



FAST TRACKING BUSINESS PERFORMANCE
WITH ADVANCED ANALYTICS AND IT INFRASTRUCTURE SERVICES

THE THREE 'P'-ILLARS

Lessons Learned in implementing

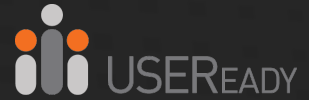


Andy Vadul

 @USEReADY_CTO



ABOUT US: HISTORY AND GROWTH



Founded in 2011



Over 250 employees globally



Won Red Herring 100 Winner & Inc 5000 Awards in 2015



Expanded reach in the US with offices in Austin and Seattle



Nominated for Tableau's Services, Training and Alliance Partner of the year 2016



Phone: +1 435 704
Fax: +1 435 721



Soon we spread across 3 Locations globally – New York, New Jersey & Bangalore, India



150+ happy enterprise customers



Named Tableau's Services Partner of the year 2015



Partnered with Solmark to strengthen leadership in the Digital Transformation market



Acquired Design Strategy to strengthen Managed IT Services

WHAT WE DO: BI DEPLOYMENT AND ADOPTION



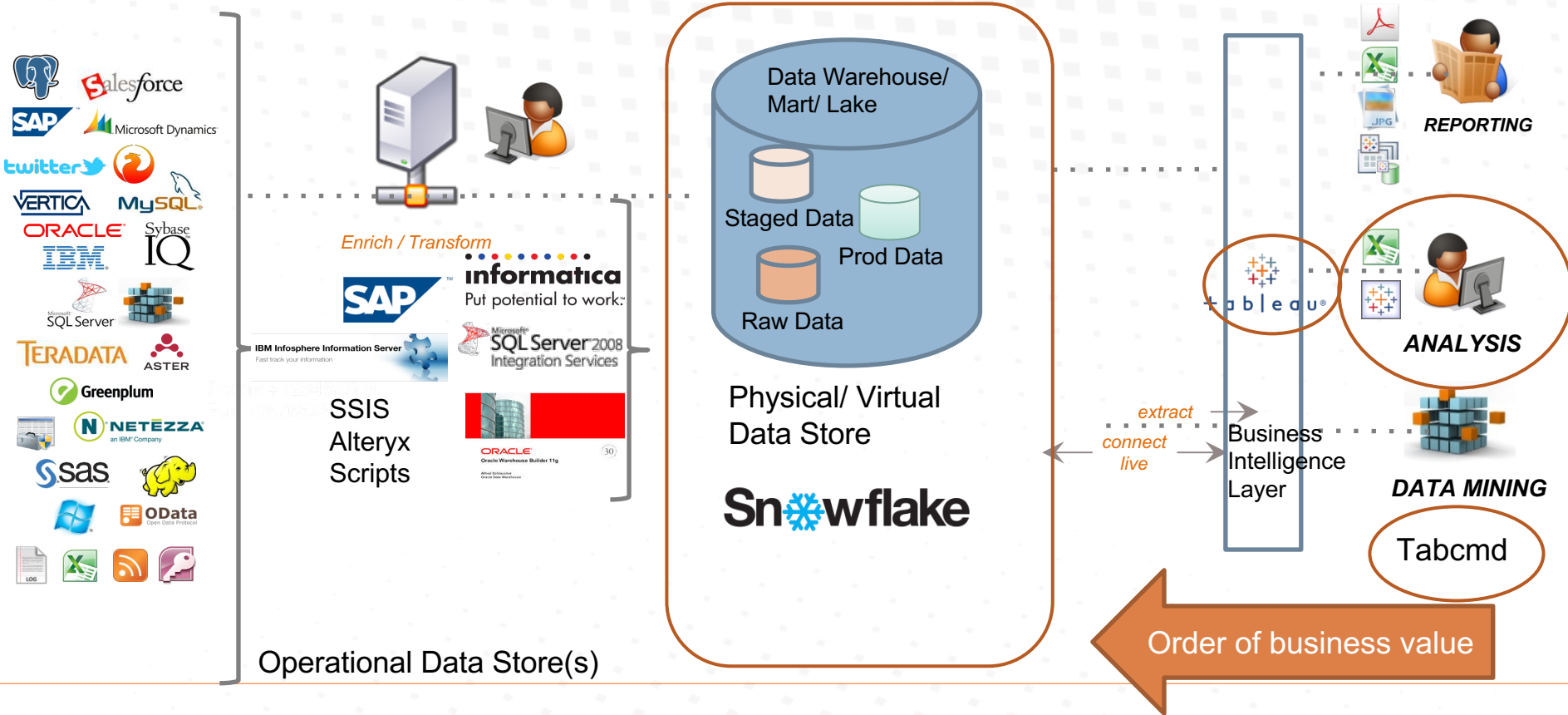
We help you deploy an agile BI ecosystem and establish CoEs in data preparation, visualization, collaboration and governance to ensure that the process of using your data for business gains can begin.





