



SENTURUS

6 Ways to Publish & Share Tableau Dashboards

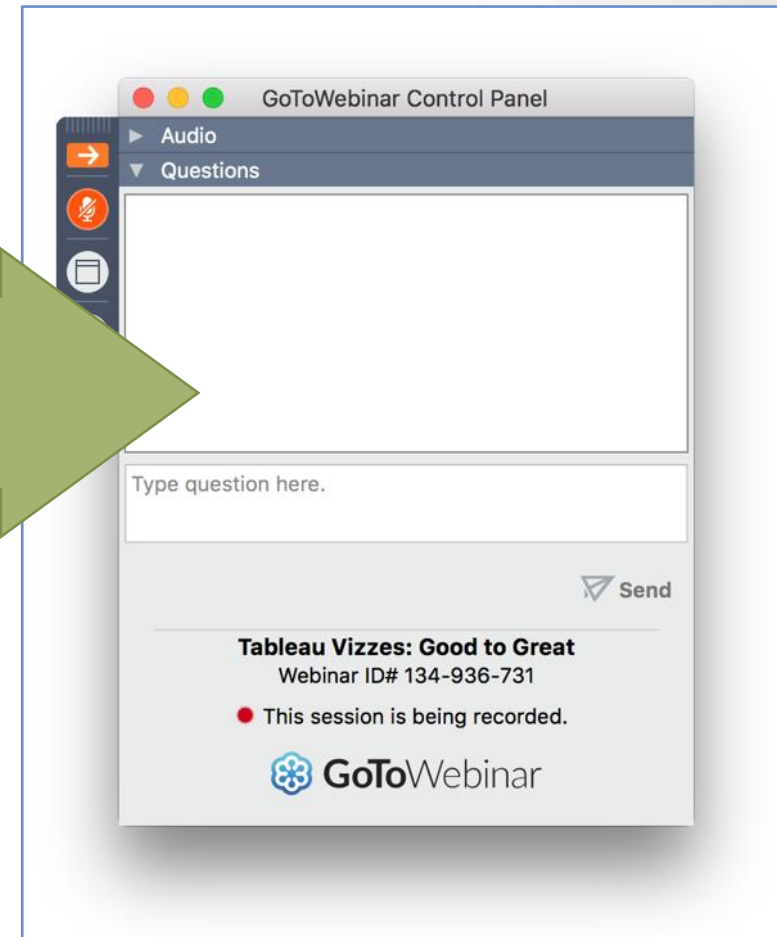


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SHEDDING LIGHT ON CLOUD BI OPTIONS
Amazon. IBM Cognos Cloud. Microsoft Power BI Service. Tableau Online.
Azure.



BUSINESS
STRATEGY



IBM COGNOS REPORTING TOOLS: FEATURE SET COMPARISON
Visual Reference Guide



FEATURES



A COMPARISON OF POWER BI, TABLEAU & COGNOS
Differentiators Demo'd



FEATURES



Agenda

Introduction

How to determine the best method of sharing Tableau

Demo: six different methods of sharing

Discuss pros and cons of each method

Senturus overview

Additional resources

Q&A



Introductions



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Poll

What Tableau tool do you use for development?

1. Tableau Desktop
2. Tableau Server
3. Tableau Public
4. 2-week trial of Tableau (*just getting started!*)
5. None of the above

You built a great dashboard—now what?

