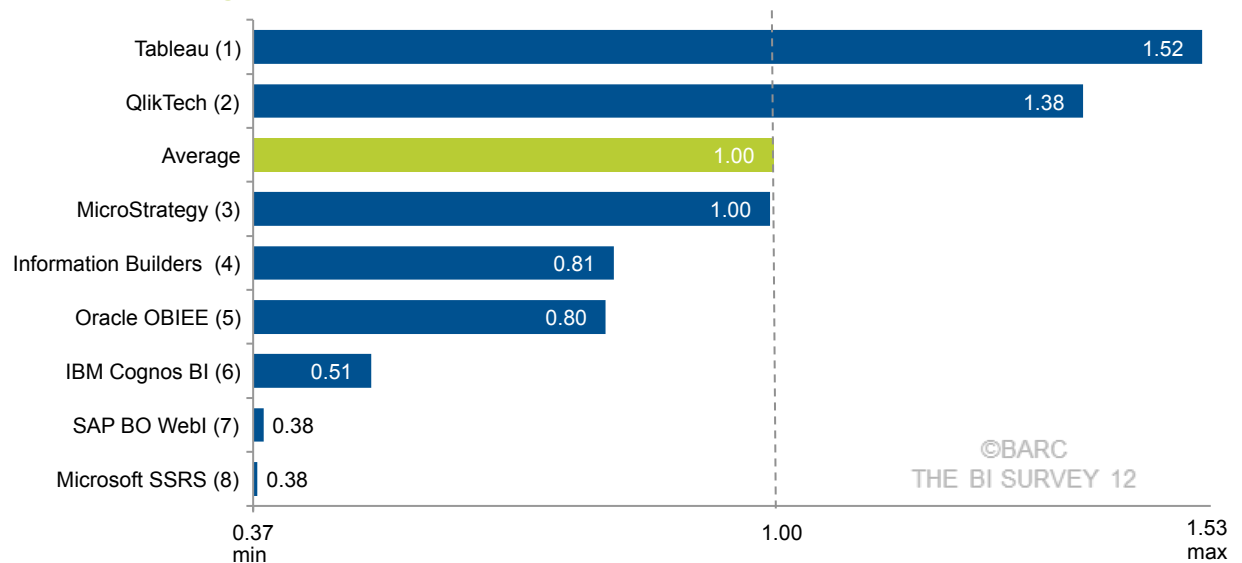


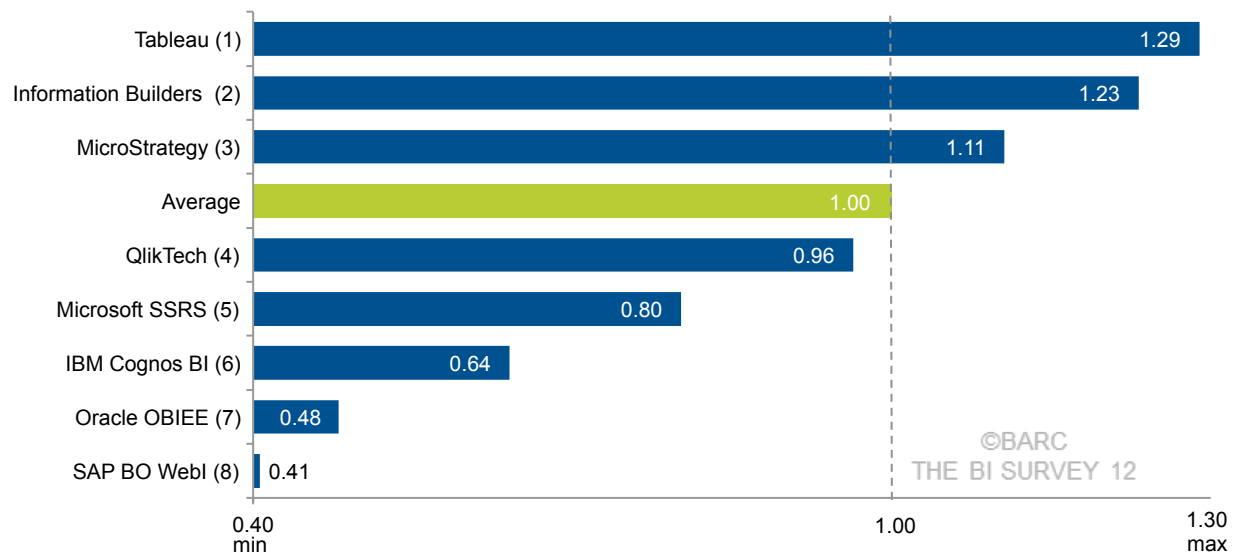
Tableau wins this key functional category for this peer group, beating all its competition. A good win for Tableau.

