

# Verwandeln Sie Daten in Produkte

Neue Möglichkeiten für Startups, Mittelstand und Konzerne

08. November 2018



Timo Tautenhahn  
Senior Solution Consultant  
Tableau Software EMEA

# Icon Legende



= Webinar



= Whitepaper



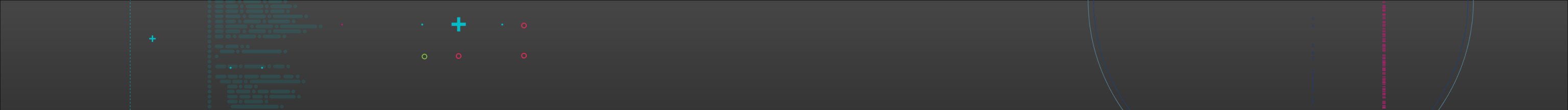
= Tiefergehende Informationen?



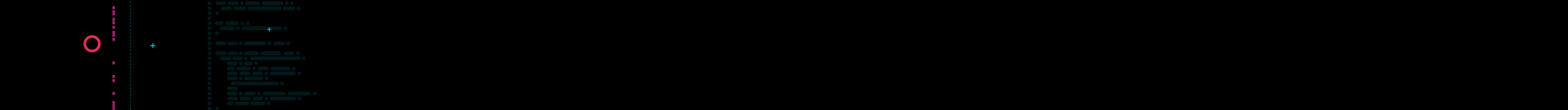
Tableau  
Stand  
gegenüber



Let's go!



**Adobe**





## Produktmanager Data Monetization (m/w)

Sprache

DE EN

Treiben Sie mit uns den digitalen Wandel von BASF voran und setzen Sie die Prozesse und Arbeitsweisen der Zukunft mit unseren Daten um. Digitale Lösungen, Prozesse und Services spielen eine wesentliche Rolle in unserem zukünftigen Business. Aus diesem Grund haben wir BASF 4.0 ins Leben gerufen. Wir berichten an den Chief Digital

### Ihre Skills

e-commerce and/or digital marketing



Scrum, Kanban, SAFe



startup experience





**Timo Tautenhahn**  
Senior Solution Consultant  
Germany, Austria, Switzerland, Eastern Europe and CIS





# Timo Tautenhahn

## Senior Solution Consultant

Germany, Austria, Switzerland, Eastern Europe and CIS

tableaufans.com

Pages

1.008

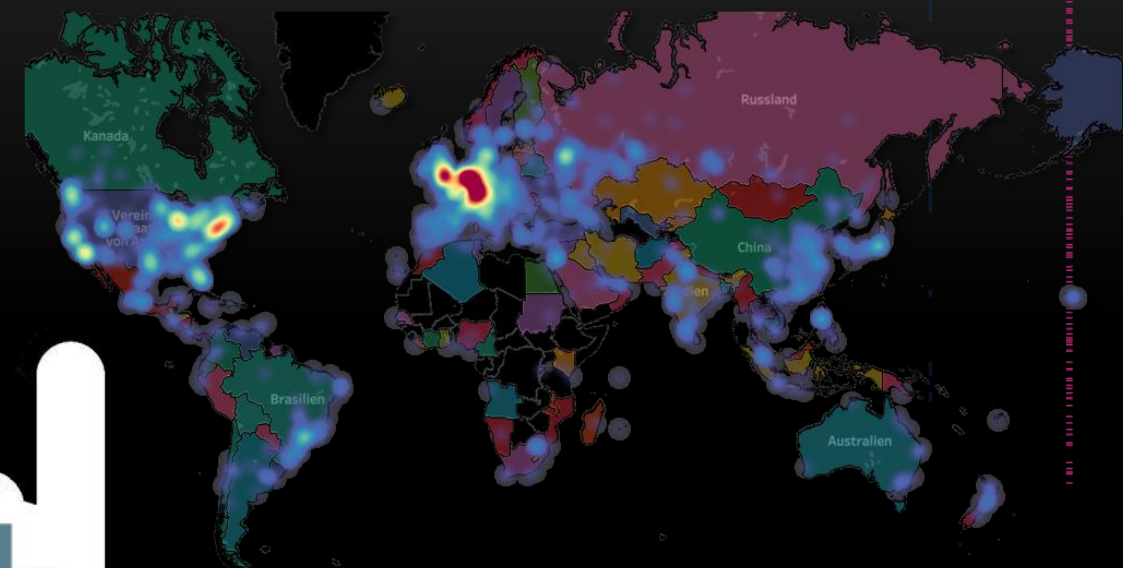
Countries

135

Cities

3.219

Global Overview



Data Connection: Sep 24th 2018



# Session Flow

**CRISP Research**  
Forecast Global Data Economy  
225 Mrd €  
2018 Umsatz Global für Datenprodukte

<https://www.tableau.com/de-de/learn/webinars/embedded-analytics-crisp-turn-data-into-products>

The slide features a bar chart showing the forecast of the global data economy from 2014 to 2018. The y-axis represents revenue in billions of euros, ranging from 0 to 400. The x-axis shows the years. The revenue starts at approximately 20 billion in 2014 and grows steadily to reach 225 billion by 2018. A red play button and a red PDF icon are located at the bottom right of the slide.

**CUSTOMERS**

The slide displays various digital devices including a laptop, a tablet, a desktop monitor, and a smartphone, all showing data visualization dashboards. A hand icon is pointing towards the desktop monitor.

**DATA ROYAL STAR**  
— Timo Tautenhahn —  
Questions, comments, feelings?

[ttautenhahn@tableau.com](mailto:ttautenhahn@tableau.com)  
[www.tableaufans.com](http://www.tableaufans.com)

The slide has a dark background with the text 'DATA ROYAL STAR' in large, bold, white letters. Below it, the name 'Timo Tautenhahn' is written in a smaller font, followed by the text 'Questions, comments, feelings?'. At the bottom, there is a small circular profile picture and contact information.