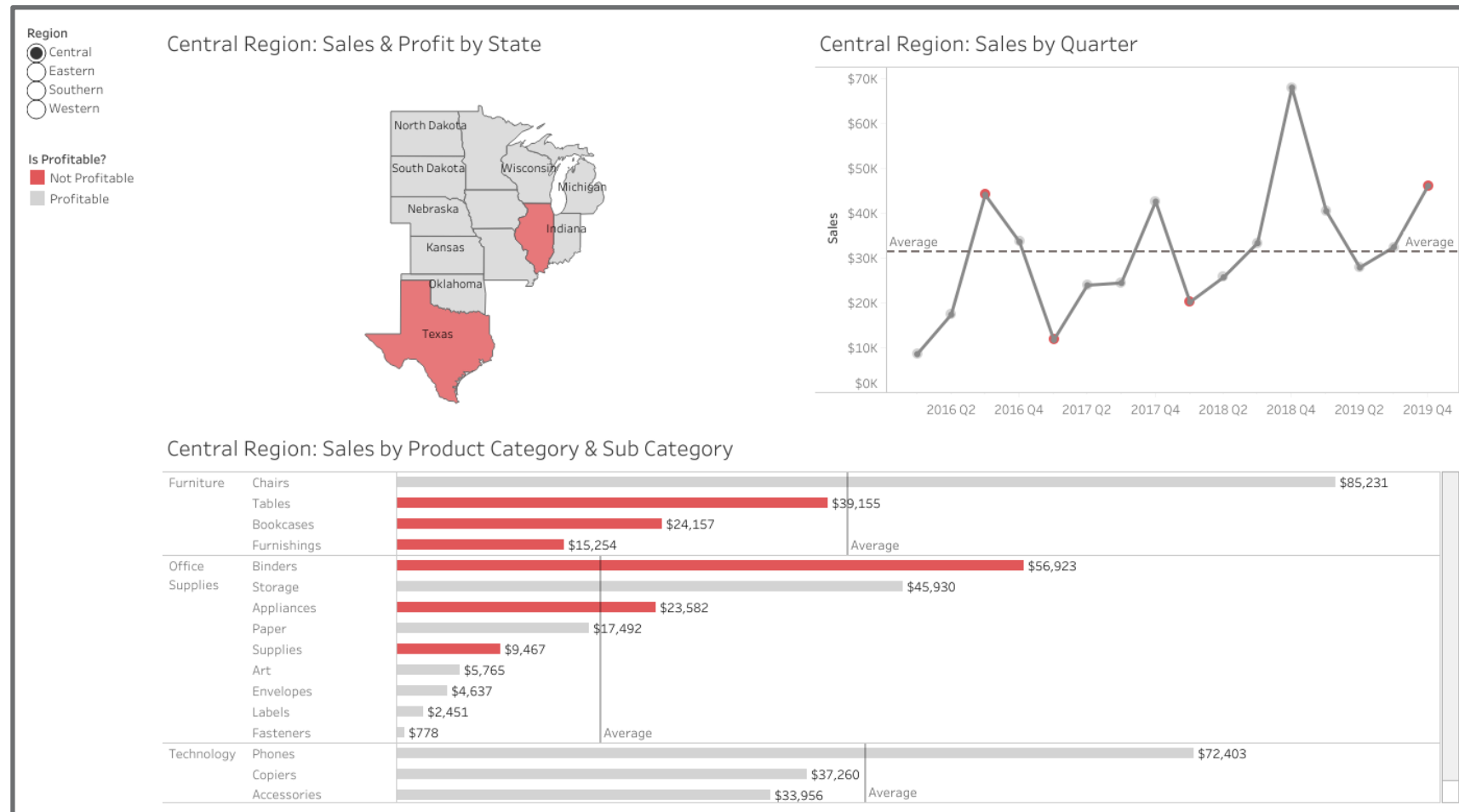


Tableau products

Tableau Desktop

For creating dashboards and ad hoc analysis

Explore and visualize data

Package visualizations for distribution

Tableau Server/Tableau Online

Allows you to build and share visualizations

Publish interactive dashboards

Secure and organize content

Collaborate with other analysts

Tableau Mobile

A mobile app for viewing Tableau content (both online and offline)

Available on both iOS and Android

Tableau “free” products

Tableau Reader

- Can be used to open and interact with Tableau visualizations

- Interactive with sorting and filtering

- Similar to Adobe Acrobat reader

- Available to everyone as a free download

Tableau Public

- Public sharing of dashboards and visualizations

- Free hosting service available

- Allows for embedding into websites and blogs

Summary - Tableau products for building and sharing

Developing Tableau

Tableau Desktop

Tableau Server

Tableau Public

Viewing Tableau

Tableau Desktop

Tableau Server

Tableau Reader

Tableau Mobile

Tableau Public

Embedded Tableau

6 ways to publish and share Tableau

1. Tableau Desktop
2. Tableau Server
3. Tableau Public
4. Tableau Mobile
5. Metrics
6. Embedded Tableau



Which option should you use?

