

# Verwandeln Sie **Daten** in **Produkte**

Neue Möglichkeiten für Startups, Mittelstand und Konzerne

29. November 2018



Timo Tautenhahn  
Senior Solution Consultant  
Tableau Software EMEA

# Icon Legende

 = Webinar

 = Whitepaper

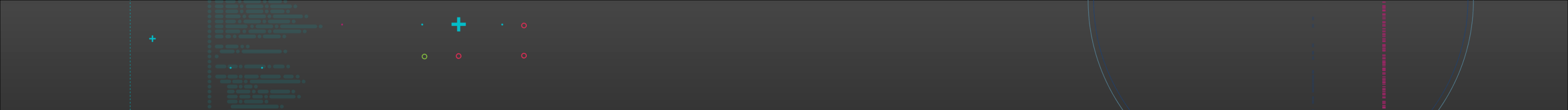
 = Tiefergehende Informationen?



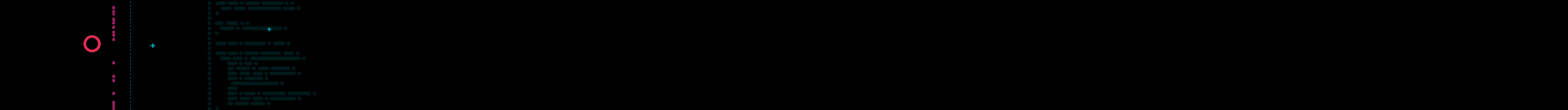
Tableau  
Stand  
gegenüber



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

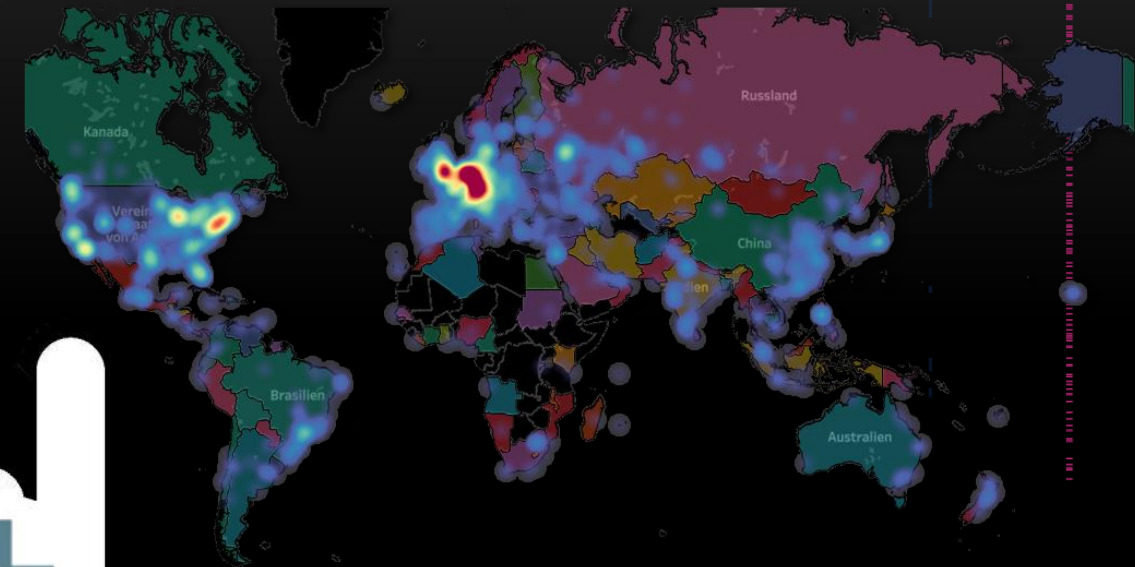
Countries

135

Cities

3.219

Global Overview

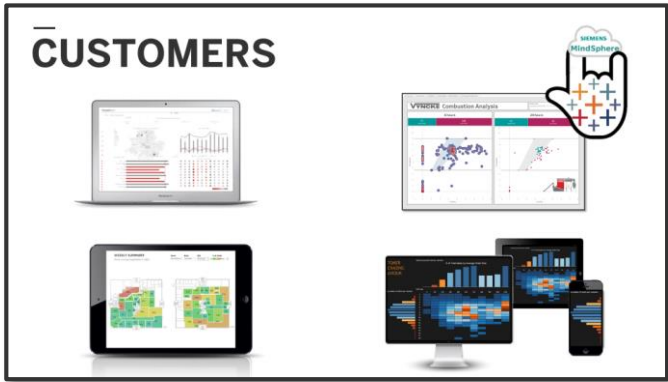
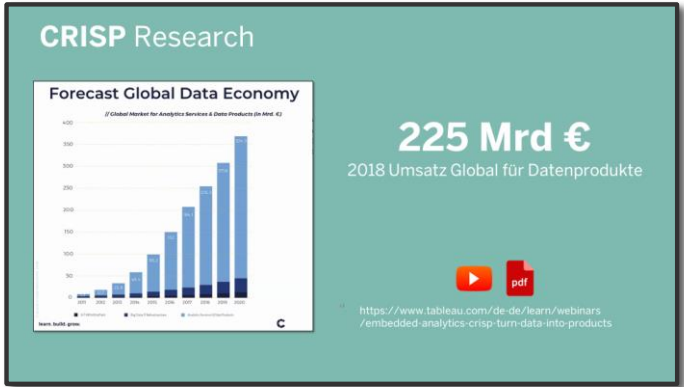


