

#NetAppData



How NetApp Took Self-Service Analytics Further, Faster with Tableau

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NetApp is a Computer Storage and Data Management Company

\$6.1 B



Annual Revenue

12,000+



Global Employees

3,200



Patent Assets

- ✓ **#1 FORTUNE “100 Best Companies to Work For®” 2009**
- ✓ **Top 5 World’s Best Multinational Workplaces in last 4 years**
- ✓ **FORTUNE 500® Company**



Agenda



1. Our Journey with Tableau and BI

2. How to balance governance and self-service

3. Business Benefits

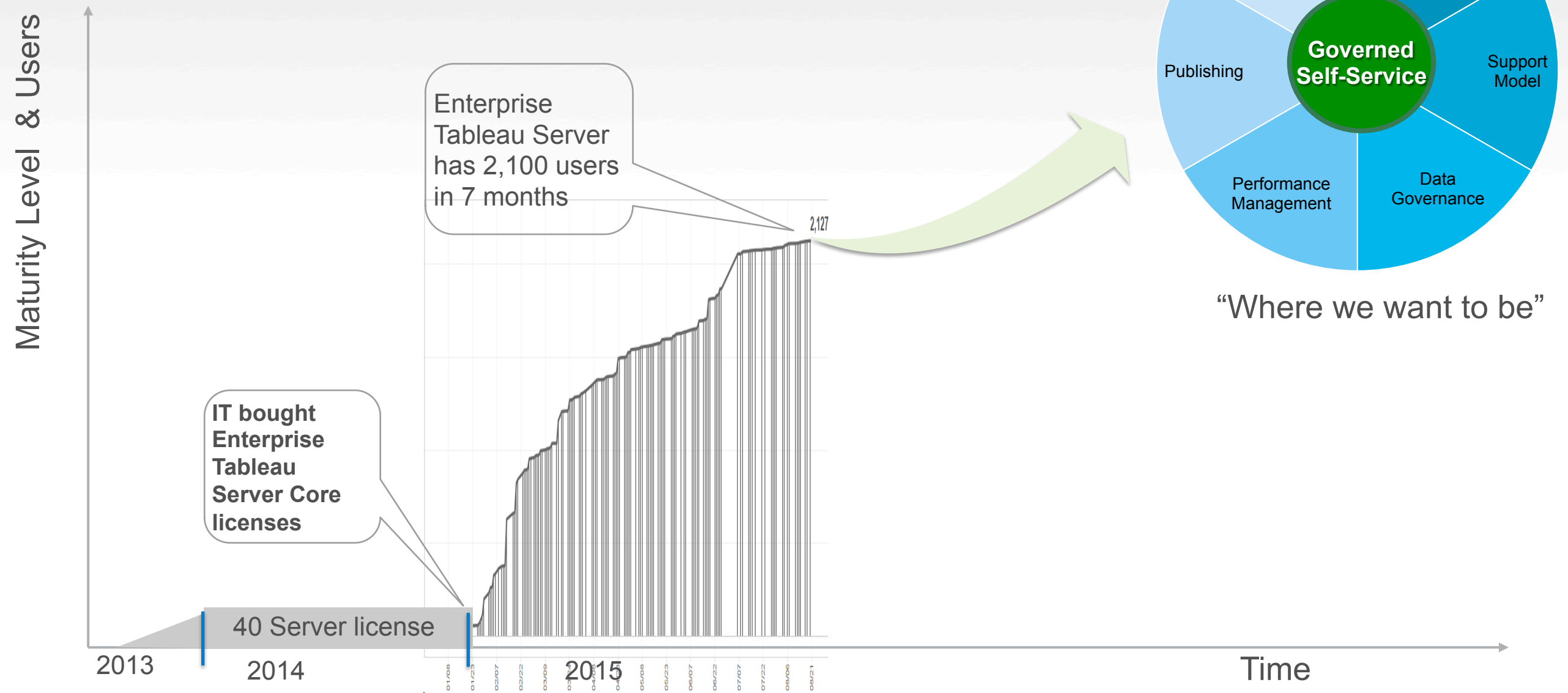
Fast Growth Figure of Bamboo

(Moso, *Phyllostachys Pubescens*)

from Shoot to Young Bamboo



Tableau Added 2,100 Users In 7 months!





Our Journey with Tableau and BI

NetApp Enterprise Analytics Journey

2009



Misaligned

X-functions
misaligned about
KPI

2011



Single Source of Truth

- ✓ Built Enterprise Warehouse & BI
- Enabled data driven decision culture

2013



360 Customer View

- ✓ Enhanced Enterprise Warehouse & BI
- Sales/Mkg/Fin/Service views
- Enterprise 'Gold Mint
- Scalability and Availability



Period
End
Close

Hourly
exec
Email

Feed
Commission
Cal,
Renewal, etc

Mobile
access

NetApp Enterprise Analytics Journey

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Single Source of Truth

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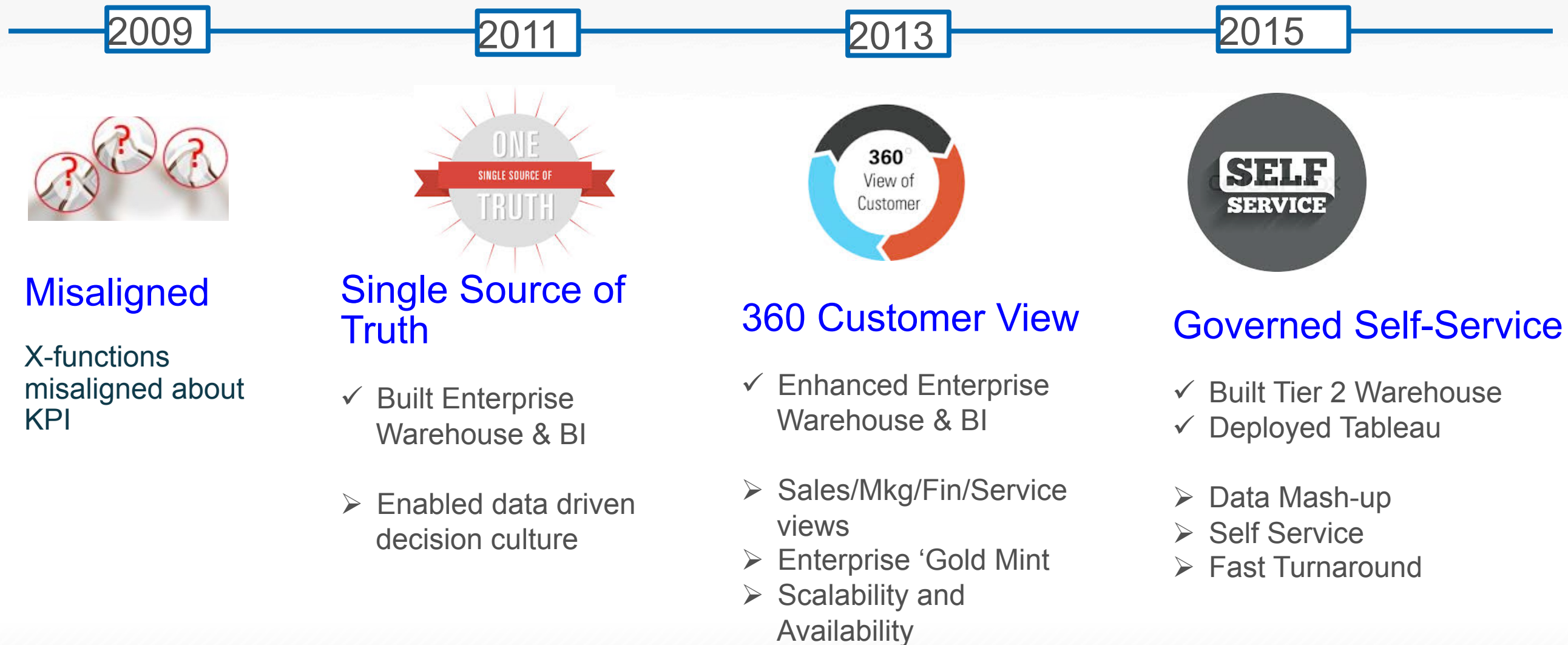
360 Customer View

