

How EA takes their Global Analytics Platform to the next level with Tableau & Snowflake

Mark Jewett, VP of Product Marketing

Tableau

A collage of numerous small photographs of diverse people of various ages and ethnicities. Many of them are holding up white signs or speech bubbles with text related to data. Some signs say "TALK DATA TO ME", "MY DATA TALKS", "DATA IS IT ALL", "ALL DATA, ALL THE TIME", "DATA IS THE PEOPLE", "GET YOUR DATA", "DATA-CATED", "DATA STARTS", "DATA IS IT ALL", "ALL DATA, ALL THE TIME", "WORKING DATA DATA DS IT ALL", "DATA IS IT ALL", "DATA IS THE PEOPLE". The overall theme is about the importance and ubiquity of data in modern life.

We help **people** see and understand data

The Tableau Platform

Powerful analytics that
drive business value

A stylized bar chart with several vertical bars of varying heights, rendered in a light blue color against a darker blue background.

Fast adoption at scale
across all skill sets

A stylized icon representing a group of people, consisting of three overlapping circles in a light orange color against a darker orange background.

Flexibility to leverage
existing technology
investments

A stylized icon representing cloud and server technology, featuring a cloud shape and a server rack, rendered in a light red color against a darker red background.

Mission critical platform

A stylized icon representing a server rack, consisting of a vertical stack of horizontal bars with a semi-circular top, rendered in a light blue color against a darker blue background.