Big Picture

MAKE vs BUY

Customers

Inspiration

Q&A

**MAKE**

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    class="field-content">
      href="/yellowleather/products/show/comp-1"
    class="view-field view-field-display-price">
</code>
```

**BUY**

The slide is split into two halves. The left half has a dark background with the word 'MAKE' in white and a snippet of HTML code. The right half has a white background with the word 'BUY' in black and an image of a desktop monitor, a tablet, and a smartphone displaying data visualizations.

**User Interface**

**Plattform**

**Inspiration**

**Automatisierter Datenflow**

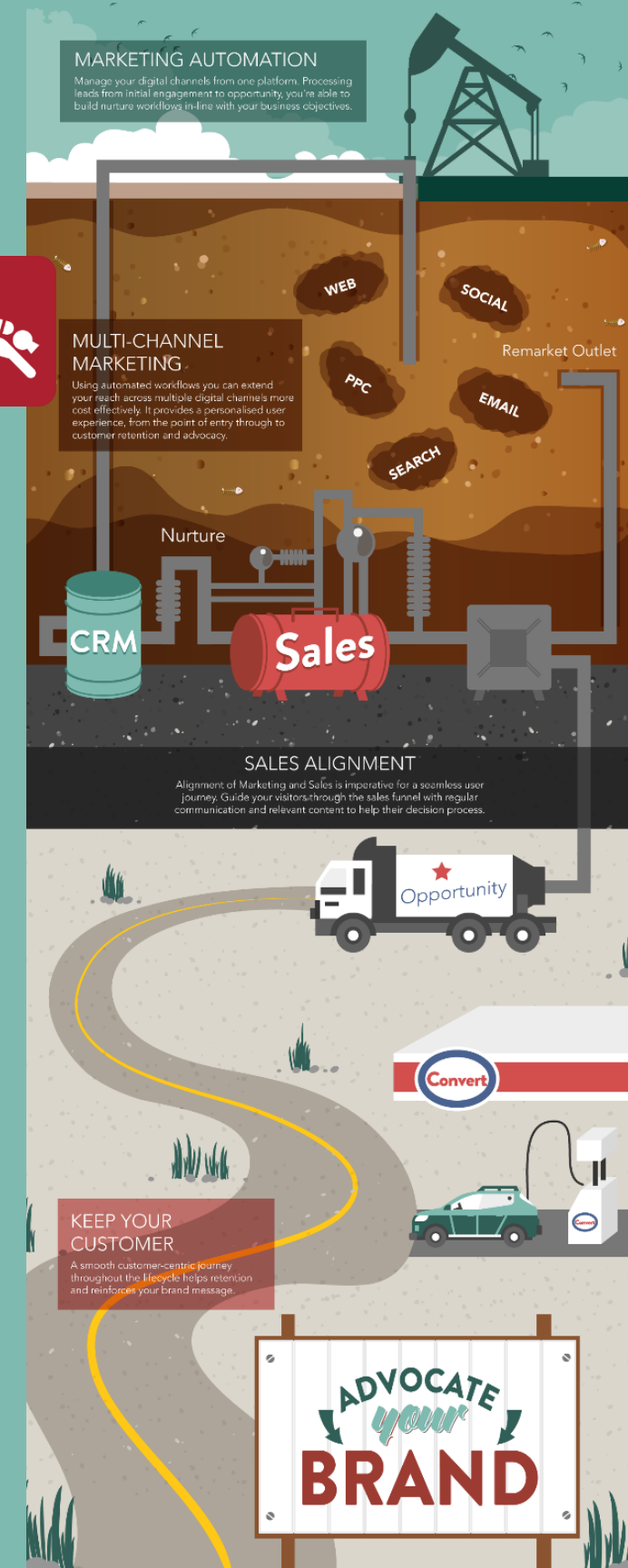
**Innovationen**

The slide features four distinct sections, each with a small image and a text label: 'User Interface' with a dashboard image, 'Plattform' with a logo, 'Automatisierter Datenflow' with a data flow diagram, and 'Innovationen' with a person working at a computer.



# DATA IS THE NEW OIL

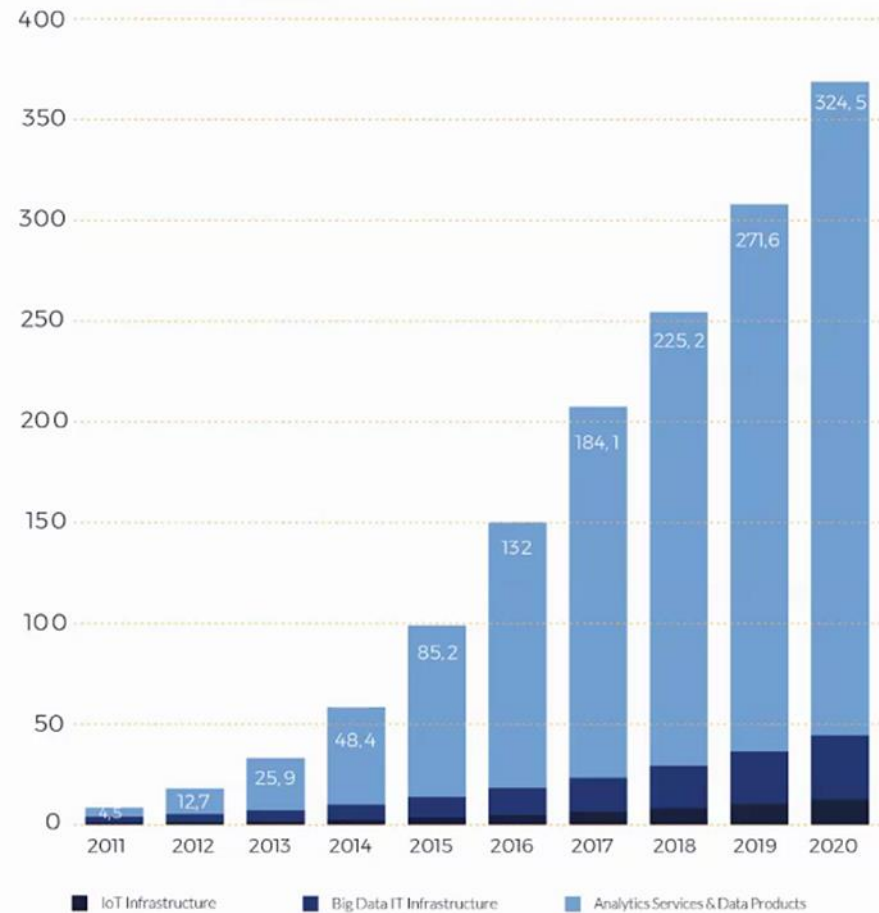
but do you have the resource to refine it?



# CRISP Research

## Forecast Global Data Economy

// Global Market for Analytics Services & Data Products (in Mrd. €)



// Quelle: © CRISP Research AG, 2018

learn. build. grow.



# 225 Mrd €

2018 Umsatz Global für Datenprodukte

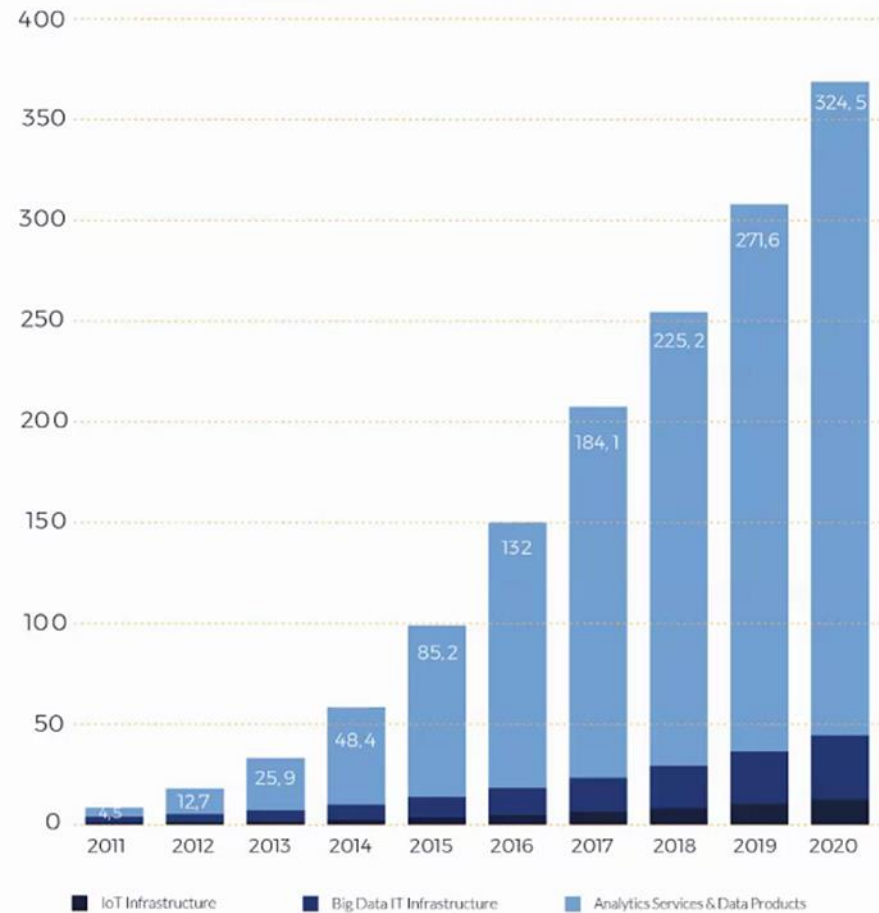


<https://www.tableau.com/de-de/learn/webinars/embedded-analytics-crisp-turn-data-into-products>

# CRISP Research

## Forecast Global Data Economy

// Global Market for Analytics Services & Data Products (in Mrd. €)



- **Innovationsprozesse**

- Explorativ, Evolutionär, ...

- **Geschäftsmodelltypen**

1. Analytics-driven Business Solutions
2. Digital Platform Analytics
3. New Data Business Models & Start Ups
4. Data Marketplaces & APIs

MAKE



BUY

# MAKE

- Manuell
- Zeitaufwendig
- Abhängig von Individuen
- Je mehr Datenquellen, desto schwieriger
- Fehleranfällig

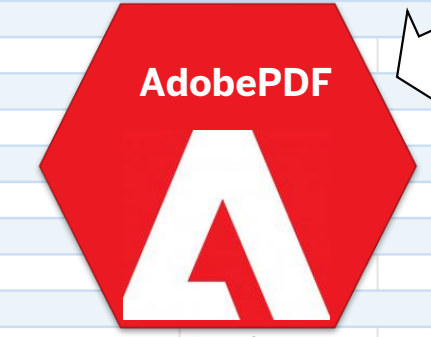
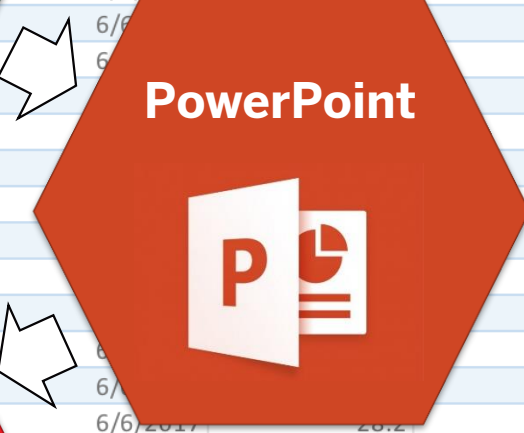
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201766-6300017	C00017	Processing	6/6/2017	2.04	2.04	17
201766-6300024	C00024	Complete	6/6/2017	2.88	2.88	24
201766-6300026	C00026	Complete	6/6/2017	3.12	3.12	26
201766-6300054	C00054	In Transit	6/6/2017	6.48	6.48	54
201766-6300055	C00055	Complete	6/6/2017	6.6	6.6	55
201766-6300083	C00083	Complete	6/6/2017	9.96	9.96	83
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201766-6300106	C00106	In Transit	6/6/2017	12.72	12.72	106
201766-6300115	C00115	Complete	6/6/2017	13.8	13.8	115
201766-6300126	C00126	In Transit	6/6/2017	15.12	15.12	126
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201766-6300142	C00142	In Transit	6/6/2017	17.04	17.04	142
201766-6300144	C00144	In Transit	6/6/2017	17.28	17.28	144
201766-6300152	C00152	In Transit	6/6/2017	18.24	18.24	152
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201766-6300224	C00224	In Transit	6/6/2017	26.88	26.88	224
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2017515-600416	C00416	Complete	5/15/2017	49.92	49.92	416
2017515-600417	C00417	Complete	5/15/2017	50.04	50.04	417
2017516-600563	C00563	Complete	5/16/2017	67.56	67.56	563
2017516-600566	C00566	Complete	5/16/2017	67.92	67.92	566
2017516-600568	C00568	Complete	5/16/2017	68.16	68.16	568
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2017516-600571	C00571	Complete	5/16/2017	68.52	68.52	571
2017516-600596	C00596	Complete	5/16/2017	71.52	71.52	596
2017516-600598	C00598	Complete	5/16/2017	71.76	71.76	598