- ✓ Enhanced Enterprise Warehouse & BI
- Sales/Mkg/Fin/Service views
- Enterprise 'Gold Mint
- Scalability and Availability

Challenges 2013

- Inflexible to changes
- Difficult to mash-up data
- Demand on discovery & self-service

NetApp Enterprise Analytics Journey



NetApp's Enterprise Analytics Landscape 2015

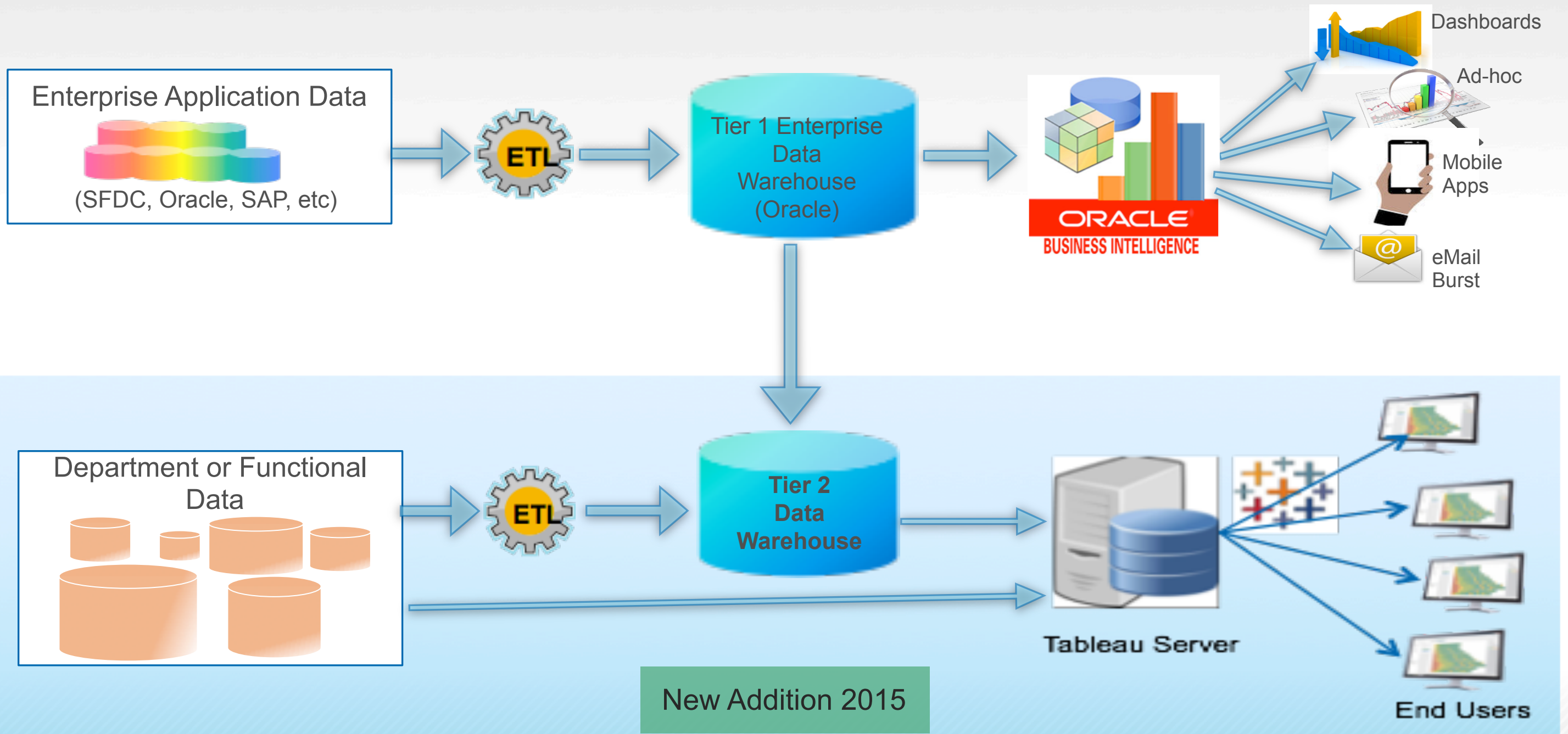
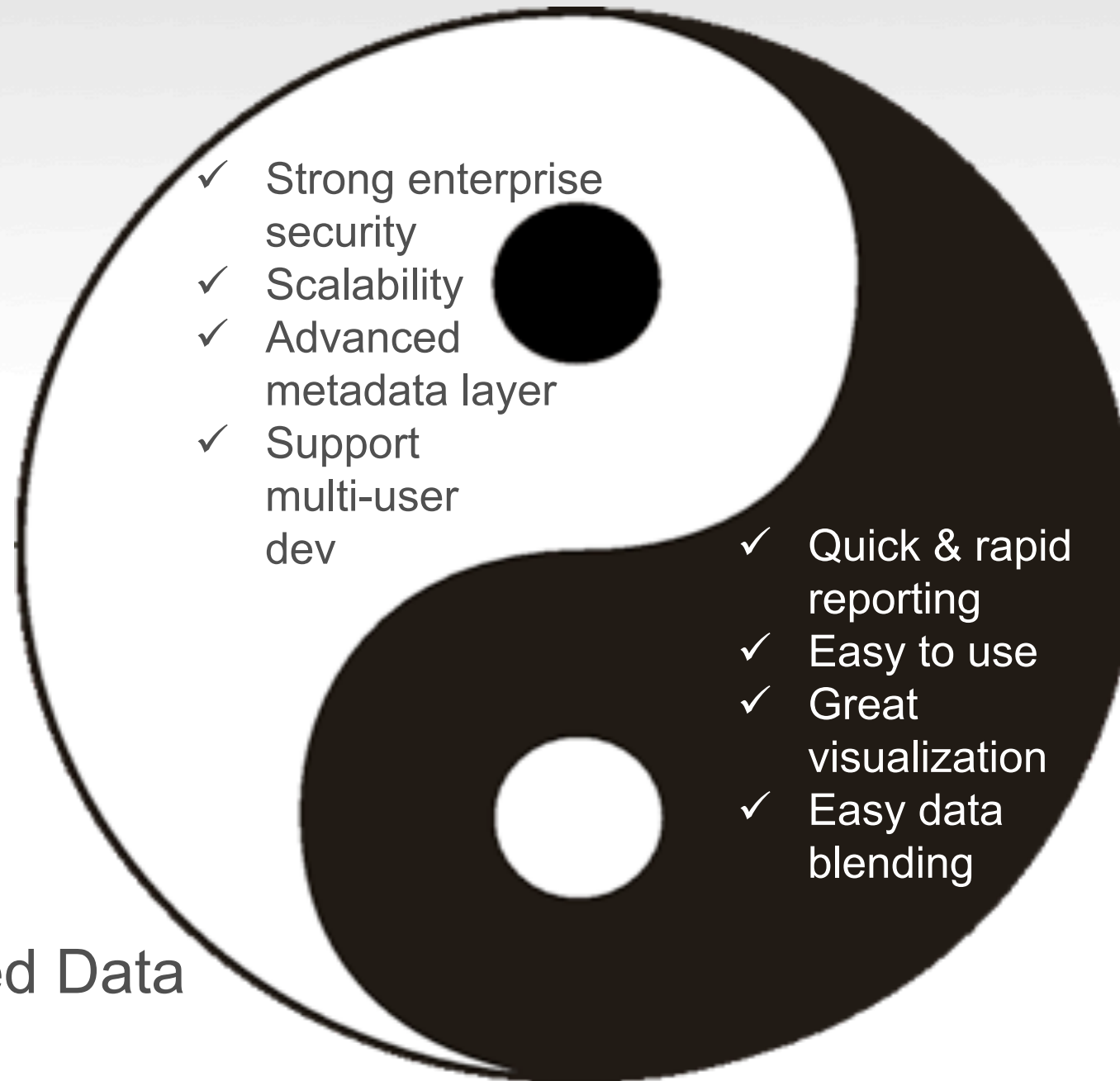