# IBM

Data Connection: Sep 24th 2018



# Session Flow



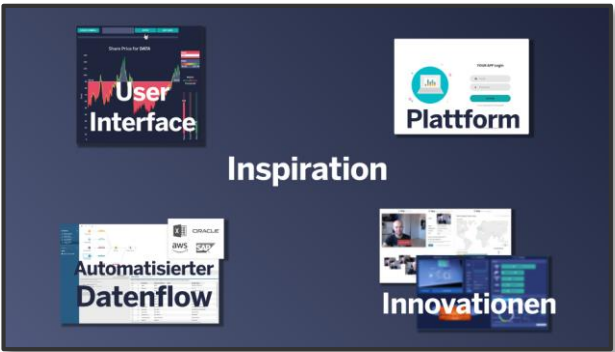
Big Picture

MAKE vs BUY

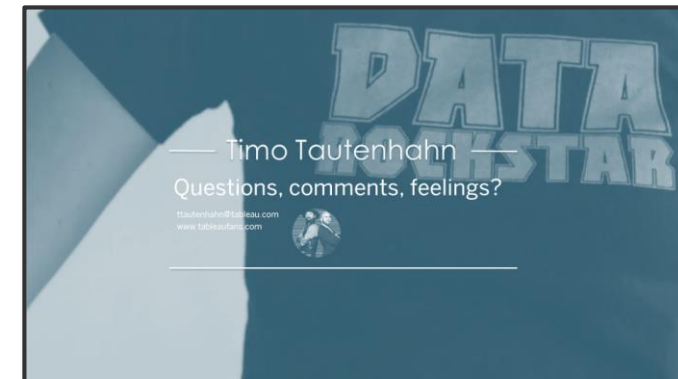
Customers