### Top ranked Large International vendor in innovation

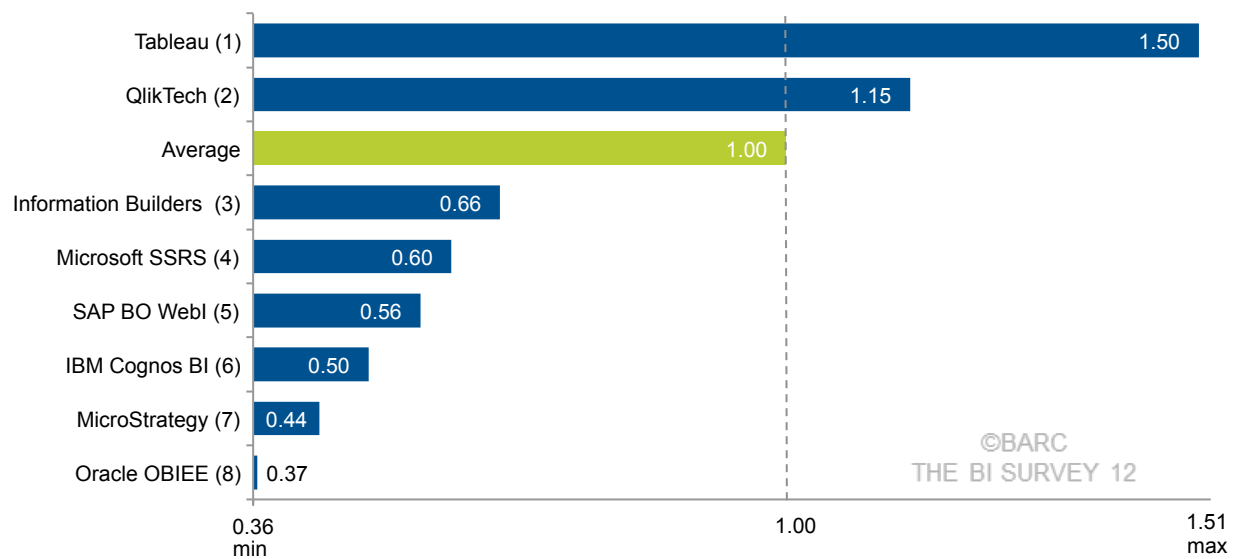


Tableau's outstanding visual analysis functions and innovative collaboration features are the major reasons for its top ranking in the 'innovation' KPI.

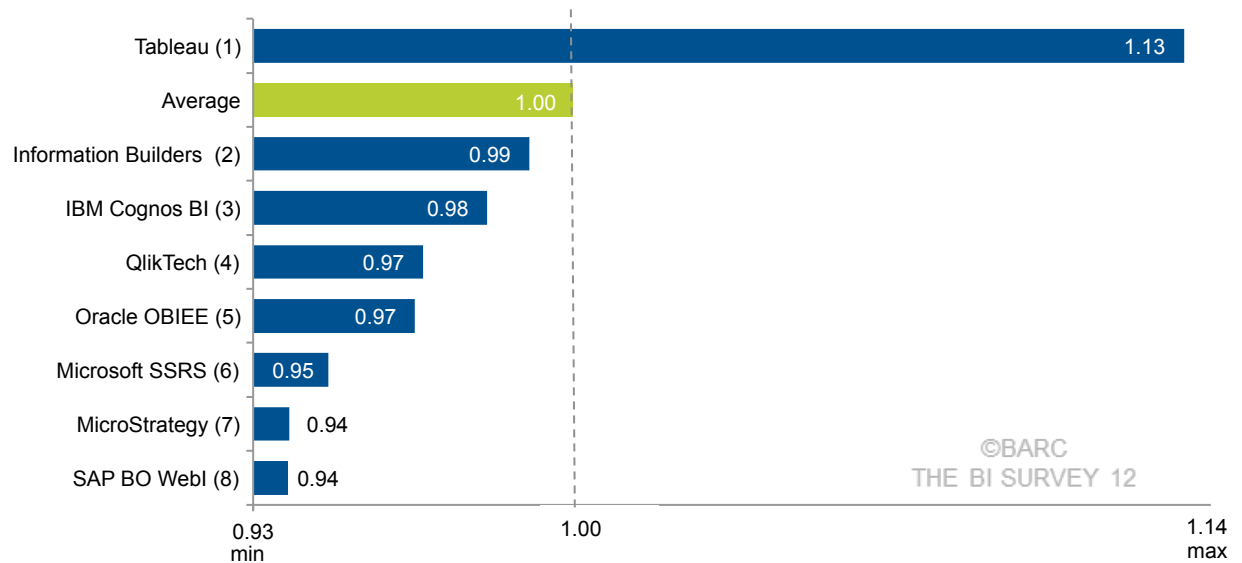
### Top ranked Large International vendor in vendor support