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2017516-600625	C00625	Complete	5/16/2017	75	75	625
2017516-600631	C00631	Complete	5/16/2017	75.72	75.72	631



# MAKE

- Manuell
- Zeitaufwendig
- Abhängig von Individuen
- Je mehr Datenquellen, desto schwieriger
- Fehleranfällig
- Noch mehr manueller Aufwand
- Limitiertes Datenvolumen
- Skalierungsproblem
- Statisch

Order Number	Customer Identifier	Order Status	Requested Pick-t	Tax Amount	Order Amount	P
201766-6300005	C00005	Complete	6/6/2017	0.6	5	
201766-6300014	C00014	In Transit	6/6/2017	1.68	14	
201766-6300017	C00017	Processing	6/6/2017	2.04	17	
201766-6300024	C00024	Complete	6/6/2017	2.88	24	
201766-6300026	C00026	Complete	6/6/2017	3.12	26	
201766-6300054	C00054	In Transit	6/6/2017	6.48	54	
201766-6300055	C00055	Complete	6/6/2017	6.6	55	
201766-6300083	C00083	Complete	6/6/2017	9.96	83	
201766-6300105			6/6/2017	12.6	105	
201766-6300106			6/6/2017	12.72	106	
201766-6300115			6/6/2017	13.8	115	
201766-6300126			6/6/2017	15.12	126	
201766-6300135			6/6/2017	16.2	135	
201766-6300138			6/6/2017	16.56	138	
201766-6300141			6/6/2017	16.92	141	
201766-6300142			6/6/2017	17.04	142	
201766-6300144			6/6/2017	17.28	144	
201766-6300152			6/6/2017	18.24	152	
201766-6300157			6/6/2017	18.84	157	
201766-6300161			6/6/2017	19.32	161	
201766-6300165			6/6/2017		165	
201766-6300171			6/6/2017		171	
201766-6300177			6/6/2017		177	
201766-6300185			6/6/2017		185	
201766-6300187			6/6/2017		187	
201766-6300191	C00191	In Transit			191	
201766-6300197	C00197	In Transit			197	
201766-6300222	C00222	Complete			222	
201766-6300224	C00224				224	
201766-6300225	C00225				225	
201766-6300232	C00232		6/6/2017		232	
201766-6300235	C00235		6/6/2017	28.2	235	
201766-6300255	C00255		6/6/2017	30.6	255	
2017512-600416	C00416		5/12/2017	49.92	416	
2017515-600416	C00416		5/15/2017	49.92	416	
2017515-600417	C00417		5/15/2017	50.04	417	
2017516-600563	C00563		5/16/2017	67.56	563	
2017516-600566	C00566	Complete	5/16/2017	67.92	566	
2017516-600568	C00568	Complete	5/16/2017	68.16	568	
2017516-600568	C00568	Complete	5/16/2017	68.16	568	
2017516-600571	C00571	Complete	5/16/2017	68.52	571	
2017516-600596	C00596	Complete	5/16/2017	71.52	596	
2017516-600598	C00598	Complete	5/16/2017	71.76	598	
2017516-600611	C00611	Complete	5/16/2017	73.32	611	
2017516-600621	C00621	Complete	5/16/2017	74.52	621	
2017516-600625	C00625	Complete	5/16/2017	75	625	
2017516-600631	C00631	Complete	5/16/2017	75.72	631	

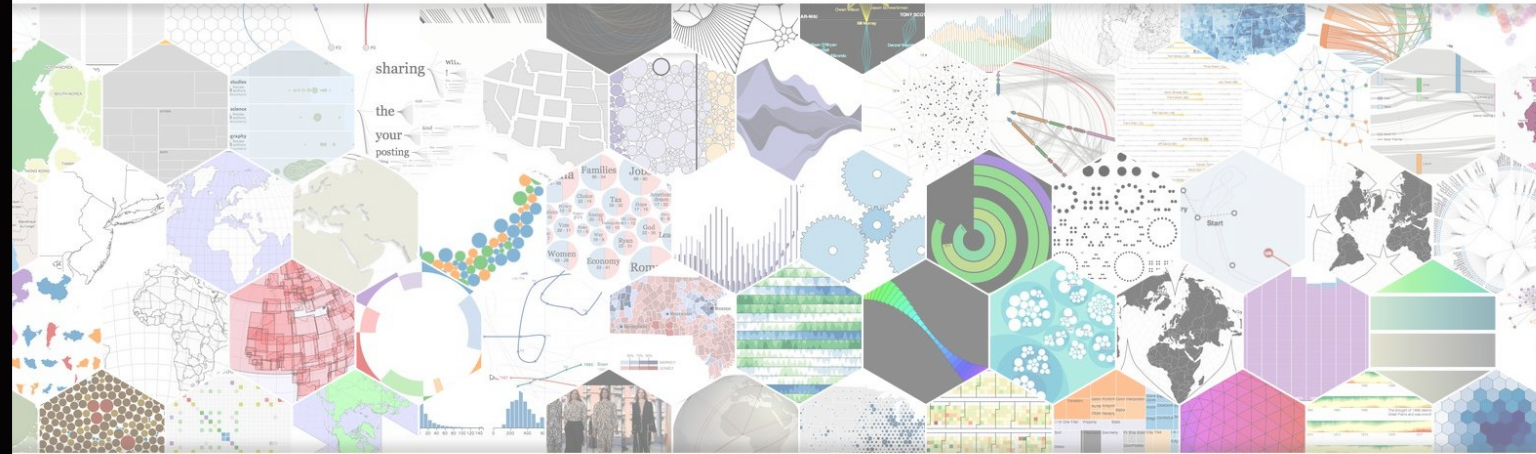




# MAKE

- Programmierkenntnisse bei Erstellung
- Programmierkenntnisse bei Anpassungen
- Datenanbindung
- Data Governance
- Security
- Monitoring

## D3 Data-Driven Documents



Like visualization and creative coding? Try interactive JavaScript notebooks in [Observable!](#)

D3.js is a JavaScript library for manipulating documents based on data. D3 helps you bring data to life using HTML, SVG, and CSS. D3's emphasis on web standards gives you the full capabilities of modern browsers without tying yourself to a proprietary framework, combining powerful visualization components and a data-driven approach to DOM manipulation.

[See more examples.](#)

Download the latest version (5.7.0) here:

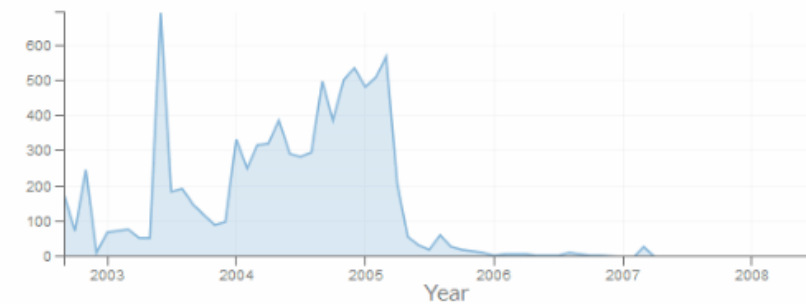
- [d3.zip](#)

To link directly to the latest release, copy this snippet:

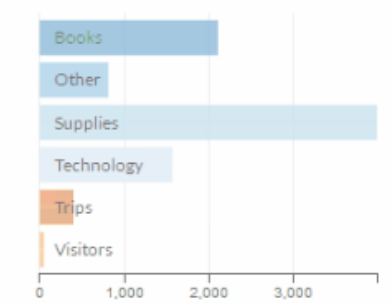
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<script src="https://d3js.org/d3.v5.min.js"></script>
```