Tableau Complements OBIEE In Enterprise BI

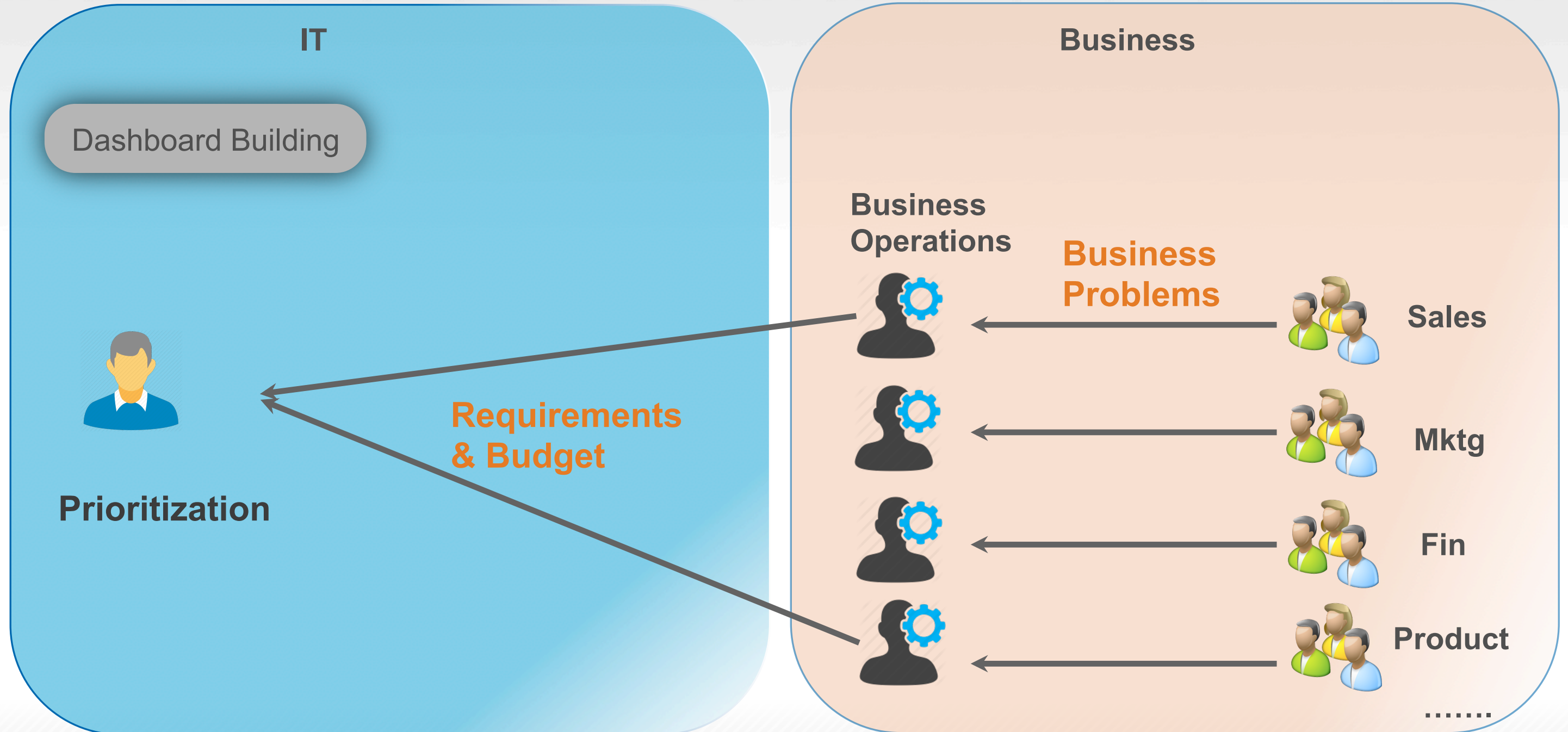


- ✓ 7,000 Users
- ✓ IT Controlled
- ✓ Enterprise Certified Data



- ✓ 2,100 Users
- ✓ Self Service
- ✓ BU Certified Data

Business vs. IT Roles in Traditional BI



Business vs. IT Roles in Self Service BI

IT