Inspiration

Q&A



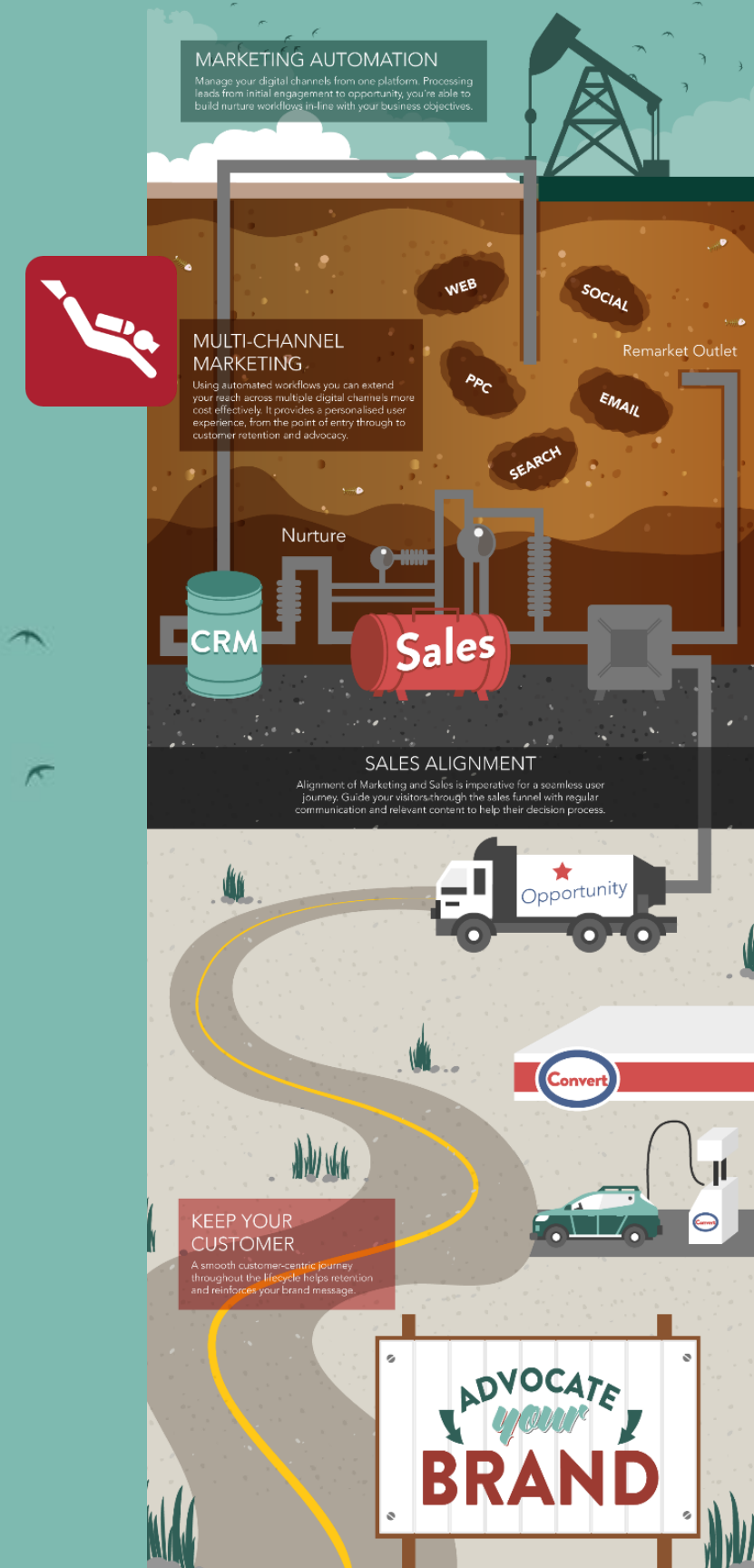
# Session Flow





# DATA IS THE NEW OIL

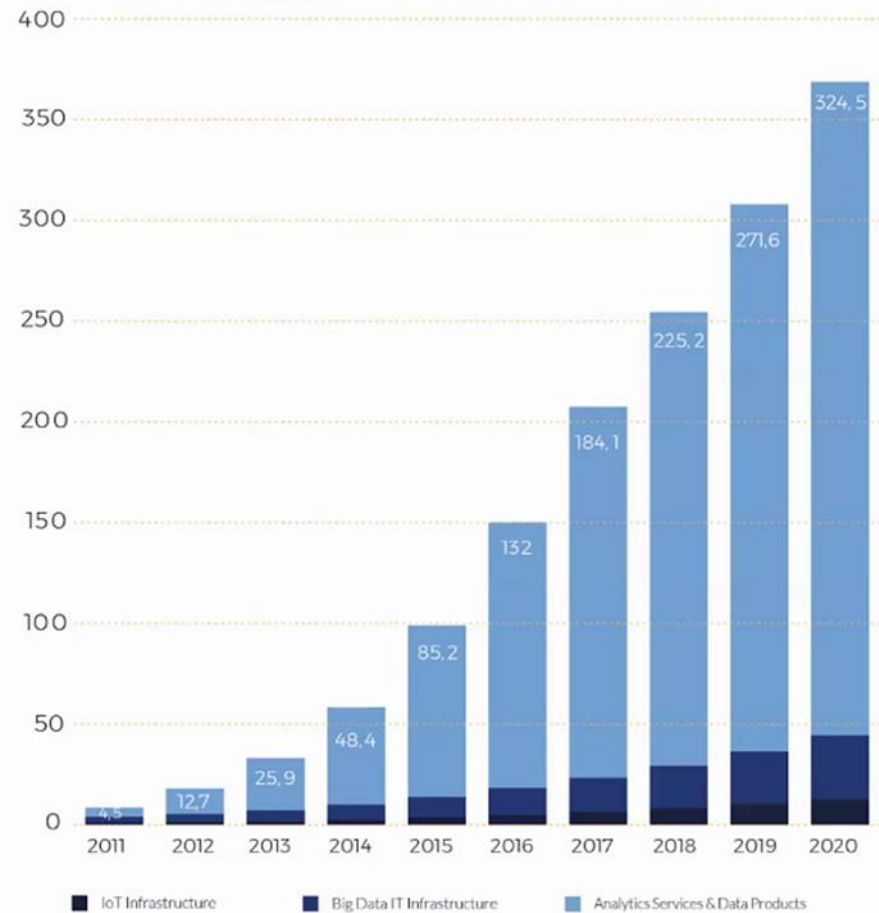
but do you have the resource to refine it?