The full source and tests are also available for download on [GitHub](#).

Number of Donations



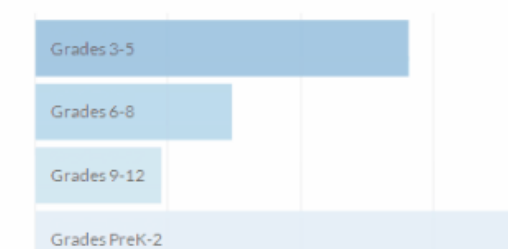
Donation Count for Resources



Funding Status



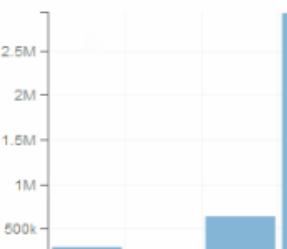
Donation Count by Grade

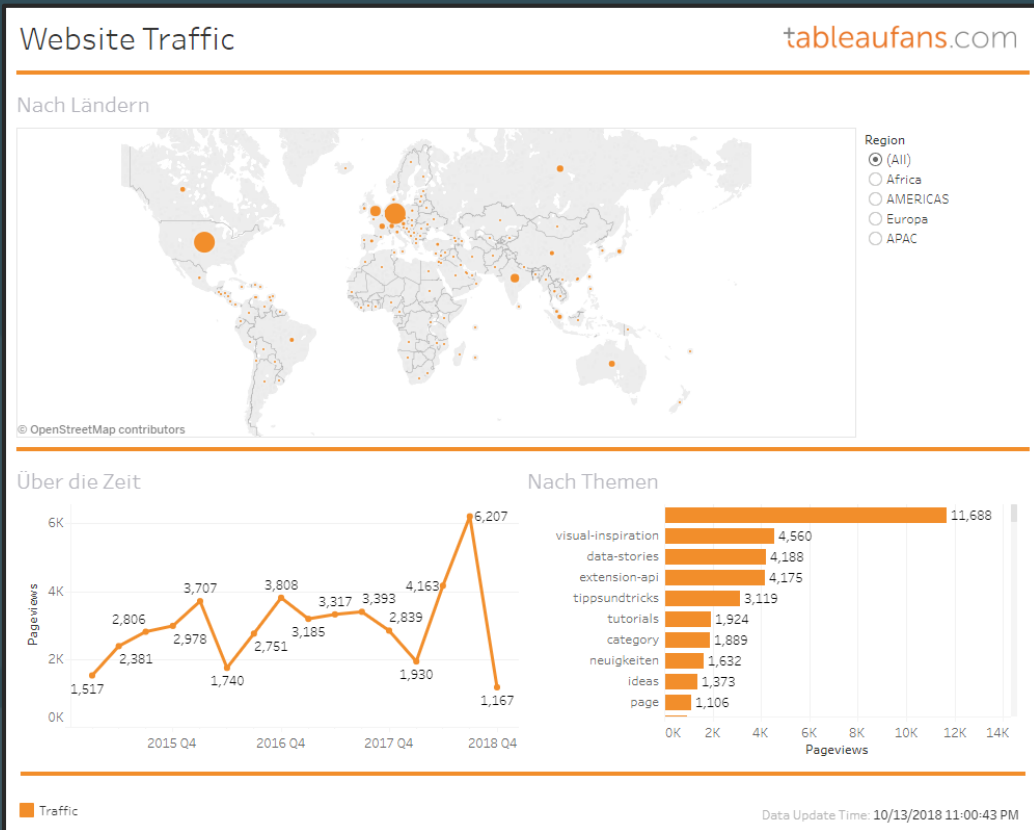


Donation Count by Poverty Level



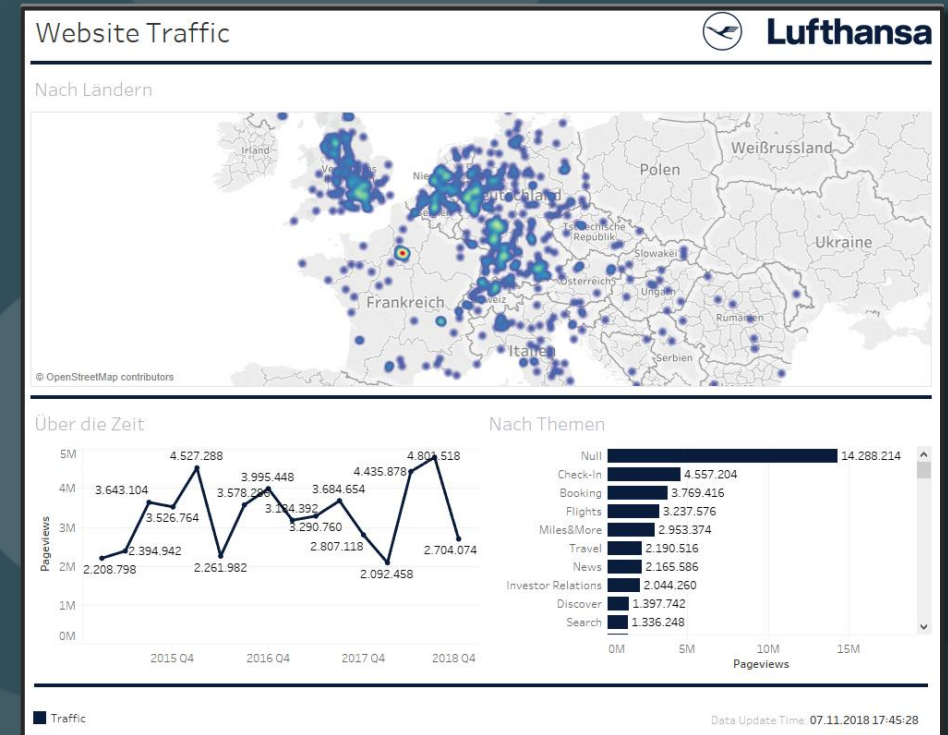
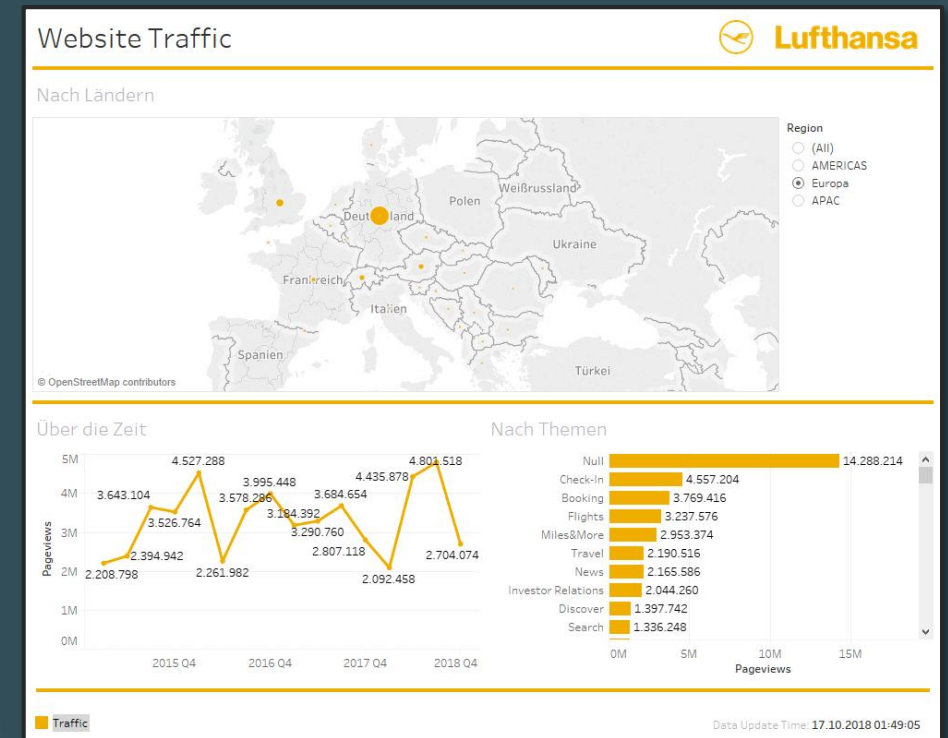
Donation Amount by State (\$)