Consider:

1. Device types used by your intended audience
2. Whether users can install client-based software
3. Whether the audience needs to edit or change the workbooks
4. Your access to Tableau Server
5. Security requirements
6. Tableau license type (cost and availability)

Tableau Desktop

Client-based development tool

Supports multiple methods of sharing

Sharing options - Tableau Desktop

Save a Tableau Desktop packaged workbook

Publish to Tableau Public

Publish to Tableau Server or Tableau Online

Create device specific layout

Publish to PDF or PowerPoint

Tableau Server/Tableau Online

Web-based development environment

Provides data governance and centralized data management

Supports multiple methods of sharing

Sharing options - Tableau Server

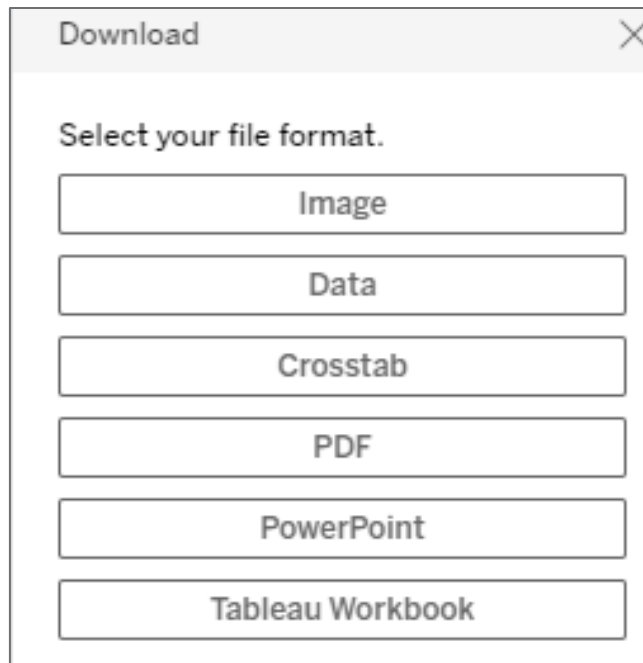
Create or edit a visualization

Create device specific layout to be used by Tableau Mobile

Metrics

Subscriptions

Download a copy



A screenshot of a 'Download' dialog box from Tableau. The dialog has a title bar with the word 'Download' and a close button (X). Below the title bar, the text 'Select your file format.' is displayed. There are six buttons stacked vertically, each representing a different file format: 'Image', 'Data', 'Crosstab', 'PDF', 'PowerPoint', and 'Tableau Workbook'. The 'Tableau Workbook' button is highlighted with a purple border.

Tableau Server – Metrics

Metrics are separate from dashboards

Metrics are refreshed with extract *or* every 60 minutes for live connections

More options on Tableau Mobile
(adjust and compare)