# 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

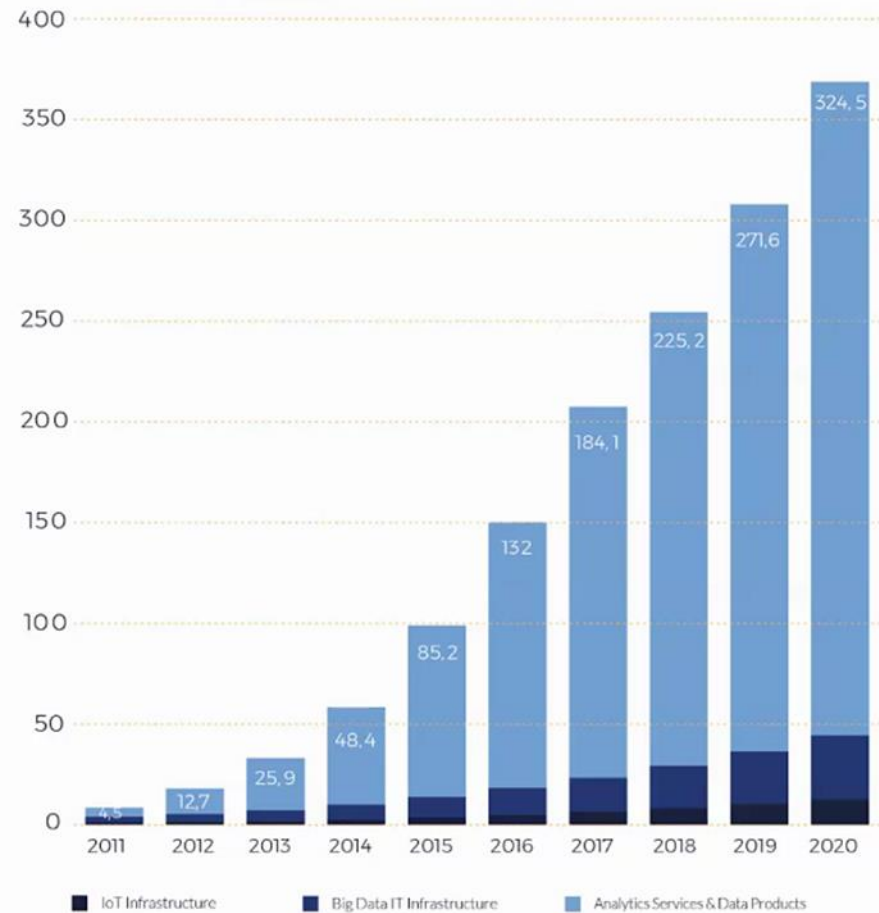


<https://www.tableau.com/de-de/learn/webinars/embedded-analytics-crisp-turn-data-into-products>

# CRISP Research

## Forecast Global Data Economy

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



// Quelle: © CRISP Research AG, 2018

learn. build. grow.



- **Innovationsprozesse**
  - Explorativ, Evolutionär, ...
- **Geschäftsmodelltypen**
  1. Analytics-driven Business Solutions
  2. Digital Platform Analytics
  3. New Data Business Models & Start Ups
  4. Data Marketplaces & APIs



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    </div>
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# MAKE