**5min DEMO**

- Look and Feel
- Logo
- Farben
- Embedding
- Datenquelle austauschen
  - Google Analytics
  - Datenbank
- Mobile



# MAKE

- Initialer Erstellungsaufwand
- Programmierkenntnisse
- Zeit für Anpassungen
- Datenquellen vereinen
- Abhängig von Individuen
- Datenmengen
- Security
- Integration
- Skalierbarkeit
- Monitoring
- Manuelle Bereitstellung
- Fehleranfälligkeit
- Mobile
- Time-to-Market

# BUY

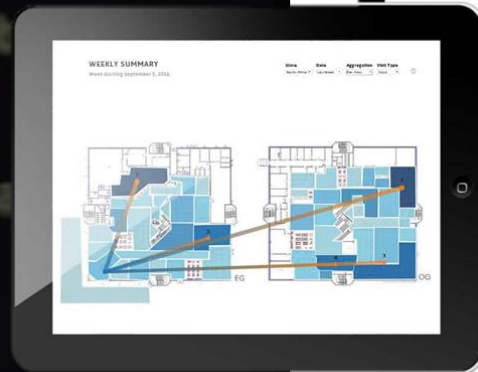
- Geschwindigkeit der Erstellung
- Anpassungen vom Fachbereich
- Security
- Monitoring
- Skalierung
- +100k User**
- Time-to-Market