Flexibility and Choice

Data Source



Files



Databases



Big Data



Cloud



Apps

Query



Live Query



In-memory

Deployment



On-premises



Public Cloud



Hosted

Platform



Windows



Linux



Mac



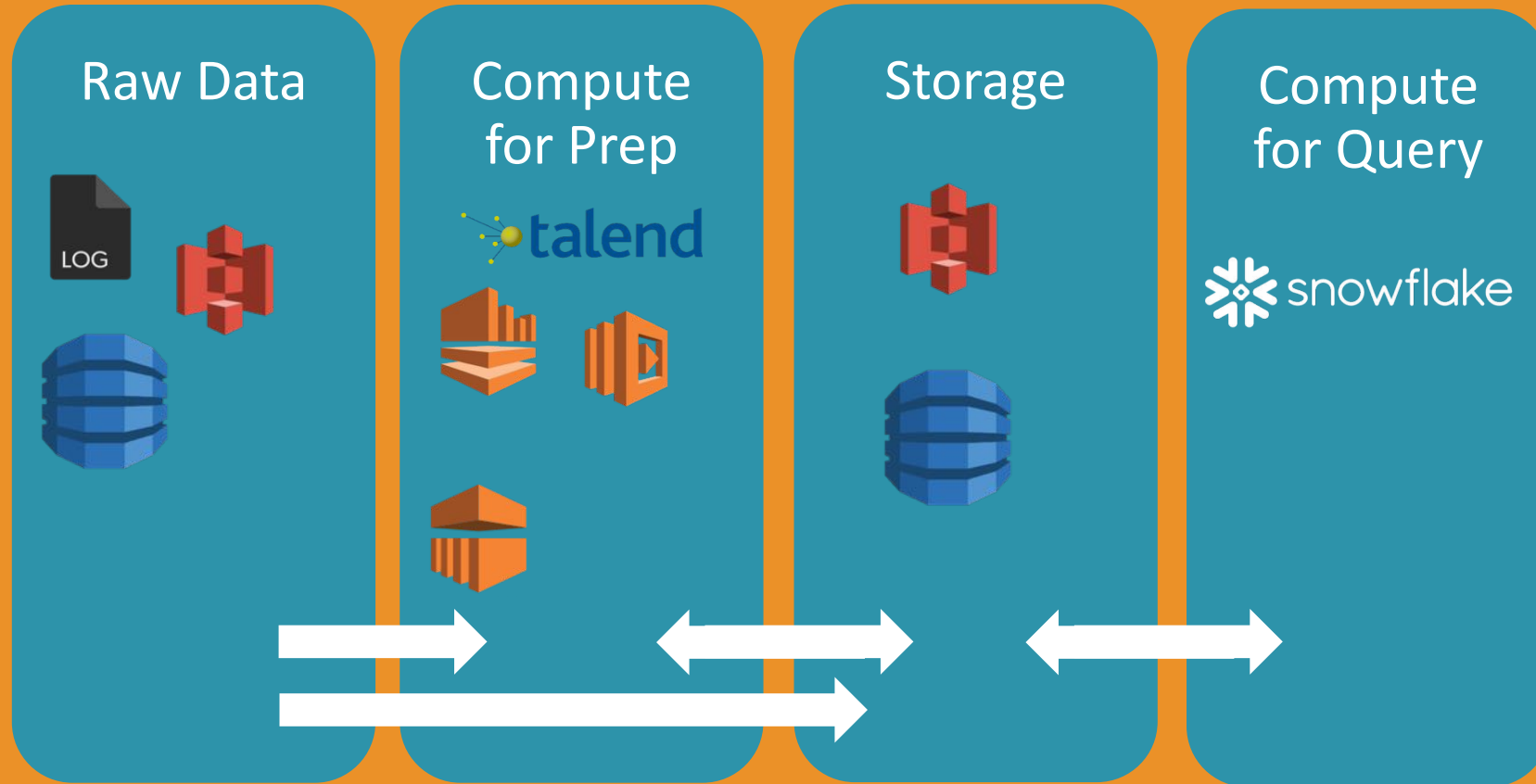
Web



Mobile



Embedded





Global
Publishing

Sales

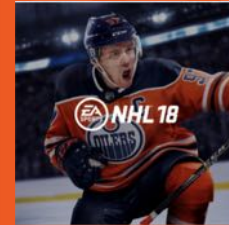
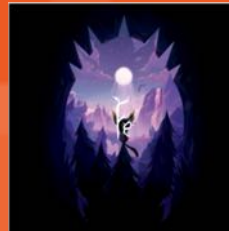
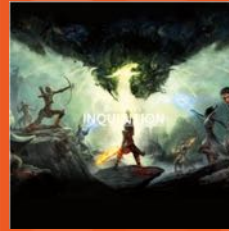
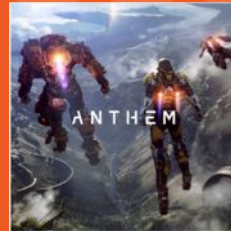
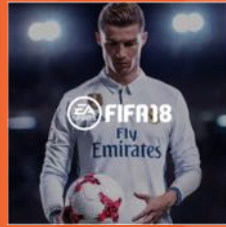
Finance

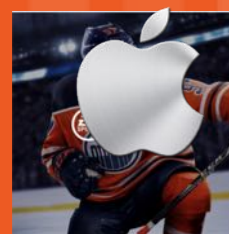
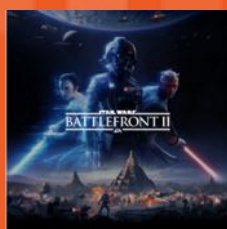
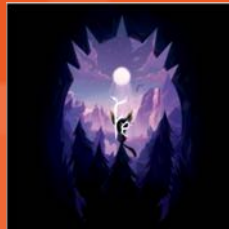
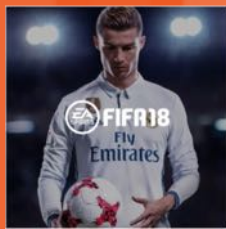
Global IT