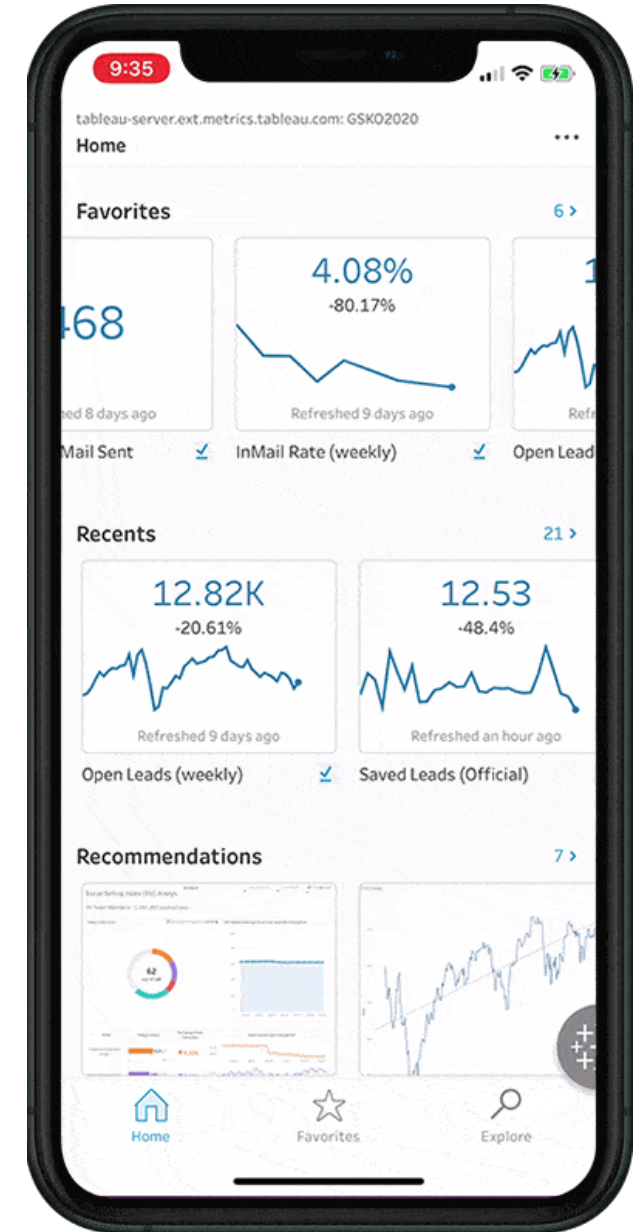


Tableau Public

“Free” client-based development tool (*no license*)

- Supports sharing to Tableau Public

- Can only use a few data sources

Tableau Public is also a Tableau hosted web-site

- Can be used to publish and embed Tableau

Sharing options - Tableau Public

Use Desktop to publish workbook to Tableau Public

Use Tableau Public to create a visualization and save to Tableau Public

Embed Tableau Public content in a website

Use permalink to embed a website in Tableau Public

Other options – Embedded Tableau

Tableau can be embedded in web applications including SharePoint, Salesforce and custom mobile apps

Tableau Server is available with Embedded Analytics pricing

Note: If your audience doesn't have a license, you can embed using Tableau Public

For more info on embedding Tableau see the Tableau Embedding playbook <https://tableau.github.io/embedding-playbook/#>

Tableau sharing



Tableau Desktop sharing – review

Save or export packaged workbooks

Publish to Tableau Public or Tableau Server

Save to static files - PDF and PowerPoint

Consider how to keep data current

Tableau Server sharing – review

Publish to Tableau Server

Tableau Metrics to publish a KPI

Use subscriptions (daily, weekly)

Create device specific layouts

Download image, PDF, PowerPoint or workbook

Consider how to refresh data

Tableau Public sharing – review

Tableau Public is both a development tool and a web-site

Best for non-proprietary data

Great way to practice using Tableau

Does not require a license (*Tableau Desktop “lite”*)