 **questback**

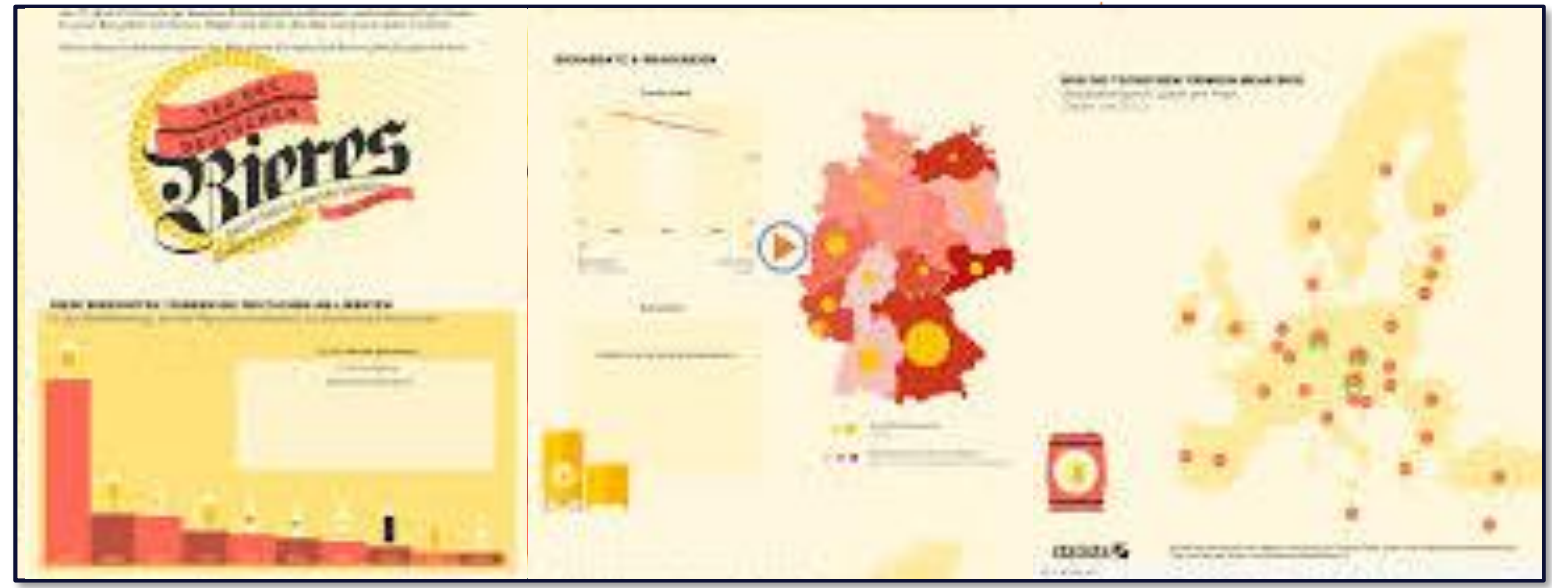
MAKE

BUY

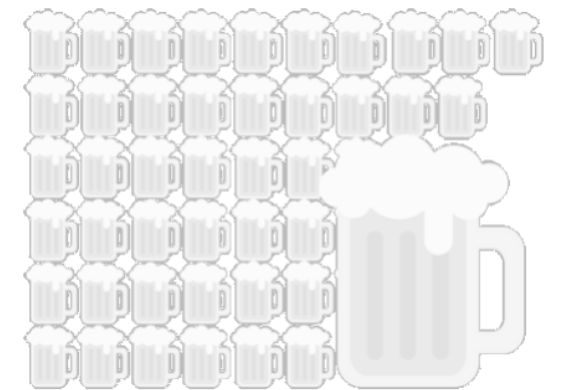


SIEMENS MindSphere

# Siemens **MindSphere**



# Siemens MindSphere

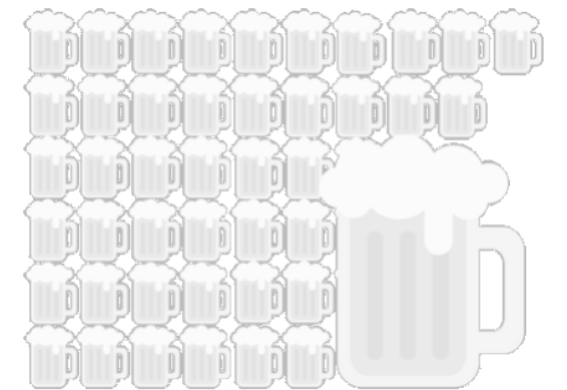


# Siemens MindSphere

BreweryMachines



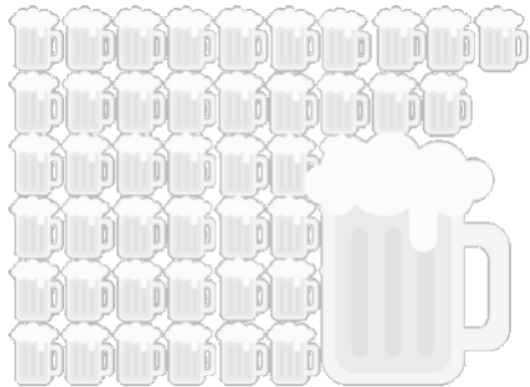
MachineBuilder



Customer



# Siemens MindSphere



**BreweryMachines** 

**MachineBuilder**

**Customer**

# Siemens MindSphere

BreweryMachines



MachineBuilder



Customer

# Siemens MindSphere



  
**BreweryMachines**

MachineBuilder

**Customer**

# Siemens MindSphere

BreweryMachines



MachineBuilder





Customer

# Siemens MindSphere

**BreweryMachines** 

MachineBuilder

  
**Service** 

Customer

# Siemens MindSphere



  
**BreweryMachines**

MachineBuilder

**Customer**

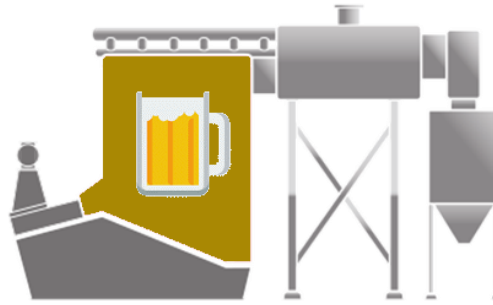
# Siemens MindSphere



MachineBuilder



Siemens  
**MindSphere**



Customer

# Siemens MindSphere



MachineBuilder



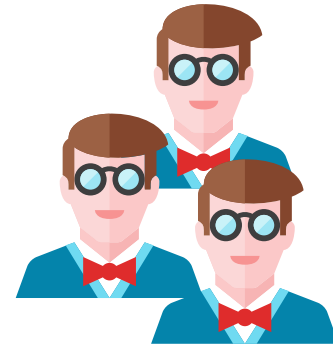
Siemens  
**MindSphere**



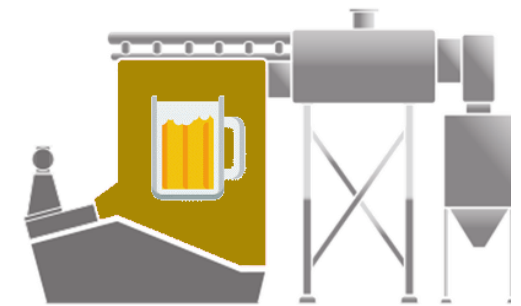