### Top ranked Large International vendor in project length

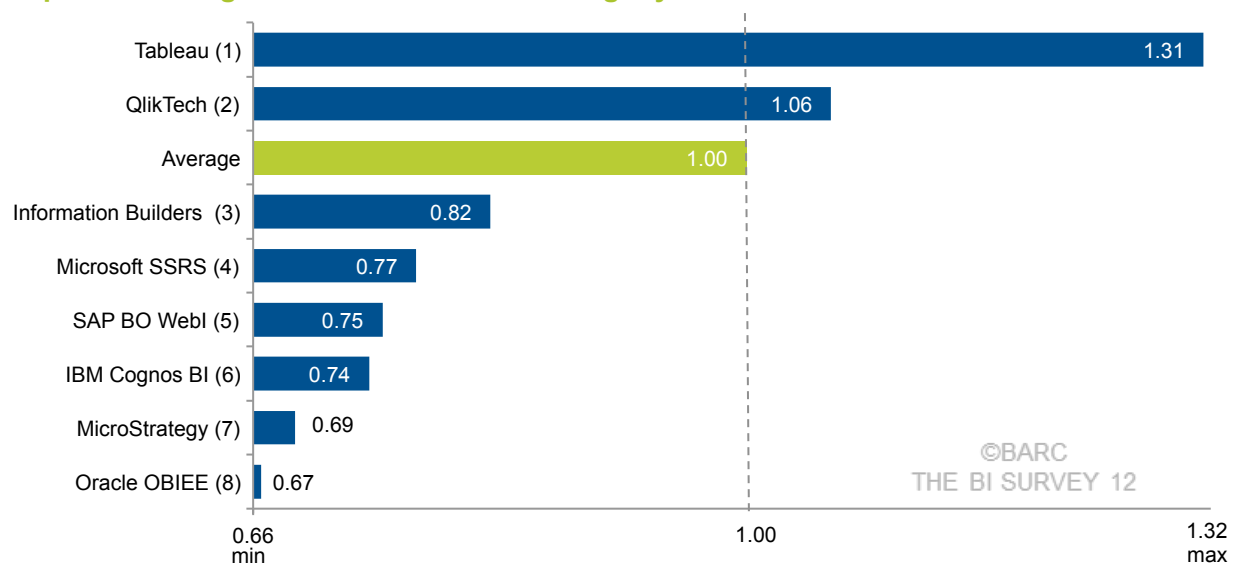


### Top ranked Large International vendor in self service



In 2012 self service has become one of the most important areas for BI Vendors. Companies are striving for more agile environments and need technology that supports the self service approach. Tableau shows itself to be a leader in this area.

### Top ranked Large International vendor in agility



End users have responded well to Tableau's high usability and flexibility, resulting in a top score in the 'agility' category.

## Summary

Tableau is one of the market leaders in data visualization and agile data exploration and supports a broad range of user requirements. Both small and larger companies rate Tableau as one of the best solutions in these areas.

Customers have responded positively to Tableau in key areas including self service, visualization, collaboration and business achievement.

## Marketing Statements

### Large International Vendor peer group

Top ranked Large International vendor in business benefits achieved

Top ranked Large International vendor in goal achievement

Top ranked Large International vendor in business achievement

Top ranked Large International vendor in variety of data types

Top ranked Large International vendor in functional scope

Leading Large International vendor in competitive win rate

Leading Large International vendor in competitiveness

Top ranked Large International vendor user recommendation

Top ranked Large International vendor in collaboration

Leading Large International vendor in mobile BI

Top ranked Large International vendor in visual analysis

Top ranked Large International vendor in innovation

Top ranked Large International vendor in vendor support

Top ranked Large International vendor in project length

Top ranked Large International vendor in self service

Top ranked Large International vendor in agility

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