Demand
Planning

Studios

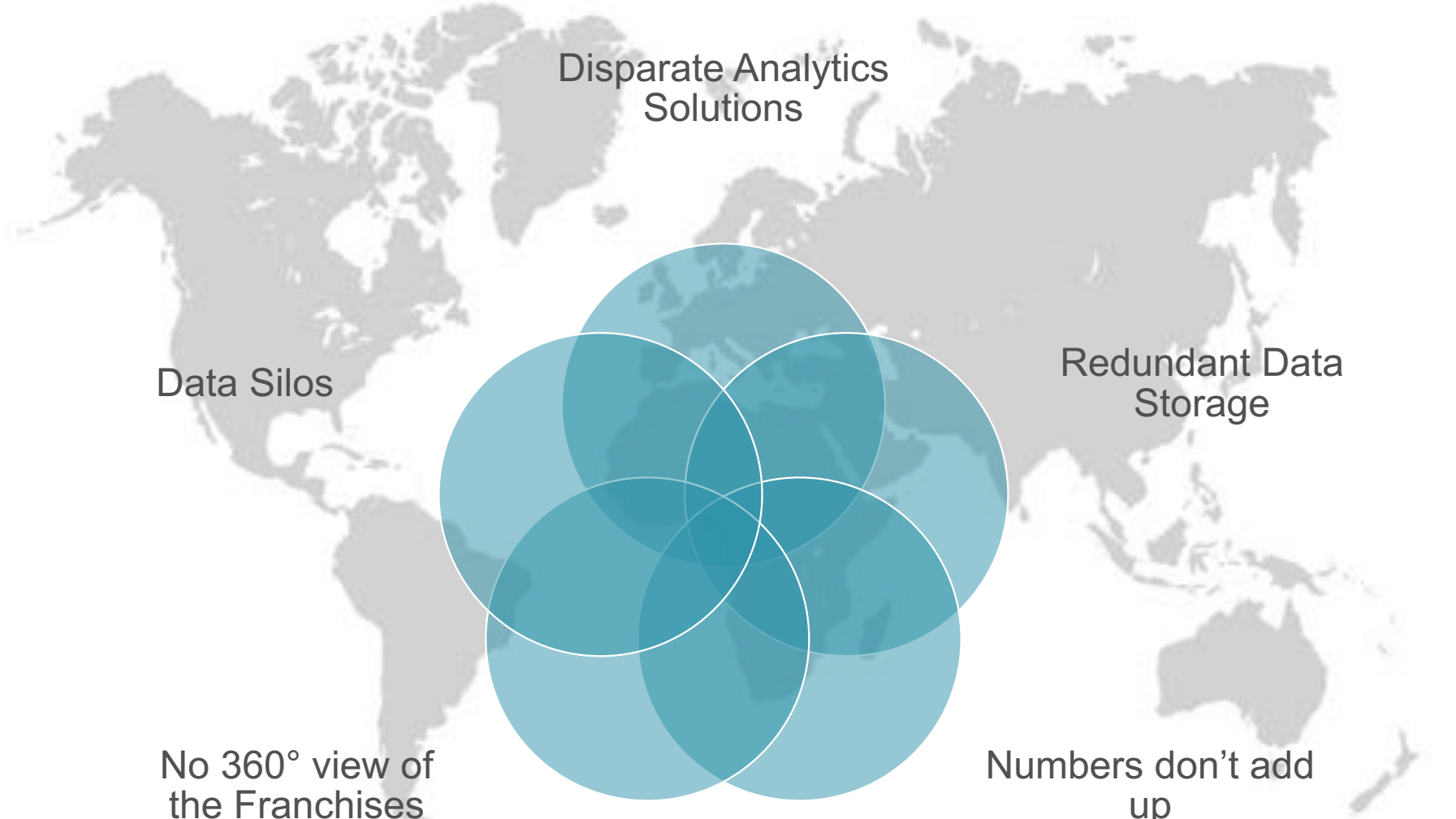
Marketing





BioWare™
A DIVISION OF EA

IN THE PAST...