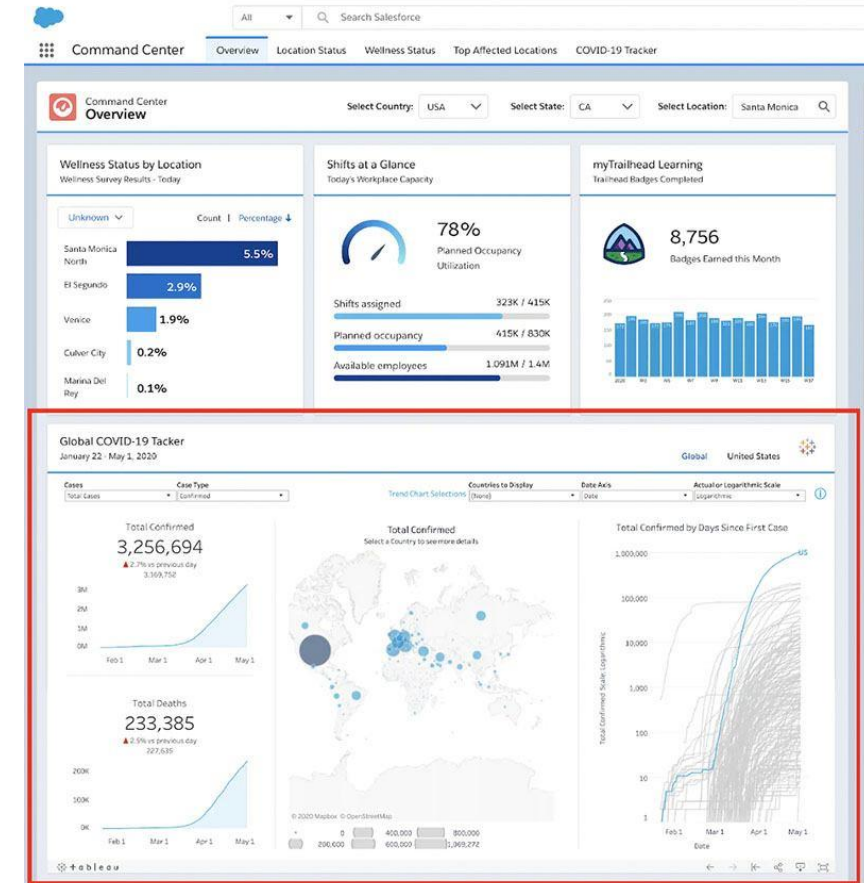
Free!!

