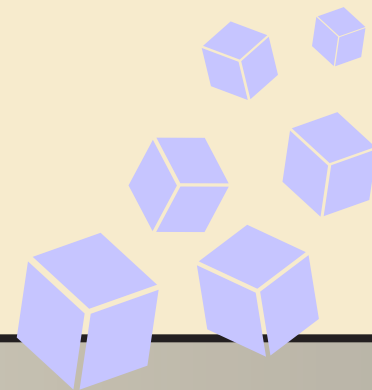


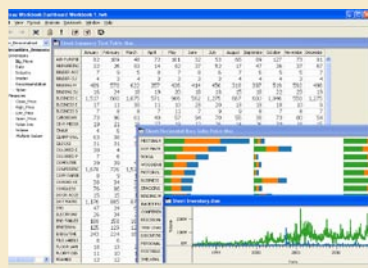
Tableau: The Visual Spreadsheet™



Do you ever work with data?
Do you ever need to find answers in databases?
Do you wish you could work with data faster?

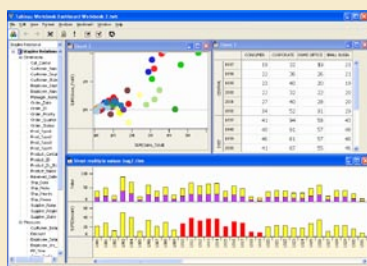
Visual Spreadsheets help you find answers by transforming raw data in databases like Excel, Access, SQL Server, Hyperion Essbase, and Oracle into vivid summaries that answer specific questions. If you ever work with "rows and columns" of data, you'll find Visual Spreadsheets a simple but extremely powerful reporting and analysis tool.

Visual Spreadsheets are about...

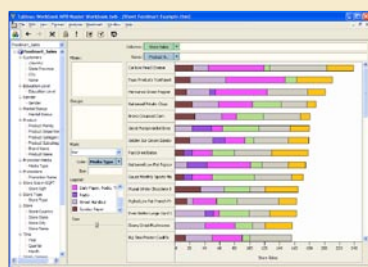


Time Savings. *Imagine connecting a Visual Spreadsheet directly to a database (including MS Excel and Access), and analyzing your data just by dragging & dropping fields on a free-form canvas. Our users save time because they conduct difficult analyses with a simple interface.*

Business Insight. *Imagine analyzing rows and columns of data by simply composing interactive pictures of what you want to see. Our users uncover insights that are difficult or impossible to find without pictures.*



Visual Impact. *Imagine pasting vivid data presentations directly into Microsoft Office applications and sharing them with others. Our users have a reputation for producing analyses that are intelligent and easy-to-understand.*



5 Benefits of Visual Spreadsheets

Summarize data by simply **dragging and dropping** fields.

Explore databases by **composing pictures** of the data you want to see.