Disparate Analytics Solutions

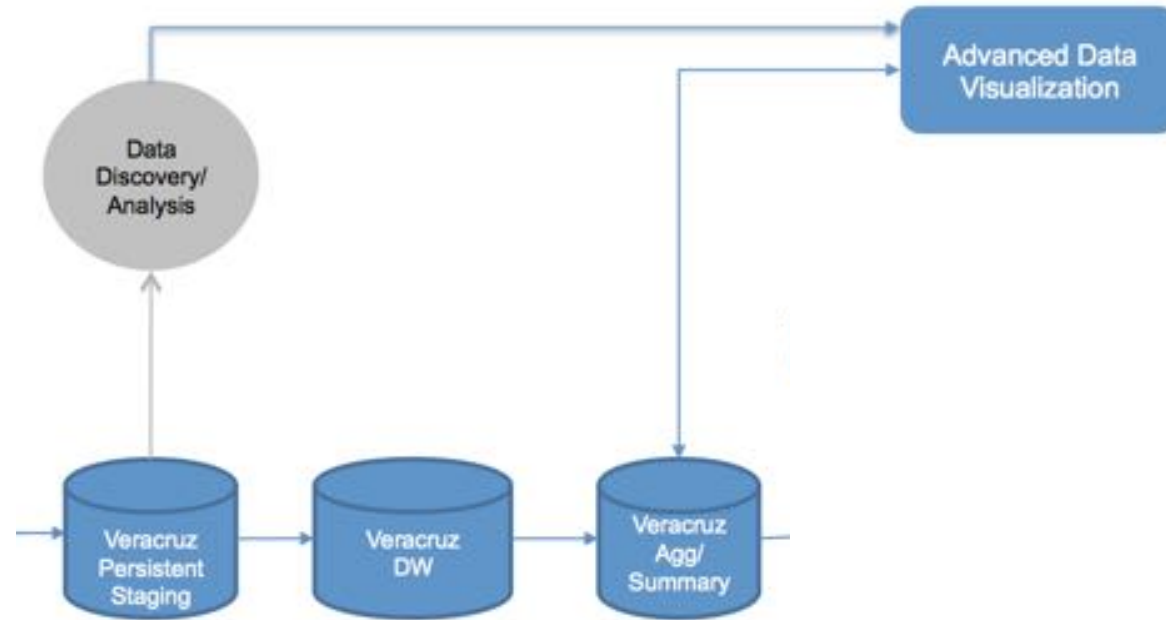
Data Silos

Redundant Data Storage

No 360° view of the Franchises

Numbers don't add up

SALES DATA ANALYTICS FLOW



Tableau

— Powerful analytics that drive business value

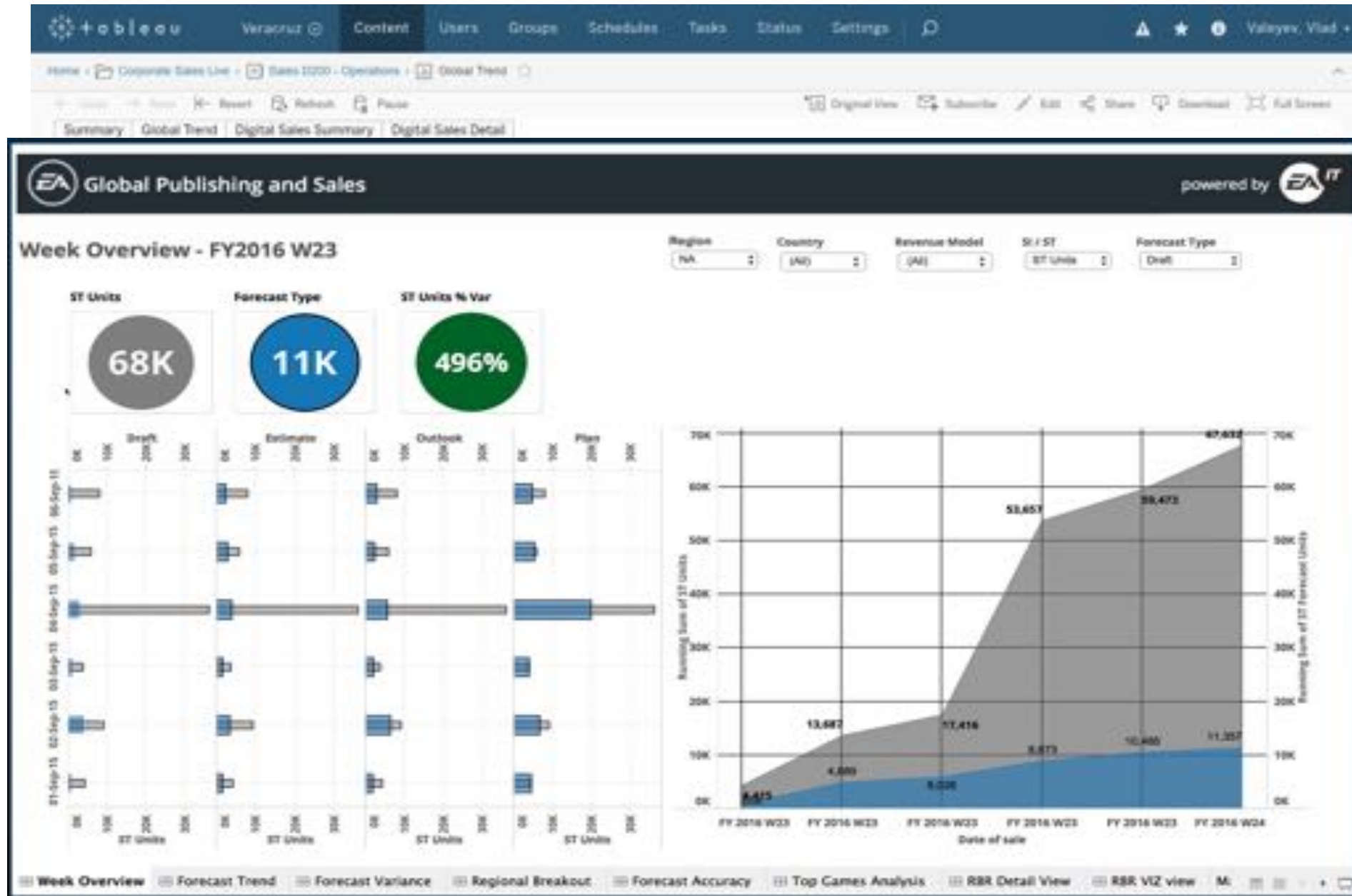
— Fast adoption at scale across all skill sets

— Flexibility to leverage existing technology investments

— Mission critical platform

Analytics

SALES ANALYTICS WITH TABLEAU



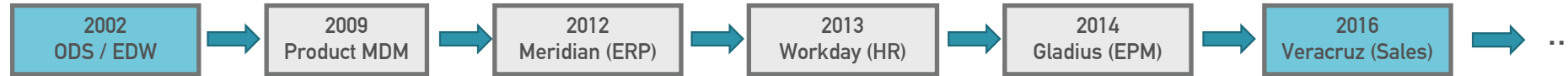


- 85%+ of revenue captured across channels
- Analytics-driven culture increases retention
- Built trust in data
- Tableau Desktop for creation of ad hoc and bespoke reports
- 300+ Users in Global Sales
- Holistic view of fresh data