# BUY

# MAKE

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

| 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 | C00105              | In Transit   | 6/6/2017         | 12.6       |              | 105 |
| 201766-6300106 | C00106              | In Transit   | 6/6/2017         | 12.72      |              | 106 |
| 201766-6300115 | C00115              | Complete     | 6/6/2017         | 13.8       |              | 115 |
| 201766-6300126 | C00126              | In Transit   | 6/6/2017         | 15.12      |              | 126 |
| 201766-6300135 | C00135              | Complete     | 6/6/2017         | 16.2       |              | 135 |
| 201766-6300138 | C00138              | In Transit   | 6/6/2017         | 16.56      |              | 138 |
| 201766-6300141 | C00141              |              | 6/6/2017         | 16.92      |              | 141 |
| 201766-6300142 | C00142              |              | 6/6/2017         | 17.04      |              | 142 |
| 201766-6300144 | C00144              |              | 6/6/2017         | 17.28      |              | 144 |
| 201766-6300152 | C00152              |              | 6/6/2017         | 18.24      |              | 152 |
| 201766-6300157 | C00157              |              | 6/6/2017         | 18.84      |              | 157 |
| 201766-6300161 | C00161              |              | 6/6/2017         | 19.32      |              | 161 |
| 201766-6300165 | C00165              |              | 6/6/2017         | 19.8       |              | 165 |
| 201766-6300171 | C00171              |              | 6/6/2017         | 20.52      |              | 171 |
| 201766-6300177 | C00177              |              | 6/6/2017         | 21.24      |              | 177 |
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| 201766-6300187 | C00187              |              | 6/6/2017         | 22.44      |              | 187 |
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| 201766-6300197 | C00197              |              | 6/6/2017         | 23.64      |              | 197 |
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| 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 |

EXCEL





# MAKE

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

EXCEL



PowerPoint



AdobePDF



| Order Number   | Customer Identifier | Order Status | Requested Pick-up | Tax Amount | Order Amount |
|----------------|---------------------|--------------|-------------------|------------|--------------|
| 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 |                     |              |                   |            | 177          |
| 201766-6300185 |                     |              |                   |            | 185          |
| 201766-6300187 |                     |              |                   |            | 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          |

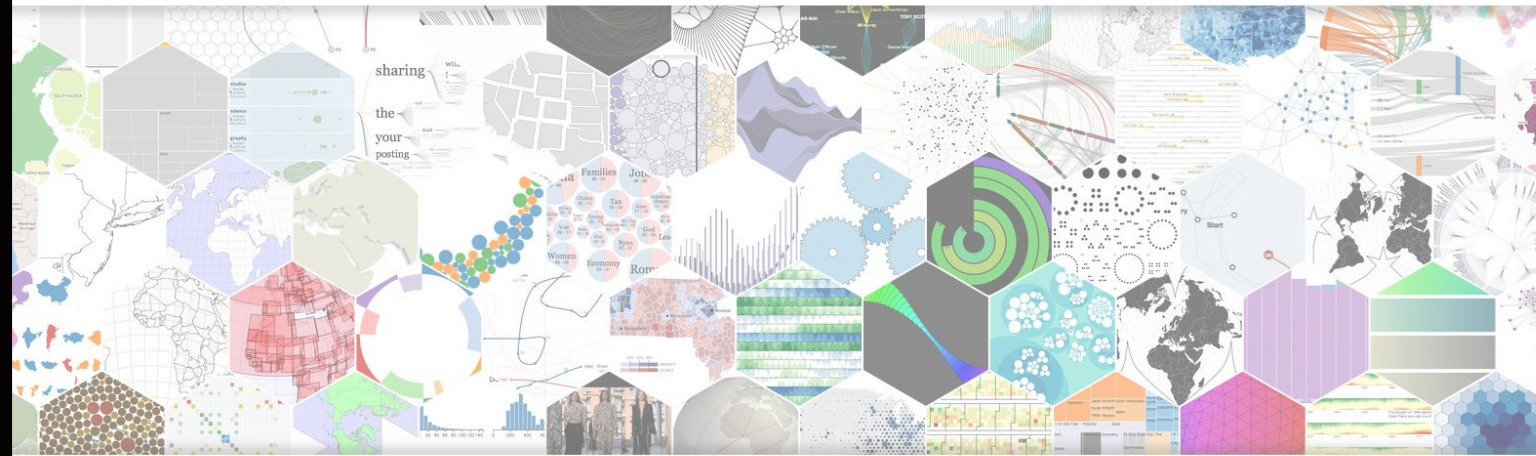


# MAKE

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

[Overview](#) [Examples](#) [Documentation](#) [Source](#)