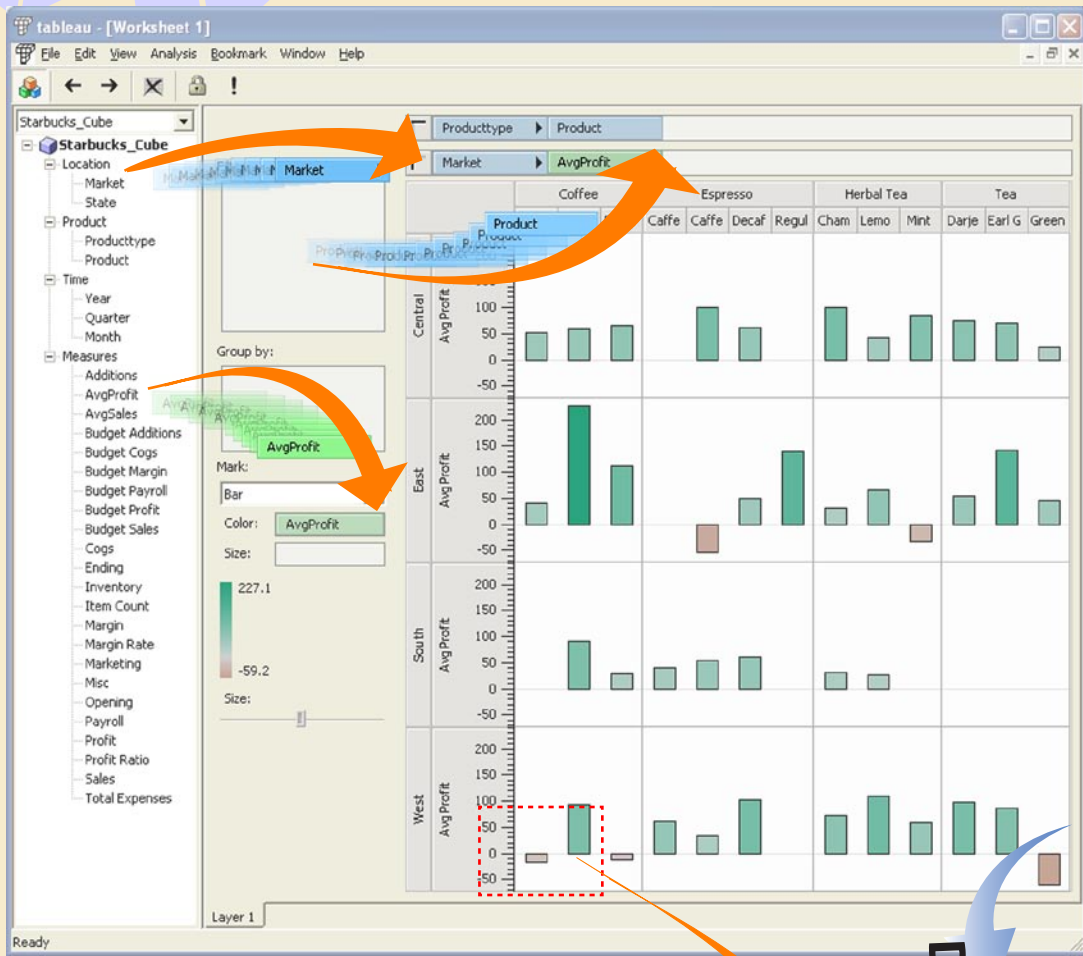
Create a **single dashboard** for interacting with all of your databases.

Surf databases just like you surf the Web.

Create **striking presentations and reports** of your data.

Quickly construct pictures of your data

Visual Spreadsheets let you create drag-and-drop views of your data. If you work with data on a regular basis, you'll find them a great time-saver. Now you can construct answers to questions by simply arranging the fields in your database on an interactive canvas. The view below shows 'Average Profit' for different 'Products' and 'Regions' in a sales database, for instance. It was created in seconds.



A live window into your data

Tableau gives you a live window into your data. You can even "grab" data right off of the Tableau screen and paste it into other applications, such as Microsoft Excel and Powerpoint.

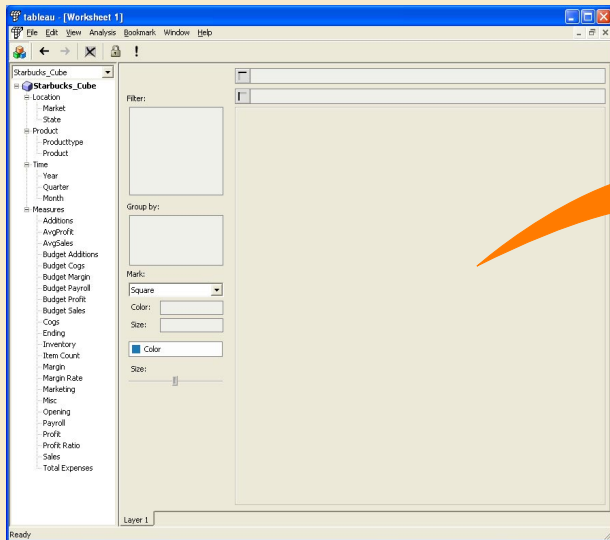
The screenshot shows a Microsoft Excel spreadsheet with the following data:

Market	ProductType	Product	AvgProfit
West	Coffee	Caffe Latte	-21.50
West	Coffee	Caffe Mocha	87.00
West	Coffee	Decaf	-20.00



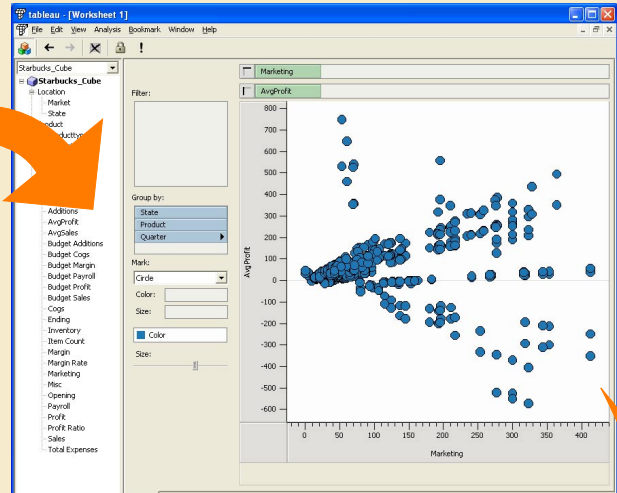
Investigate & explore data

Visual Spreadsheets allow you to conduct fast “Q&A” sessions with data. You simply “point” the Visual Spreadsheet to a data source and then drag & drop fields to create views of it. A first view not only provides an insight (e.g., “Costs are increasing”), but also suggests additional questions (e.g., “Which products are responsible for the increase?”). With Visual Spreadsheets, you can immediately manipulate the first view to show the answer to the second question. The true value of Visual Spreadsheets is that they help you navigate a series of questions and answers.



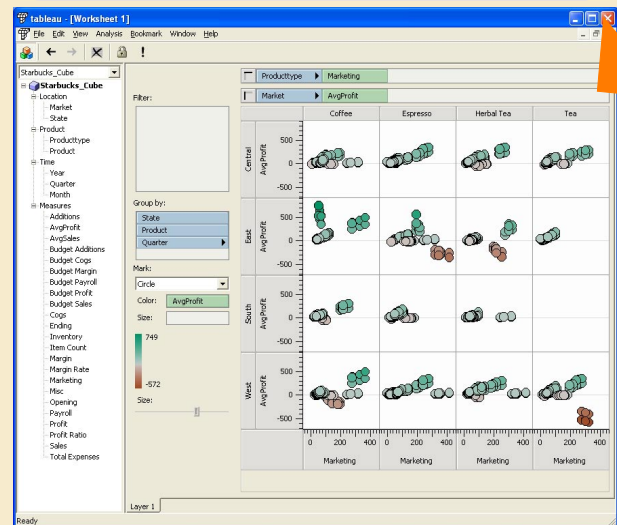
Q: Question: Were our marketing expenses well-spent?

A: Mostly, except for some distributing outliers.

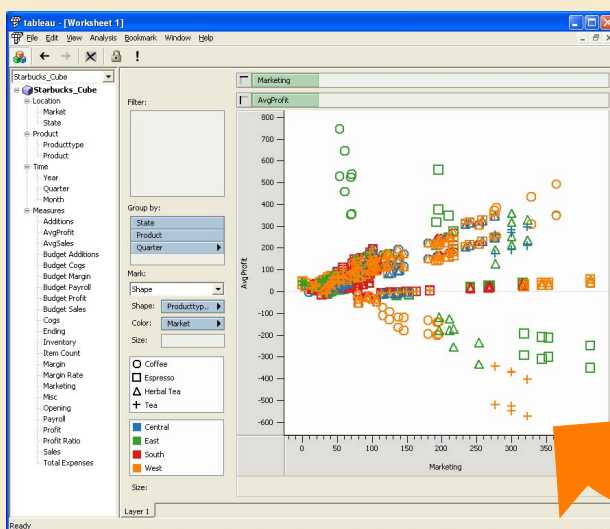


Q: Which products are responsible for the outliers?