Embedded Tableau – review

Can embed Tableau Public for free

Embedded Analytics pricing is available

Other options to embed Tableau in apps like Salesforce



Keeping data current

Install Tableau Bridge for local data

Refresh manually then republish

Use a live connection to a database

Publish the data source to Tableau Server and set up refresh schedule

Use Tableau Prep to build a flow to transform data

Tableau Prep Conductor can be used to schedule Tableau Prep

Tableau license types

Creator

- Can create workbooks and data sources

- Includes Tableau Desktop, Tableau Server and Tableau Prep

Explorer

- Can create workbooks against existing data sources

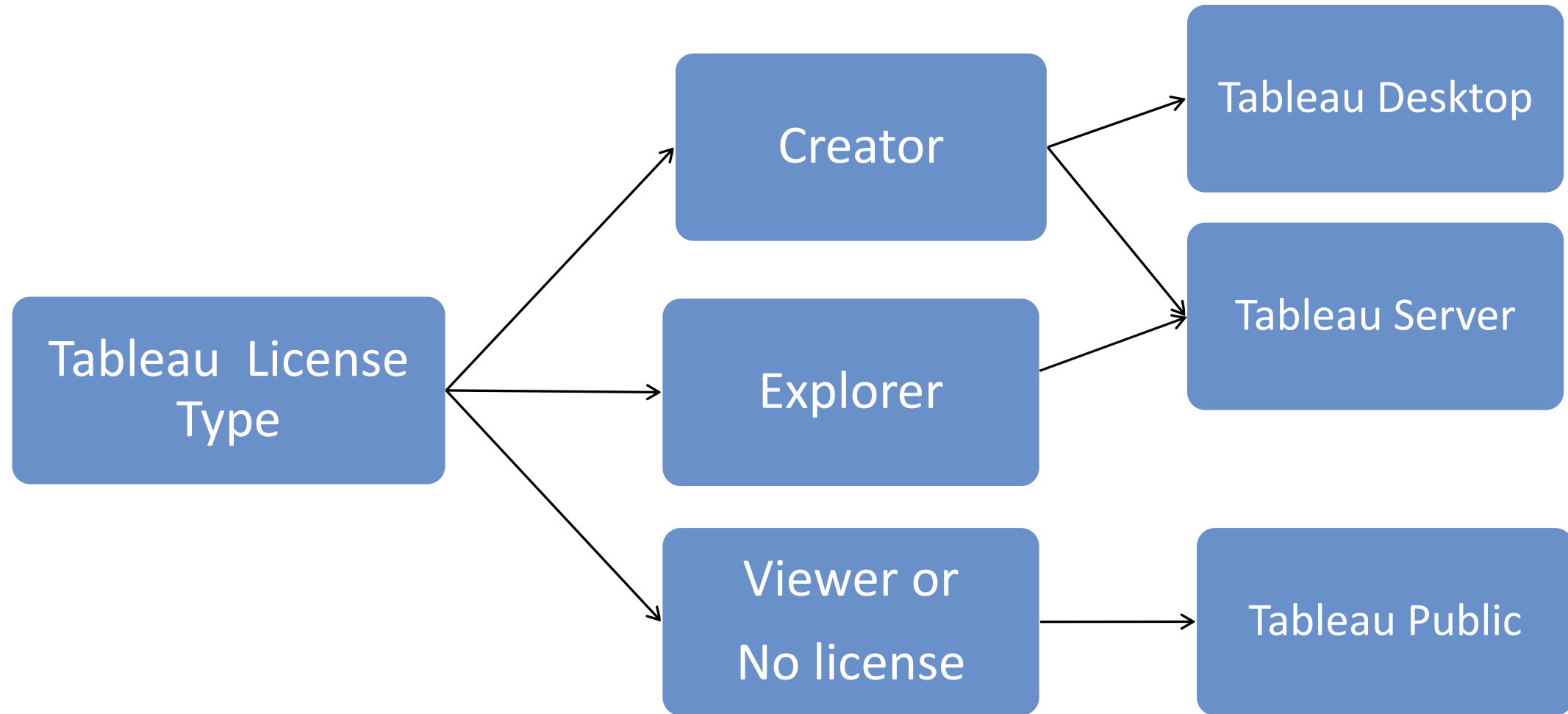
- Can edit workbooks

- Browser-based editing and viewing

Viewer

- Browser-based viewing

Tableau sharing - developer



Summary

What to consider when sharing Tableau

There are many options ...

- Tableau Desktop

- Tableau Server

- Tableau Public

- Tableau Mobile

- Metrics

- Embedded Tableau

More resources: blogs

Six Ways to Publish & Share Tableau Content

<https://senturus.com/blog/six-ways-to-publish-share-tableau-content/>

Tableau Server vs. Desktop Comparison

<https://senturus.com/blog/tableau-server-vs-desktop-comparison-2/>

Lessons & Limitations of Tableau Metrics, the KPI Report Builder

<https://senturus.com/blog/lessons-limitations-of-tableau-metrics-the-kpi-dashboard-builder/>