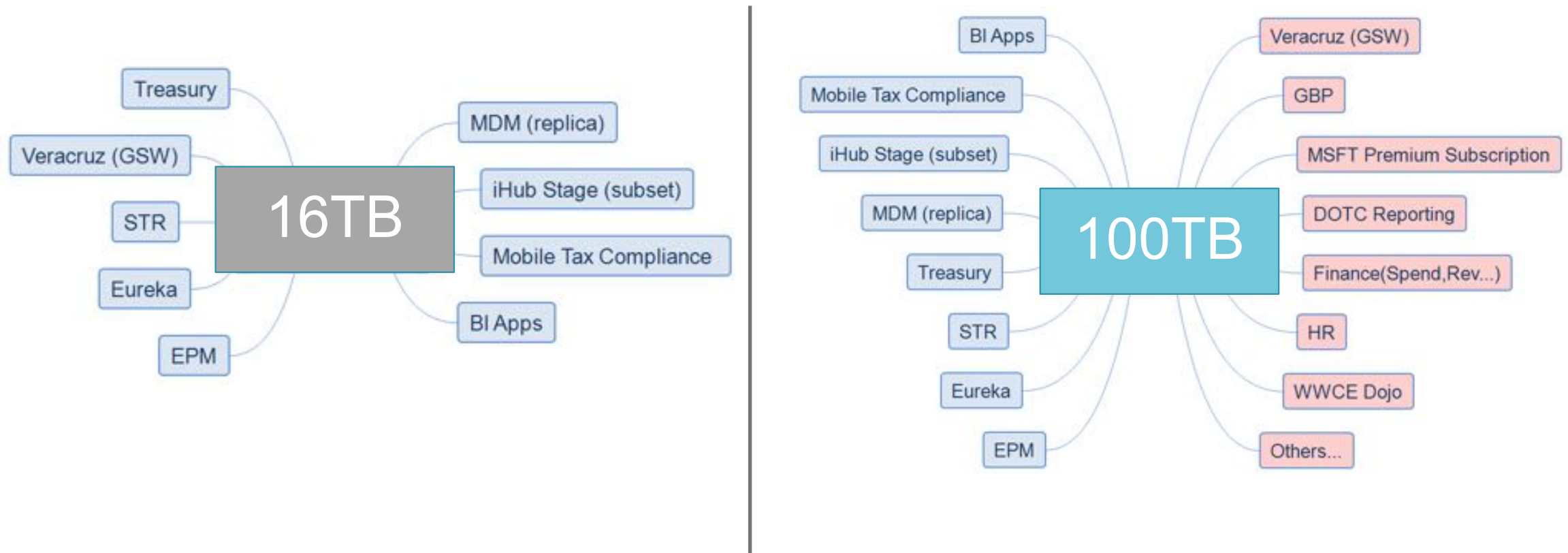
“Without Veracruz and Tableau, I simply could not do my job today”

“I spend less time building my reports and more time focussing on the data”

INFORMATION MANAGEMENT JOURNEY



DATA GROWTH PROJECTION



EA is constantly challenging the Status
Quo

WHY EA NEEDED A NEW DATA PLATFORM

Data Latency & Accessibility

- Micro batch data processing
- Live data access from Tableau
- Time Travel

Infrastructure Scalability

- Elastic Concurrency
- Elastic Performance
- Zero disruption to scale up

TCO

- Pay Per Use
- Unlimited Data In/Out
- Near Zero Administration & Tuning

Risk to Critical Business Processes

- Predictable dedicated SLA
- Dedicated compute for critical processes
- Auto scaling