Dashboard Building



Data extracts

Scalability

Platform Management

Data Management

Business

Business Operations

Business Problems



Sales



Mktg



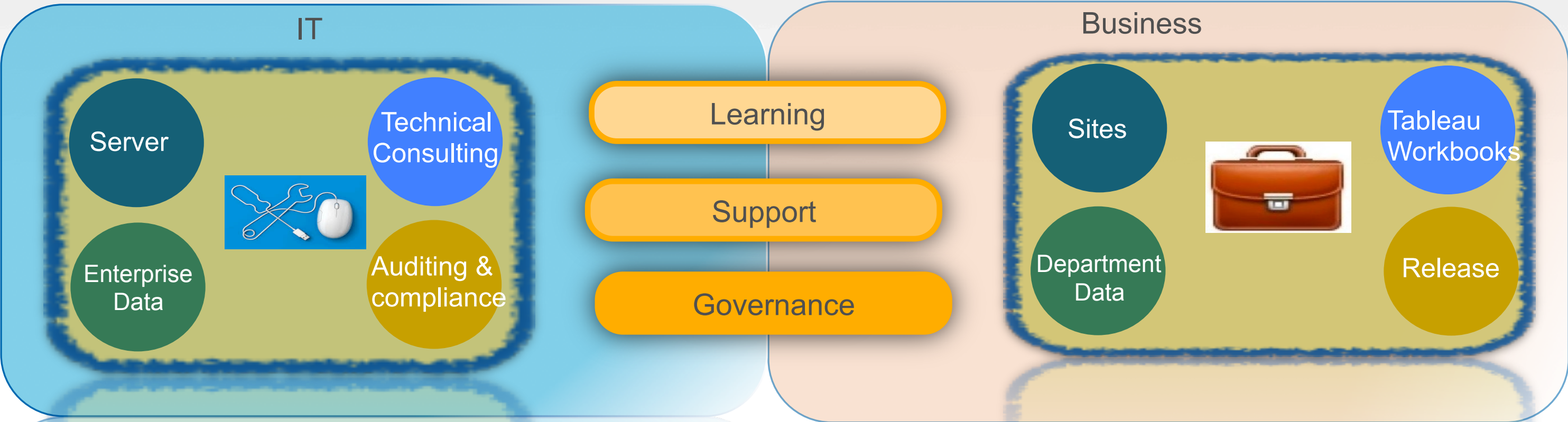
Fin



Product

.....

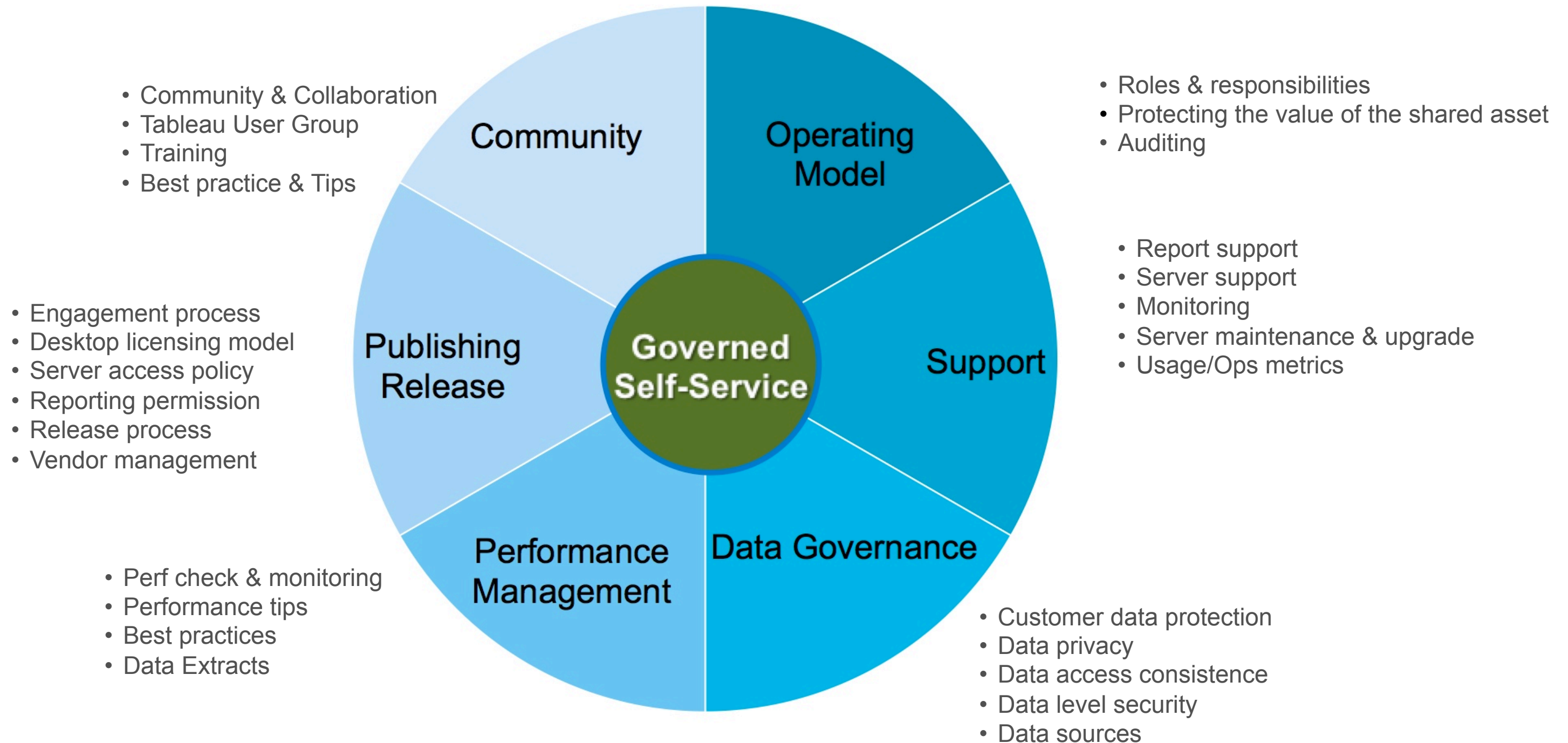
Responsibilities for Tableau Self-Service BI