Tableau Licensing: Creator, Explorer & Viewer Explained

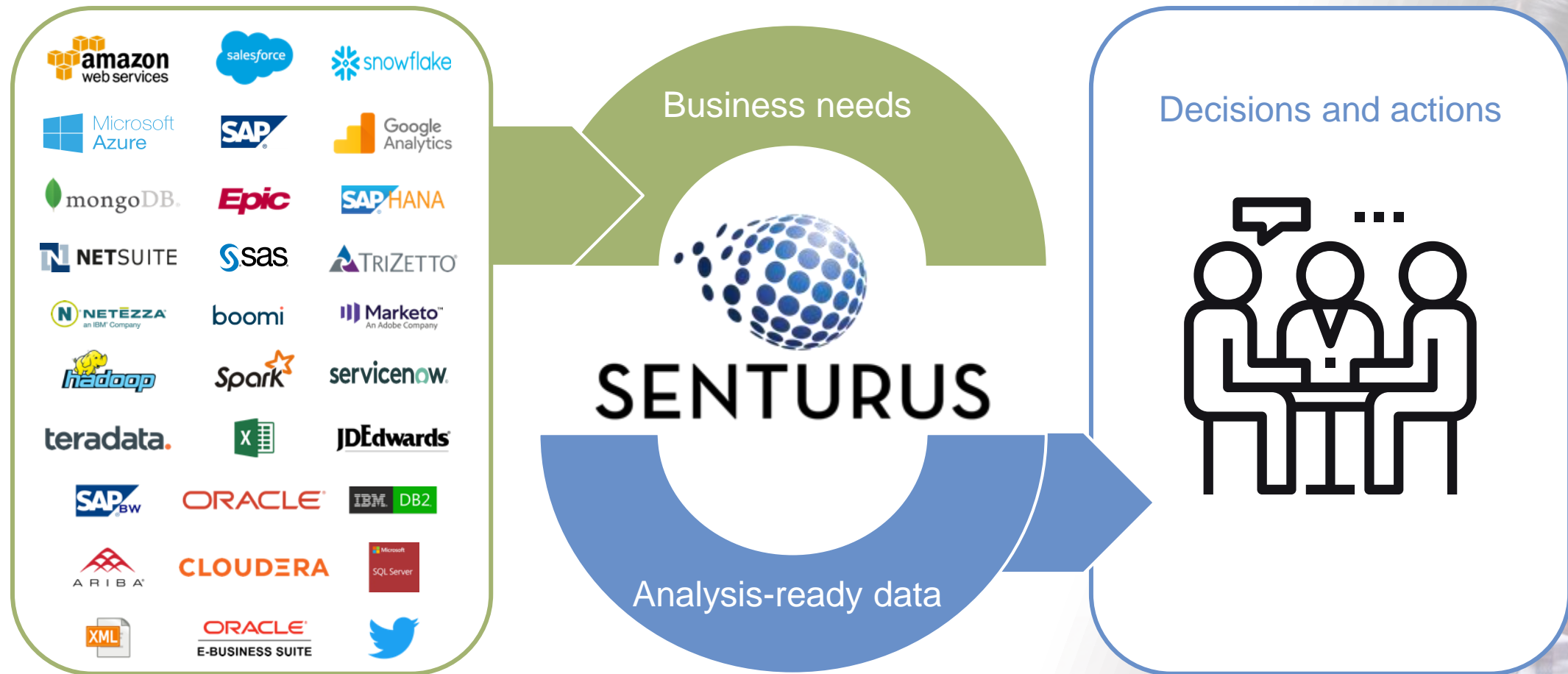
<https://senturus.com/blog/tableaus-new-licensing-creator-explorer-and-viewer-explained/>

Your path to modern BI

Accelerating self-service analytics
for the enterprise



Bridging the gap



Full spectrum of BI services

- Data preparation and modern data warehousing
- Dashboards, reporting and visualizations in Power BI, Cognos and Tableau
- Hybrid BI environments (migrations, security, etc.)
- Software to accelerate bimodal BI and migrations
- BI services and support retainer (expertise on demand)
- Training and mentoring