SaaS model

Separation of storage and compute

Easy Administration

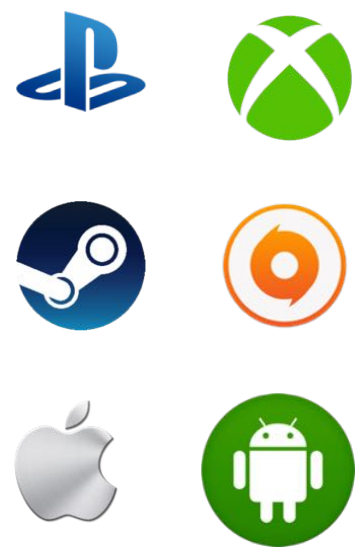
Time Travel

Elastic performance increasing with demand increase

100+ TB

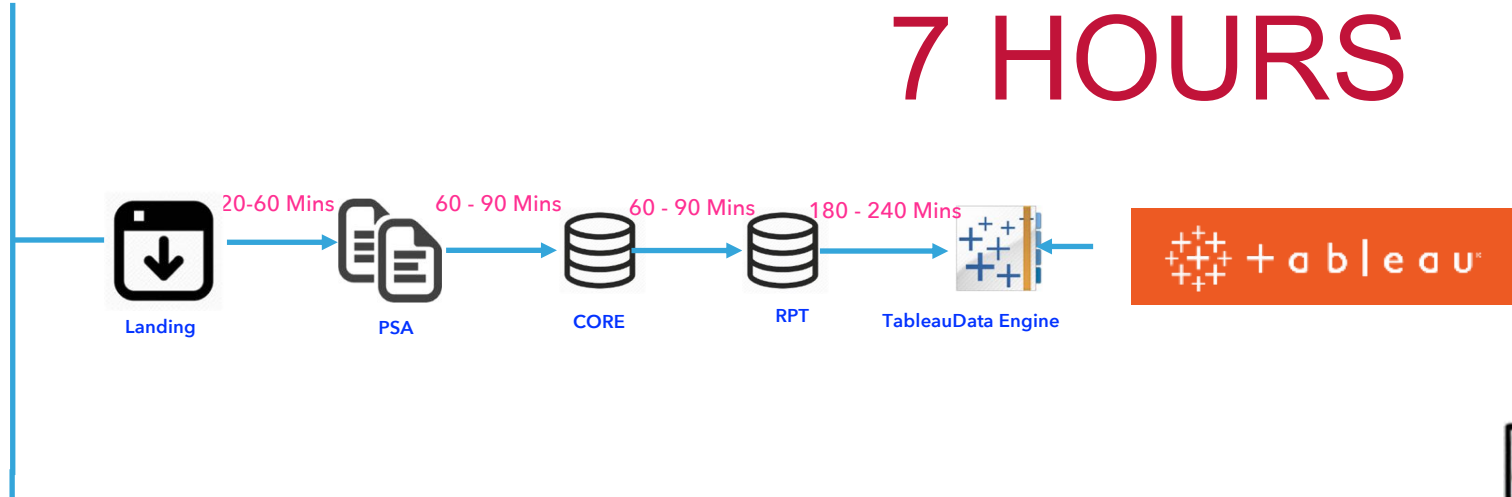
Direct semi-structured data querying: delimited, json, XML

ARCHITECTURE COMPARISON



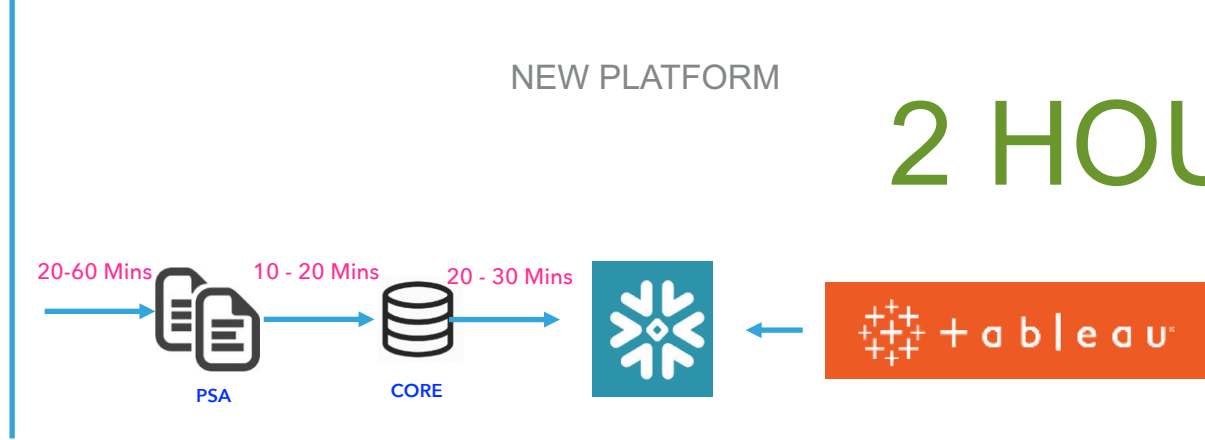
CURRENT PLATFORM

7 HOURS



NEW PLATFORM

2 HOURS



Data Analysts



- Next level Analytics Platform
- High User Adoption, More Use Cases
- Linear scale to 100TB and above
- Support Tableau live queries on datasets covering 3 yrs and more
- Streamline data acquisition processes
- Simplify recovery from data issues
- Holistic View, Data Freshness of <1h