How to balance governance and self- service

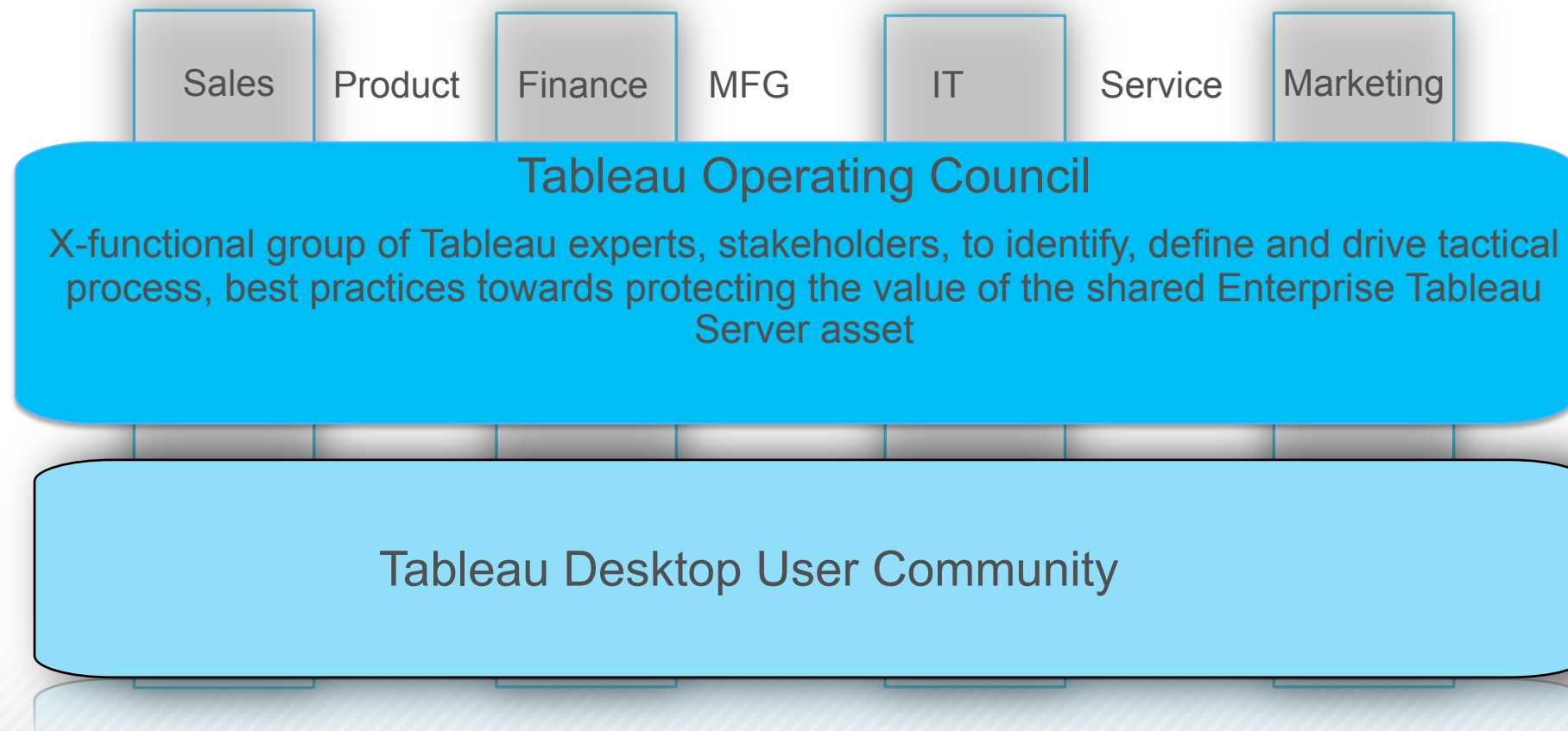
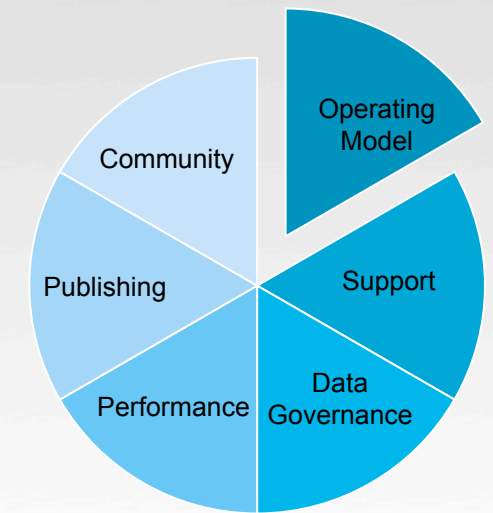
Governed Tableau Self-Moderated Model



NetApp Tableau Operating Model

Questions:

1. Who makes the rules for Enterprise Self-Service Platform?
2. Who enforces the rules?



NetApp Tableau - Community

- Go further, faster

NetApp Tableau Community (Jive)

Categories

- Data Security
- End User CoE
- Governance
- NetApp Template
- Performance Management
- Release Process
- Server Admin
- Server Engagement
- Site Admin
- Tableau 9 Upgrade
- Tableau License
- Tips and Hints
- Training
- Visualization

NetApp Tableau Community


This is space for all things related to NetApp Tableau questions, sharing your insights, etc. This space is all


Tableau Overview


Center-Of-Excell

Recent Activity


- The Beautiful Science of Data Visualization**

 **Dharmendra Panchal** replied (in response to **Dharmendra Pan**)
Here is link... https://www.brighttalk.com/webcast/11375/15898?utm_source=brighttalk-transact&utm_content=title
12 minutes ago
in NetApp Tableau · 1 reply
- NetApp extended Desktop trial**

 **Mark Wu** replied (in response to)
We have got new license key TDIX-
new key
2 days ago
in NetApp Tableau · 1 reply
- Tableau User COE 3.twbx**

 **Debbie McGrath** commented
Is the workbook from the Show & Tell available so
2 days ago
in NetApp Tableau · 1 comment

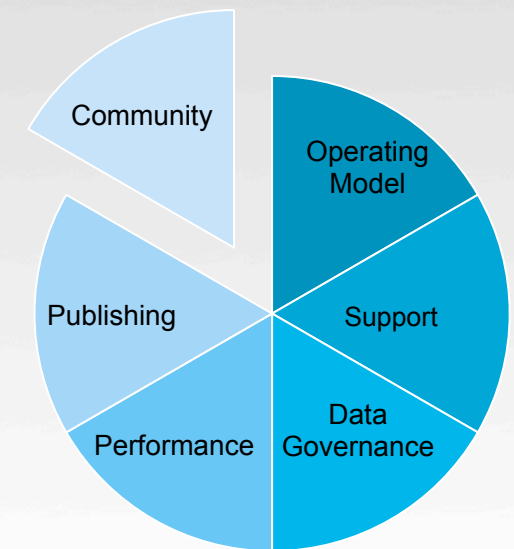
NetApp Tableau Community



Space Administrators:
Mark Wu

Tags:
tableau

Created:
Mar 3, 2014



- ✓ All Tableau things are in one place (process, policy, best practice, training, license, tips & hints, etc)
- ✓ Anyone can post questions, share insights, templates, etc
- ✓ A few committed members ensure all questions are answered timely