A long, strong history of success

- 20+ years
- 1350+ clients
- 3000+ projects



Expand your knowledge

Find more resources
on the Senturus website

senturus.com/senturus-resources



Upcoming events

What's New in Cognos 11.2.0

Demos and Q&A with IBM Offering Manager

Thursday, Apr. 22, 2021, 11am PT/2pm ET

Power BI Report Builder & Paginated Reports

Using Power BI for printed, pixel-perfect reporting

Thursday, May 13, 2021, 11am PT/2pm ET

Easily Connect Power BI & Tableau to Cognos

Senturus Analytics Connector Demo

Thursday, May 20, 2021, 11am PT/2pm ET

Complete BI training



Power BI



IBM
Cognos
Analytics



Tailored group sessions



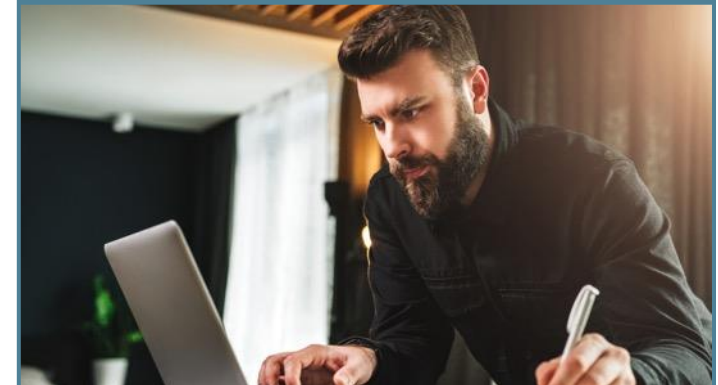
Mentoring



Instructor-led online courses



Self-paced learning



Additional resources from Senturus

Unbiased product reviews



Technical tips



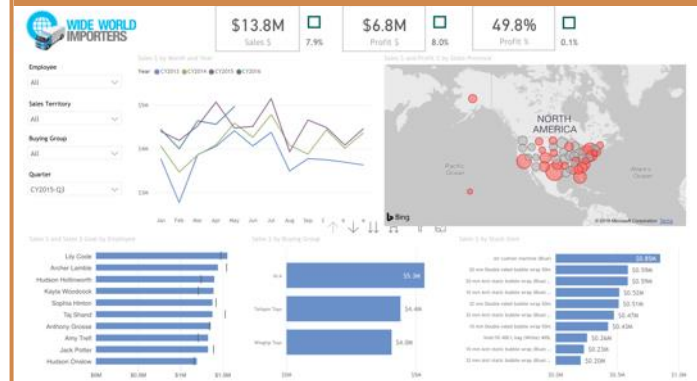
Insider viewpoints



More on this subject



Product demos



Upcoming events

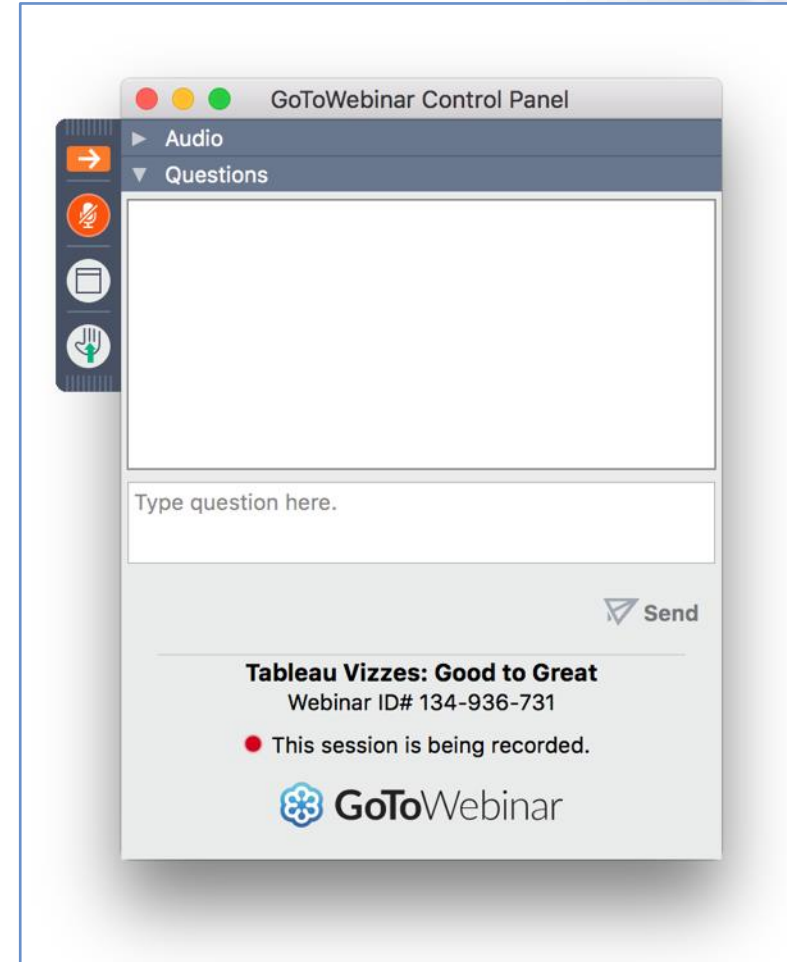


Q & A

If your question or issue is broader than what we are able to answer today, contact us at

info@senturus.com

and we will set up a free consultation.



Thank You



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