Monthly Avg

3K

Current Month



WoW

-21

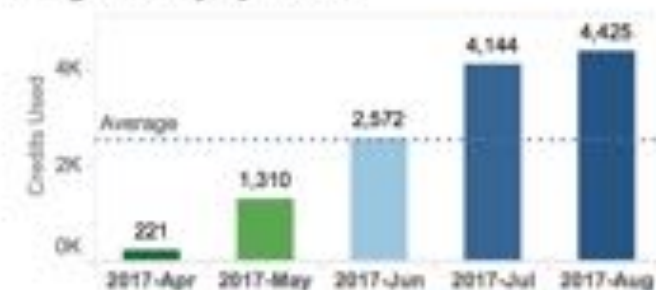
Usage Meter - LTD



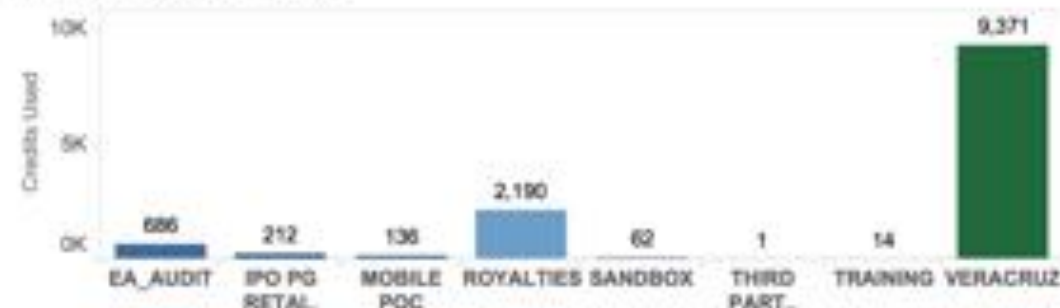
Current Usage vs Forecast



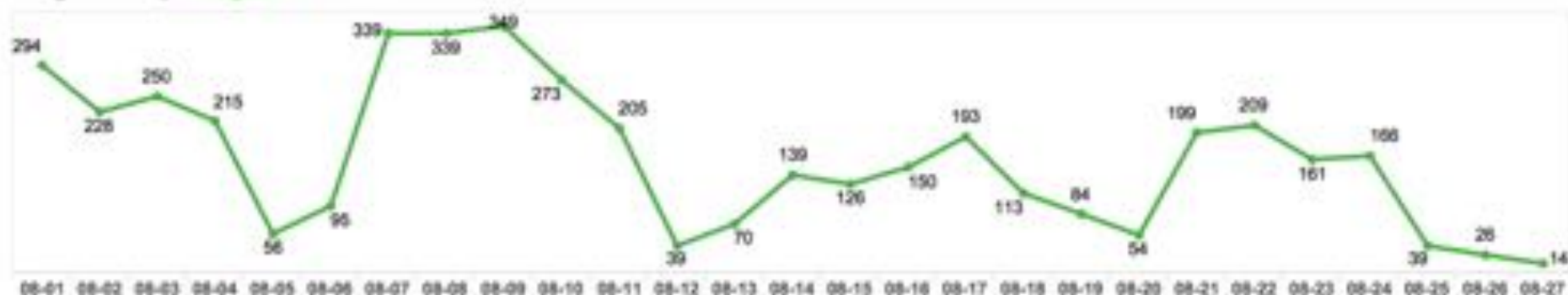
Usage History by Month



Credit Usage by Project



Usage History - Aug, 2017



Next Steps

Discovery Workshop

- Executive Sponsorship
- Access to Business & IT Leaders
- Identify Business Need
- Scope Solution / Use Case

Guide Evaluation

- Set Up Data Environment
- Analyze & Explore Data
- Create & Publish Visualizations
- Discover Business Value