NetApp Tableau - Community

- Get Good about Tableau

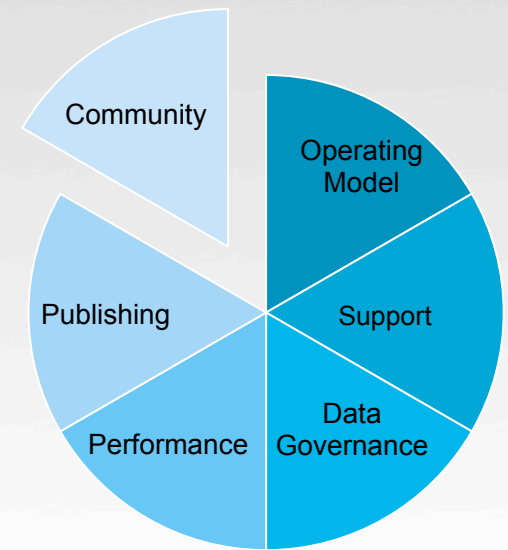


Tableau Meetups



Tableau User CoE



Tableau Day



Tableau Hackathon



Tableau Training



Learning from external community



NetApp Tableau – Publish & Release

Question: How much IT should be involved for publishing or release?

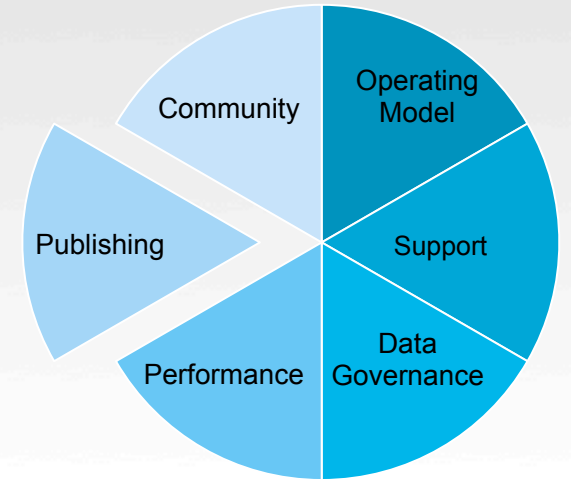
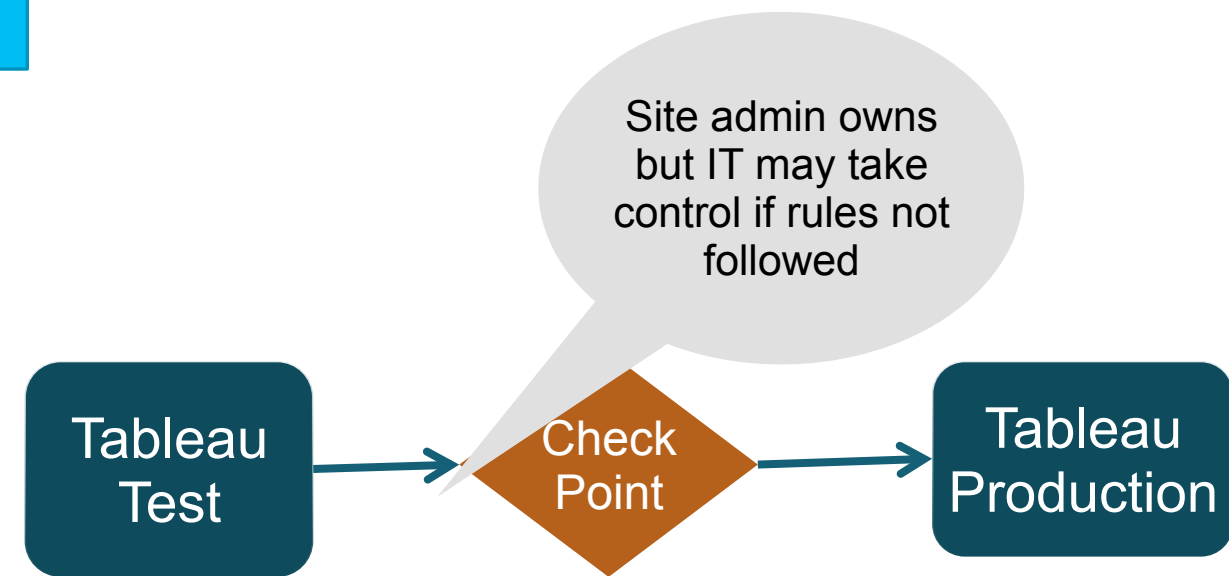


Tableau Publishing : Trust and Decentralized

- ✓ Complete Self-Service
- ✓ 7x24, no blackout

Principles:

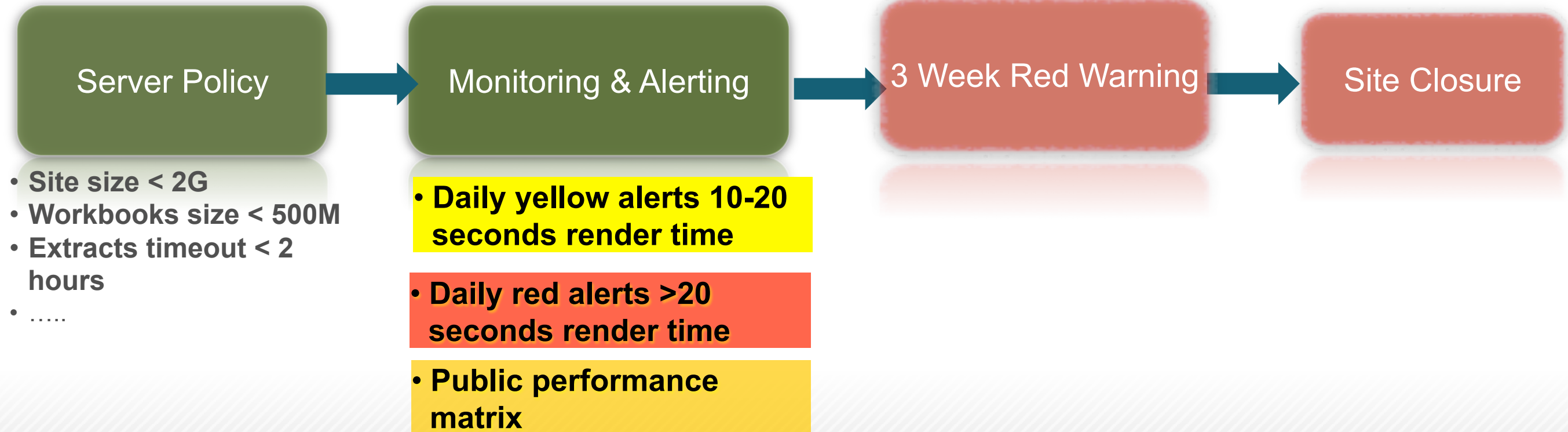
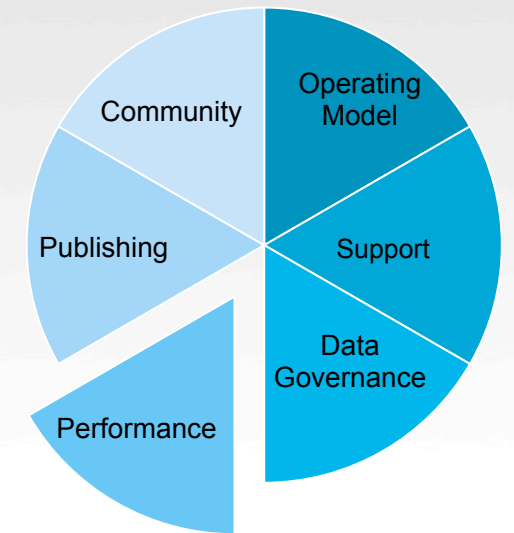
1. Test first
2. Performance rule of thumb 5-10-20



