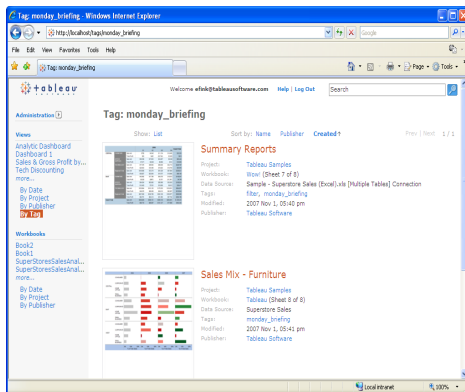


## Tableau Server

Use the web to extend data discovery, analysis and collaboration throughout your organization



*Understanding data and using those insights cannot be a specialized task for a few experts alone. Nearly everyone in your organization needs data to make fact-based decisions. Tableau Server supports robust data sharing and creates a rich environment for discovery, collaboration and inspired analysis.*

*With Tableau Server, you can publish visual analytics created with Tableau Desktop Professional to a server, where any permissioned user with a web browser can access them. Analytical views remain tied to their original data sources, so the most current information is always displayed and there's no need to repeat the same analysis every week or quarter. The focus moves instead to enhancing the data discovery process and building group intelligence to glean maximum value from available information.*

### Share data and enable personalized interactions

Server gives web users the power to not only view data visualizations created in Tableau Desktop, but interact with them from an individual perspective.

**Filters.** With intuitive filtering and sorting tools, web users can focus in on their own regions, departments, or other specialized interests. In addition, publishers have the ability to dynamically filter the data in a single view to be appropriate for any individual viewer. For example, a sales report can be published once and automatically show Western sales data to the Western Manager, Eastern sales data to the Eastern Manager, and so on.

**Links.** Users can follow links through a recommended analysis path of related views. Links can also invoke other web applications to display related information. For example, a transaction selected in a Tableau sales view may link to the exact Salesforce.com order details.

**Export Images & View Data.** All Tableau Server visualizations can be exported as images for use in Microsoft Office applications, including Word and PowerPoint. And when a visual analysis inspires questions about the data details, the underlying dataset can be viewed online or exported into Excel for further study.

### Facilitate data discovery and encourage deeper exploration

The signature ease of use, interactivity, and visual flair of Tableau Software can bring out the data analyst in anyone. Tableau Server encourages web users to interact deeply with data, giving them the power to add meaning and uncover hidden relationships.

**Focus.** Users can dig into analytical visualizations by filtering, paging, sorting, or viewing underlying data. They can focus in on what appear to be random outliers to isolate details or hidden trends – or they can exclude outliers to look more closely at the mainstream.

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**Search & Browse.** Automatic thumbnail views of each visualization make it easy for users to browse content. Tableau Server also has built-in Smart Search™ capabilities, expanding search beyond user-labeled tags and comments to include all content of the underlying metadata and workbooks.

**Question.** By expanding search to include metadata, Tableau Server encourages discovery-minded users. Rather than simply looking for the latest quarterly summary, users are more likely to ask valuable and time saving questions, such as “What type of profit analysis have others performed?”

## Create an environment for group intelligence

Tableau Server was built to take advantage of Web 2.0 features that encourage participation and raise group intelligence.

**Comments.** By joining in online discussion, everyone involved gains a better understanding of the data. The comments capability in Tableau Server encourages individuals to add explanatory notes, pose hypotheses, ask clarifying questions, and contribute opinions.

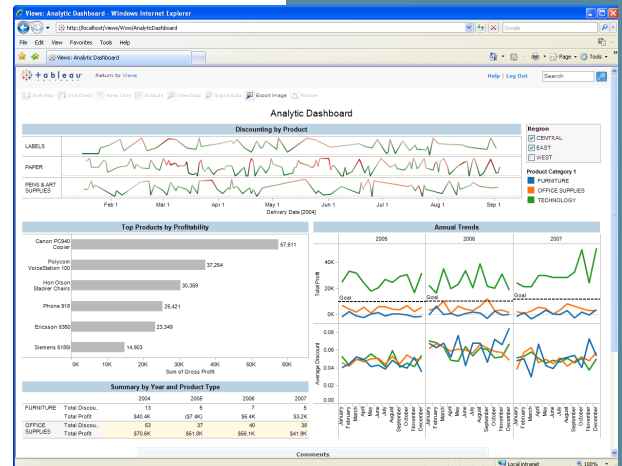
**Tags.** Publishers initially organize content on Tableau Server using logical projects and workbooks. Publishers may add some basic tags to content, but users can add additional tags as they surf in order to dynamically organize content in a way that best suits their needs. Ultimately tags allow the community to organically optimize organization of content and search more effectively.

## Control access and minimize IT management

Tableau Server is a complete solution — no other prerequisite software is required. The only infrastructure requirements are a Microsoft Windows environment, at least one publisher using Tableau Desktop, and a web browser. Users can be served analytical views using Microsoft Internet Explorer 6+ or Firefox 2.x.

**Rapid Deployment.** In contrast to other applications that require many weeks of IT deployment effort, Tableau Server can be installed and deployed in under 15 minutes. The majority of users report five-minute installs.

**Flexible Permissions.** Tableau Server ensures secure access to your sensitive information with a flexible system of usernames and passwords. Individual views can be published with an embedded password, enabling web users to access these views without being prompted for an additional login. Alternatively, Tableau Server can be integrated with Microsoft Active Directory to use your organization’s Windows network account names.



*Tableau Server was built to take advantage of Web 2.0 features that encourage participation and raise group intelligence. Comments encourage online discussion to enhance everyone’s understanding of the data. Tags allow the community to organically optimize organization of content and search more effectively.*