Customer



# Siemens MindSphere



Apps



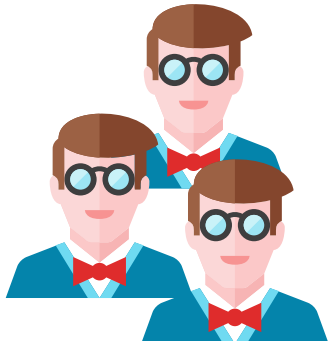
BreweryMachines

MachineBuilder

Siemens  
**MindSphere**

Customer

# Siemens MindSphere



Requires **Coding**



**BreweryMachines**

MachineBuilder

Siemens  
**MindSphere**

**Customer**

# Siemens MindSphere



MachineBuilder



Siemens  
MindSphere



Customer

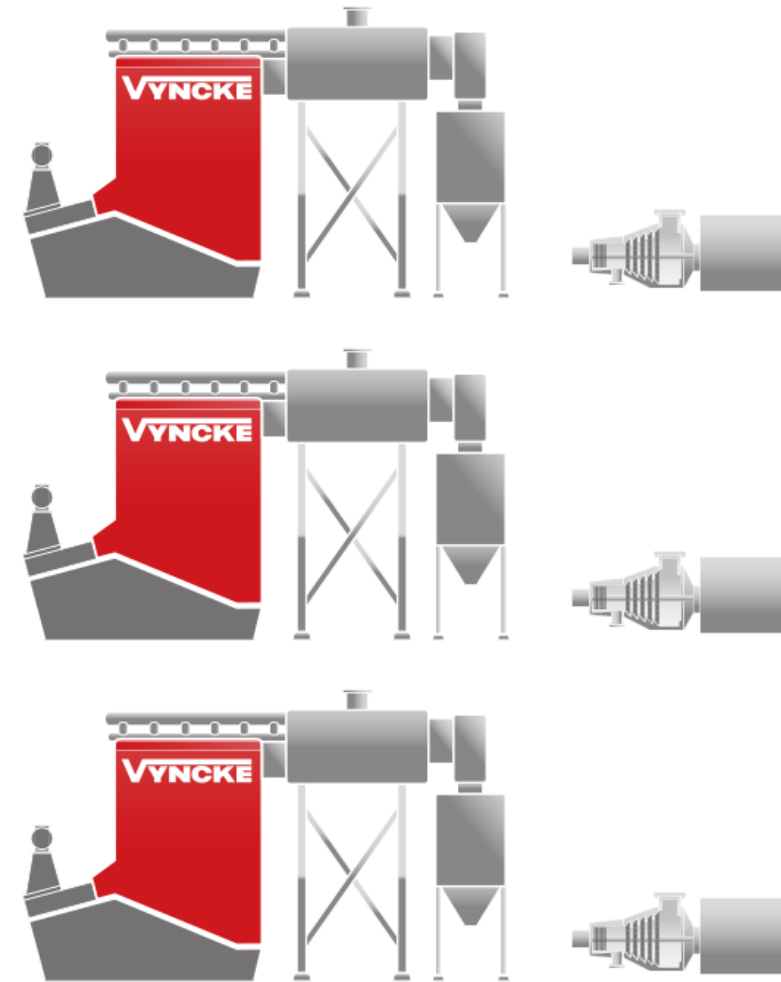
# Siemens MindSphere



MachineBuilder



Siemens  
**MindSphere**



**Customers**

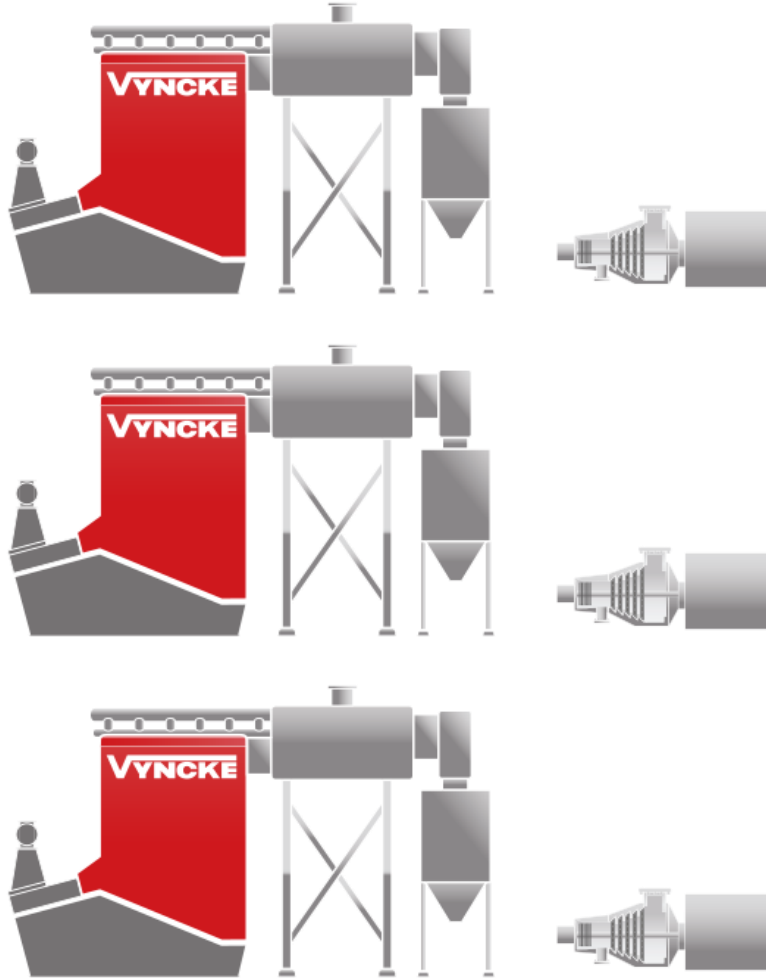
# Siemens MindSphere



MachineBuilder

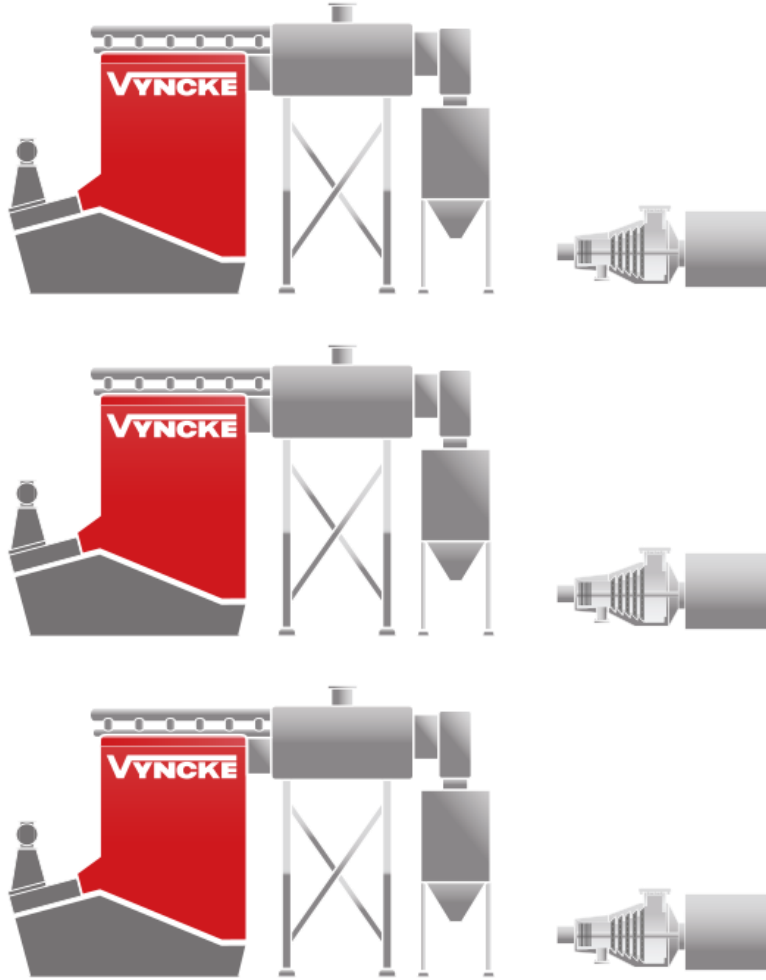


Siemens  
MindSphere



Customers

# Siemens MindSphere



**MachineBuilder**

Siemens  
**MindSphere**

**Customers**

# Siemens MindSphere



**MachineBuilder**

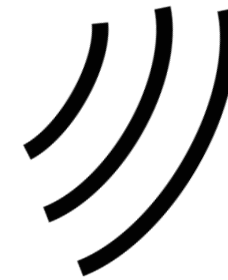
Siemens  
**MindSphere**

**Customers**





# Minodes

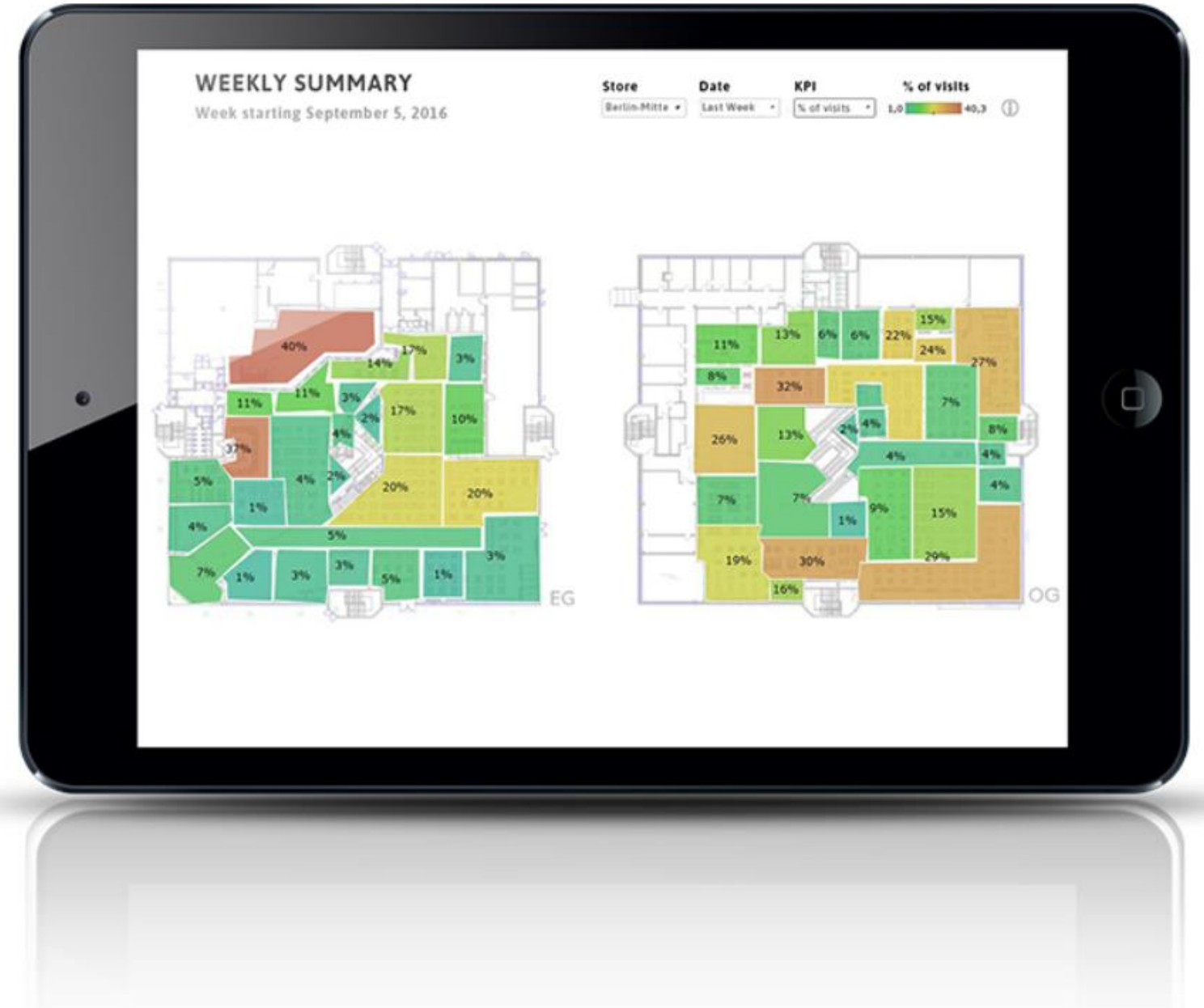




Minodes



# Minodes





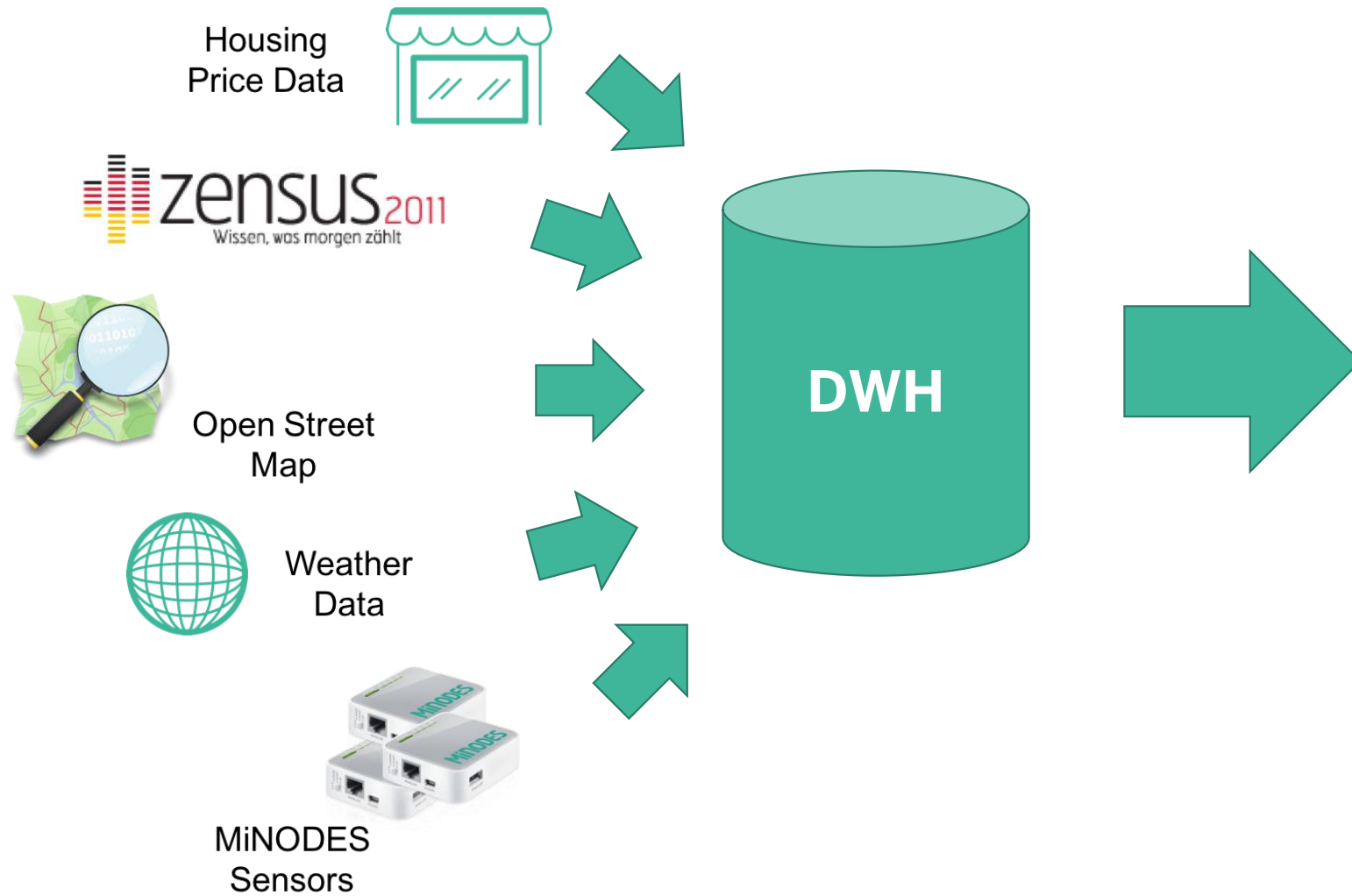
## Tableau im Einsatz Retail Analytics im Einzelhandel