Q: Are these products a problem in all regions?



A: Adding color shows that 3 products account for most outliers.



A: No, just in 2 regions. We better alert those teams.

Technical Specification

Tableau: The Visual Spreadsheet is a small desktop PC application. It works "Out of the Box."

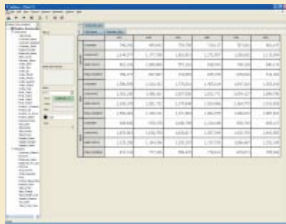
Visual Spreadsheets connect as a client to three types of databases: Microsoft Office files (e.g., Excel & Access), relational databases (e.g., MS SQL Server), and multi-dimensional OLAP

databases (e.g., MS Analysis Services). Visual Spreadsheets are not a "data silo." Rather, they query your existing data sources using standard drivers.

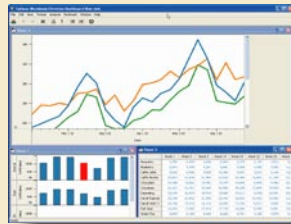
Requirements:

Windows 2000 or later release.
30MB hard disk memory

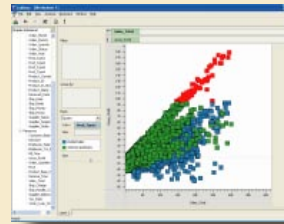
Experience the power of Tableau: The Visual Spreadsheet™



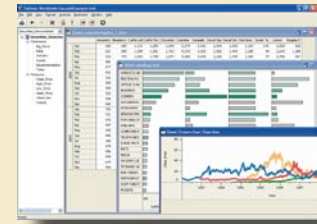
Summary tables



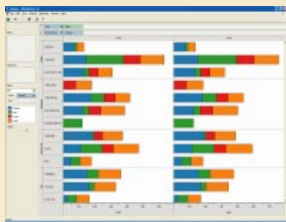
Visual data dashboards



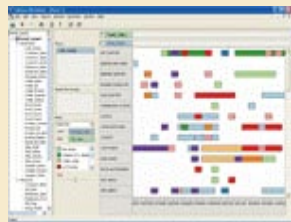
Visual drill-down



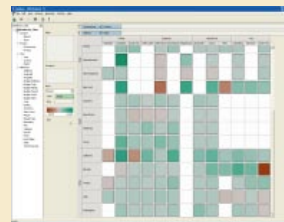
Interactive workbooks



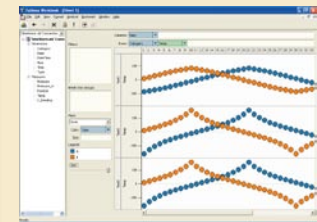
Vivid data presentations



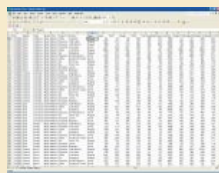
Custom views of problems



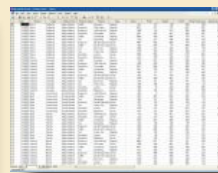
Graphic exploration



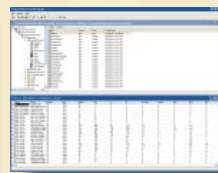
Comparative analysis



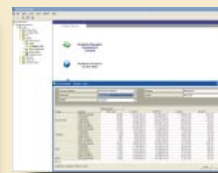
MS Excel Workbooks



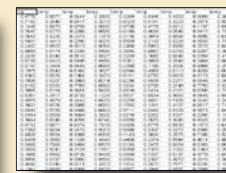
MS Access Databases



MS SQL Server Databases



MS Analysis Services Cubes



Text Files

Tableau is also compatible with other databases. Contact Tableau for details.

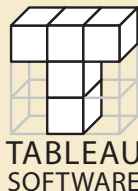


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