NetApp Tableau Performance Management

Objectives:

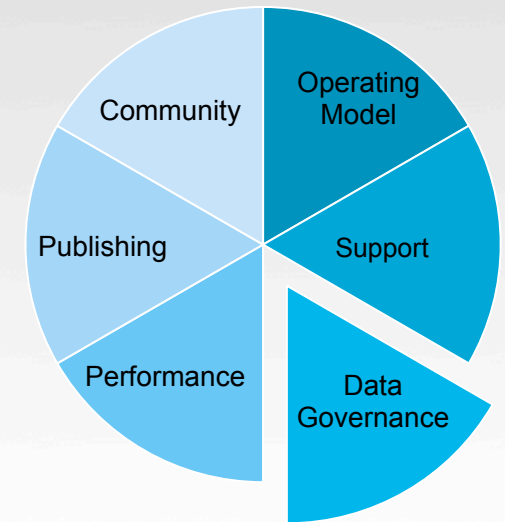
1. How to protect the value of shared Tableau self-service environment?
2. How to prevent one badly-designed query from bringing all servers to their knees?



NetApp Tableau – Data Governance

Objective:

1. How to ensure Tableau self-service compliance with existing data governance process, policies and controls?
2. How to avoid multiple versions of KPIs?



“Must have” for
Self-Service BI



Data
Masking

- ✓ Masked sensitive HR & Fed data in Tier 2

Connections

- ✓ No connection to Tier 1 DW, ERP, SFDC, etc

Auditing

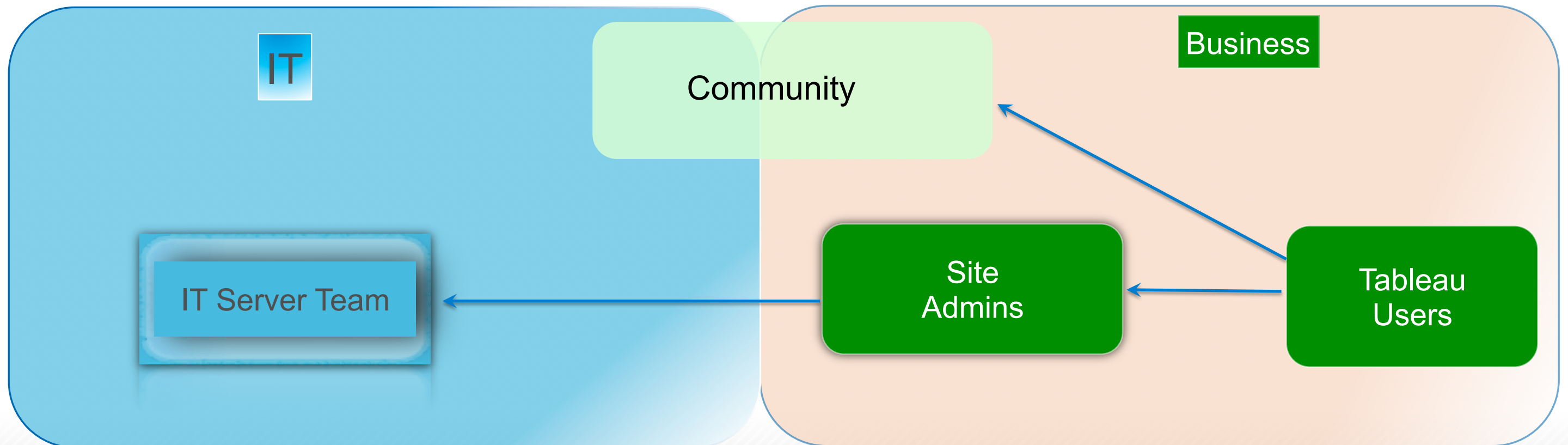
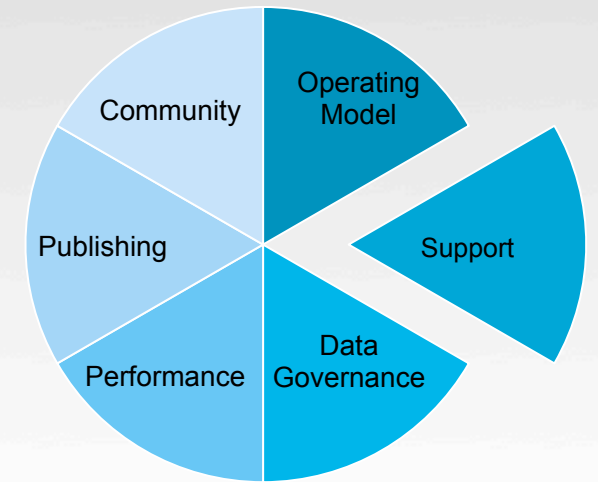
- ✓ Consistent data access from Tableau, OBIEE and transaction systems

Enterprise Data Management

NetApp Tableau Support Model

Questions:

1. Who supports Tableau end users
2. Who supports Tableau Site Admins?



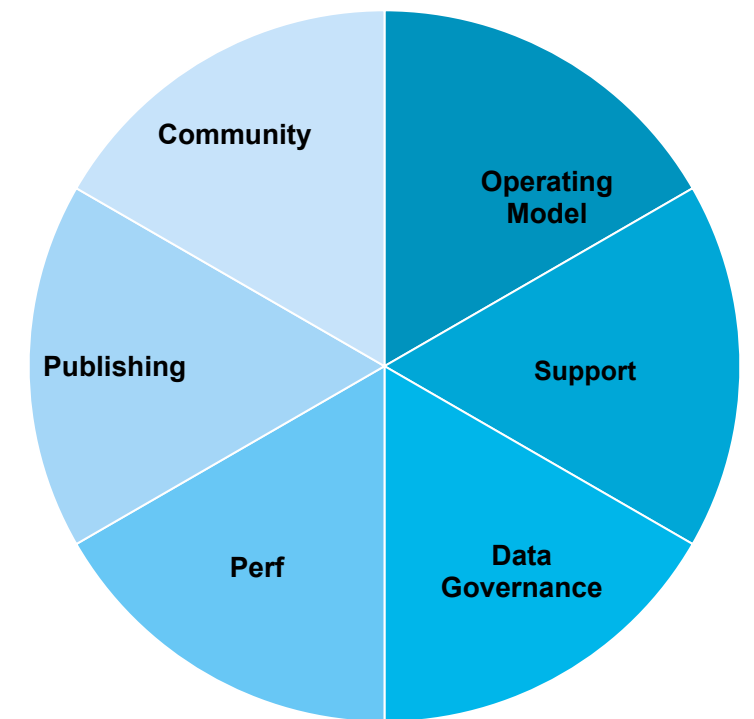
Key Takeaways - Tableau Go Enterprise

1. Tableau council with business & IT

2. Trust & empower business teams

3. Make BU site admins accountable

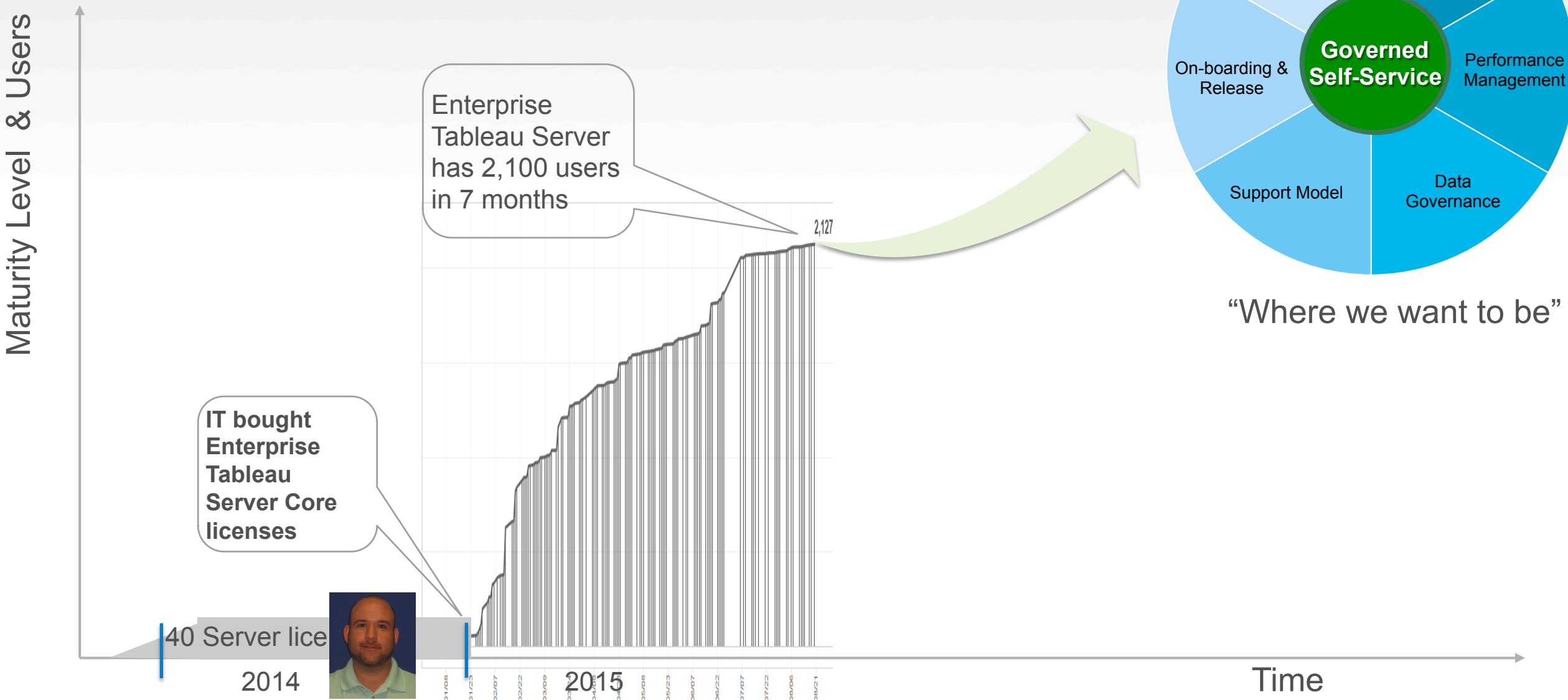
4. Must have data governance



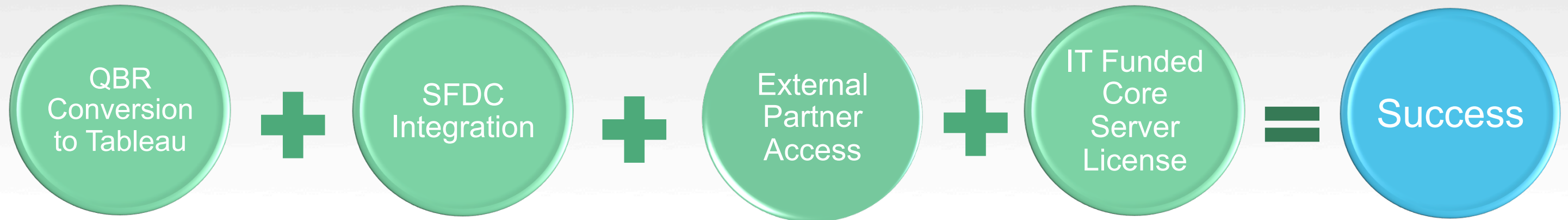


Business Benefits

Tableau Added 2,100 Users In 7 months!



Wild Success for NetApp Business Users



- 100+ hours saved per month in data processing
- Fully automated, data-driven presentations via Tableau
- Eliminated barriers to data with shared data sources

- SFDC users get enriched Tableau views/data seamlessly
- Tableau users & permissions created automatically per SFDC

- Tableau servers in DMZ allowing partner access
- Role level security per partner
- Hidden URL to avoid user guessing other views

- 2100+ User in 7 months
- Central funding allows BU quickly started
- Rock Solid HA Server
- Rock Star Admins



Actual Business Results Achieved

- Demo of Tableau Dashboards



[illegible]



Demo

Re-Cap NetApp Tableau

- 1. Tableau and Tier 2 Data Warehouse combination brings great self-service BI capability**
- 2. Tableau co-exists nicely with other enterprise BI tools in large enterprise environment**
- 3. Balanced governance is key to ensure the healthy state of Tableau self-service platform**
- 4. Tableau delivers great business values**

Q&A

Thank you

Enjoy Vegas & enjoy Tableau!