<https://www.tableau.com/de-de/learn/webinars/tableau-im-einsatz-retail-analytics-im-einzelhandel>

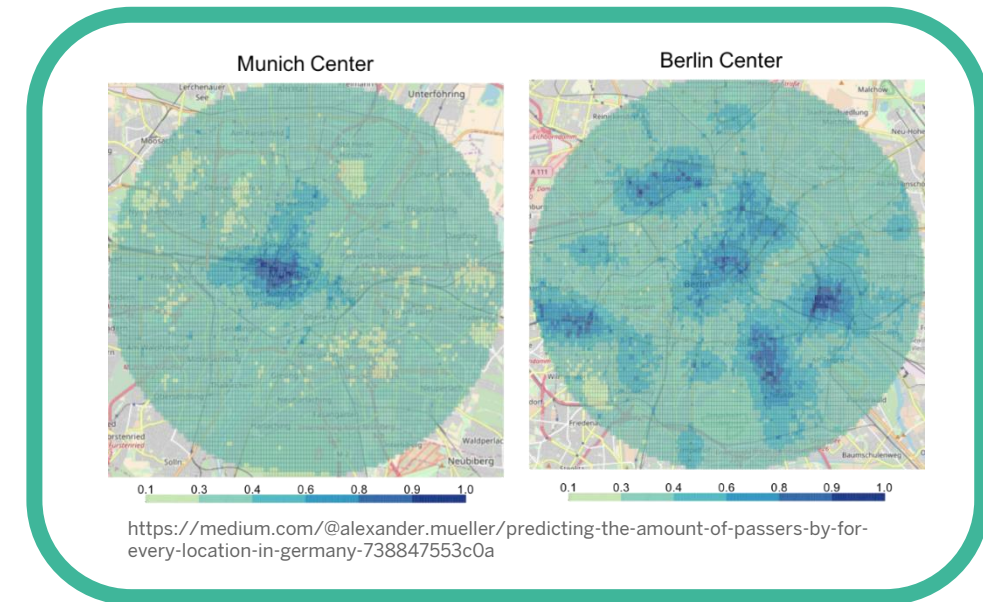
Minodes

A *Telefónica* NEXT COMPANY

# Minodes



## Webinar: Standortplanung



<https://www.tableau.com/de-de/learn/webinars/tableau-im-einsatz-analyse-von-mobilfunkdaten-zur-standortplanung-und-optimierung>

# Session Flow

CRISP Research

Forecast Global Data Economy

225 Mrd €  
2018 Umsatz Global für Datenprodukte

<https://www.tableau.com/de-de/learn/webinars/embedded-analytics-crisp-turn-data-into-products>

## CUSTOMERS

## DATA REGISTER

— Timo Tautenhahn

Questions, comments, feelings?

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[www.tableaufans.com](http://www.tableaufans.com)

Big Picture

MAKE vs BUY

Customers

Inspiration

Q&A

## MAKE

```
class "row-1 row-first row-last"
  class "col-1 col-first"
    class "view-field view-field-title"
      class "view-field view-field-in-product"
        class "field-content"
          href="/yellow/author/products/beta/comp-1"
    class "col-2"
      class "view-field view-field-title"
        class "view-field view-field-in-product"
          class "field-content"
            href="/yellow/author/products/beta/comp-1"
      class "view-field view-field-display-price"
    class "col-3 col-last"
      class "view-field view-field-title"
        class "view-field view-field-in-product"
          class "field-content"
            href="/yellow/author/products/beta/comp-1"
      class "view-field view-field-display-price"
```

## BUY

## Inspiration

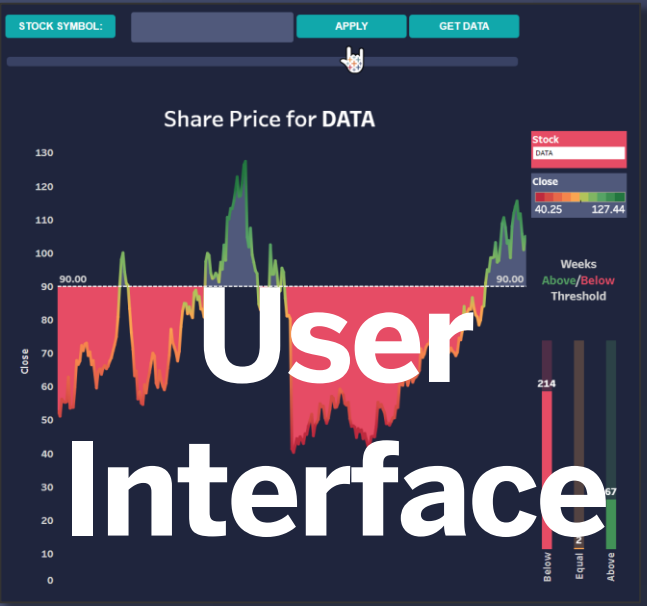
User Interface

Plattform

Automatisierter Datenflow

Innovationen





User Interface



Extensions

Inspiration

YOUR APP Login

Email

Password

LOGINS

Forgot Username / Password?

Create your account

Plattform

ORACLE

aws SAP

Automatisierter Datenflow

Field Name	Original Field Name	Filters	Sample Values
<input checked="" type="checkbox"/> Sales	Sales		553.96, 143.95, 23
<input checked="" type="checkbox"/> Quantity	Quantity		4, 5, 2
<input checked="" type="checkbox"/> Profit	Profit		133.0296, 41.966, 7.20
<input checked="" type="checkbox"/> Ship Date	Ship Date		11/07/2015 12:00:00 AM
<input checked="" type="checkbox"/> Ship Mode	Ship Mode		Second Class
<input checked="" type="checkbox"/> Customer ID	Customer ID		NA018675
<input checked="" type="checkbox"/> Customer Name	Customer Name		Robert Marley
<input checked="" type="checkbox"/> Segment	Segment		Contractor

Participant Overview

Integration

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MAKE

```
class "row-1 row-first row-last"
  class "col-1 col-first"
    class "view-field view-field-title" <...>
      class "view-field view-field-in-product"
        class "field-content"
          <...>
        class "view-field view-field-display-price" <...>
      class "col-2"
        class "view-field view-field-title" <...>
        class "view-field view-field-in-product"
          class "field-content"
            <...>
          class "view-field view-field-display-price" <...>
        class "col-last"
          class "view-field view-field-title" <...>
          class "view-field view-field-in-product"
            class "field-content"
              <...>
            class "view-field view-field-display-price" <...>
          class "view-field view-field-display-price" <...>
```

BUY

User Interface

Automatisierter Datenflow

Extensions

Inspiration

Integration

Plattform



DATA  
ROCKSTAR

— Timo Tautenhahn —

Questions, comments, feelings?

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