PLATFORM

PLATFORM OVERVIEW



PLATFORM CHANGES

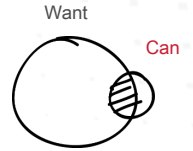
- ❑ Start with the front end and work backwards
 - ❑ Immediate business value
 - ❑ Shows where to focus for optimization
- ❑ Time to market is everything
 - ❑ Use data warehouse design for optimization
 - ❑ Record performance – end to end
 - ❑ Size (of DW) does matter!



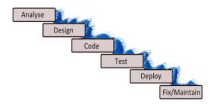
PROCESS

PROCESS OVERVIEW

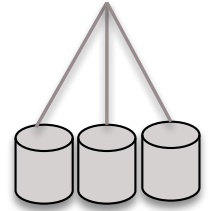
Dashboards / Reports



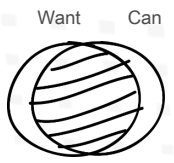
WATERFALL



Report Factory



Ad Hoc Analysis



Manual & Repetitive



Tableau + Snowflake



People

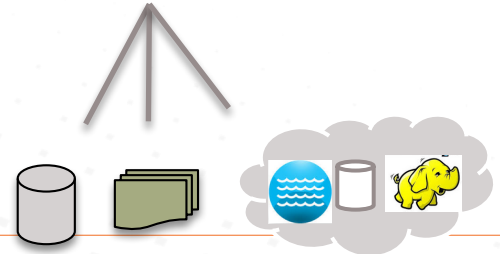
Process

Platform



Collaborative Agile

TABLEAU + Snowflake



Business
IT
Business + IT



- Focus on Gathering Data
 - ▣ Cloud Data warehouse will continue to evolve
 - ▣ DW Design is vastly simplified – Cloud Data Warehouse
- Load testing
 - ▣ Data Load testing as seen from the front end becomes critical
 - ▣ Optimize and rearrange process for performance only
- Business Continuity
 - ▣ Simplified process due to platform change



PEOPLE



KAIZEN TEAM



Subject Matter Expert
(Customer)

Business
Context



Alignment



Program
Coordinator

Seed
Questions

Business
Data



Data Steward
(Scrum Team)

Tableau
Training

Tableau Artisan
(Scrum Team)

Knowledge
Transfer

- Data Steward
 - Unlearn DW complexity
 - Train for what to focus on
- Tableau Artisan
 - Live Queries can work just as well!
 - Join on the fly – Join Culling is magical
 - Use Level of Detail expressions correctly
- Subject Matter expert
 - ‘Can’t be done’ is only transient!
 - Requirements can be in bullet points!



PLATFORM

- Value is front to back
- Time to Market
- Reduced complexity



PROCESS

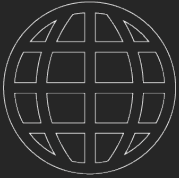
- Focus on data gathering
- Test for Load
- Process is a lot lighter



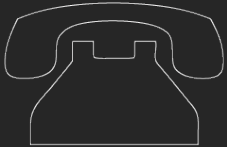
PEOPLE

- Unlearn complexity
- Focus on end goal
- Closer business interactions

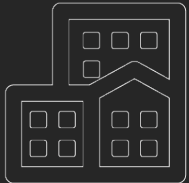
THANK YOU



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