## 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:

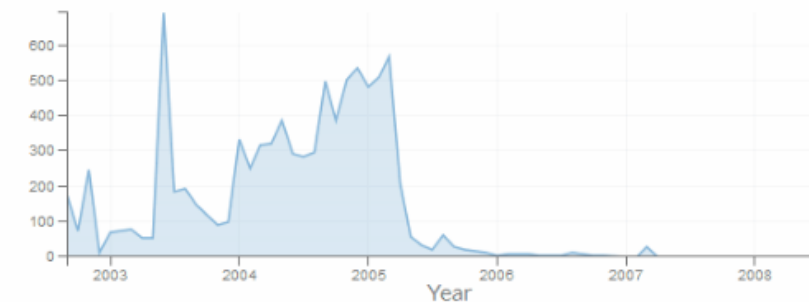
- [d3.zip](#)

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



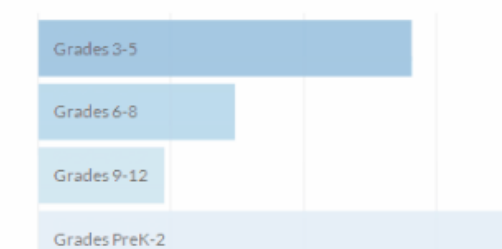
Donation Count for Resources



Funding Status



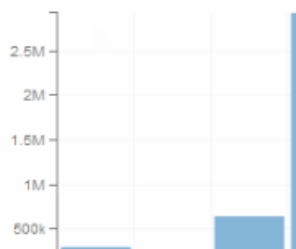
Donation Count by Grade

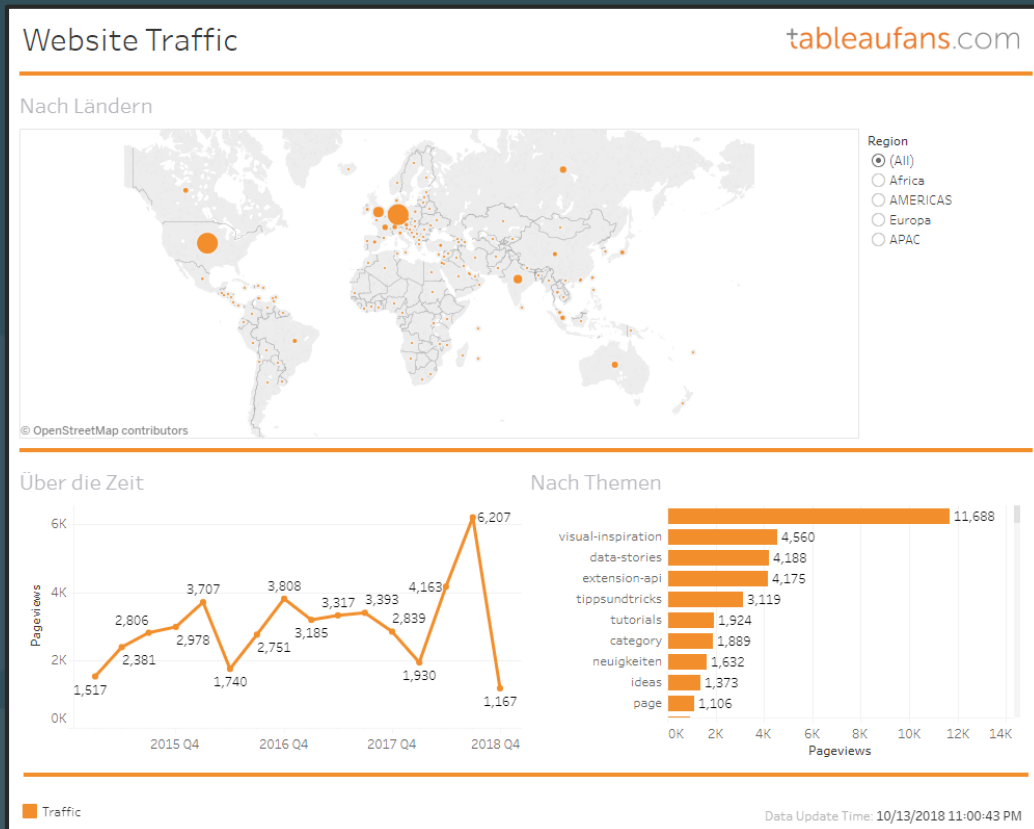


Donation Count by Poverty Level



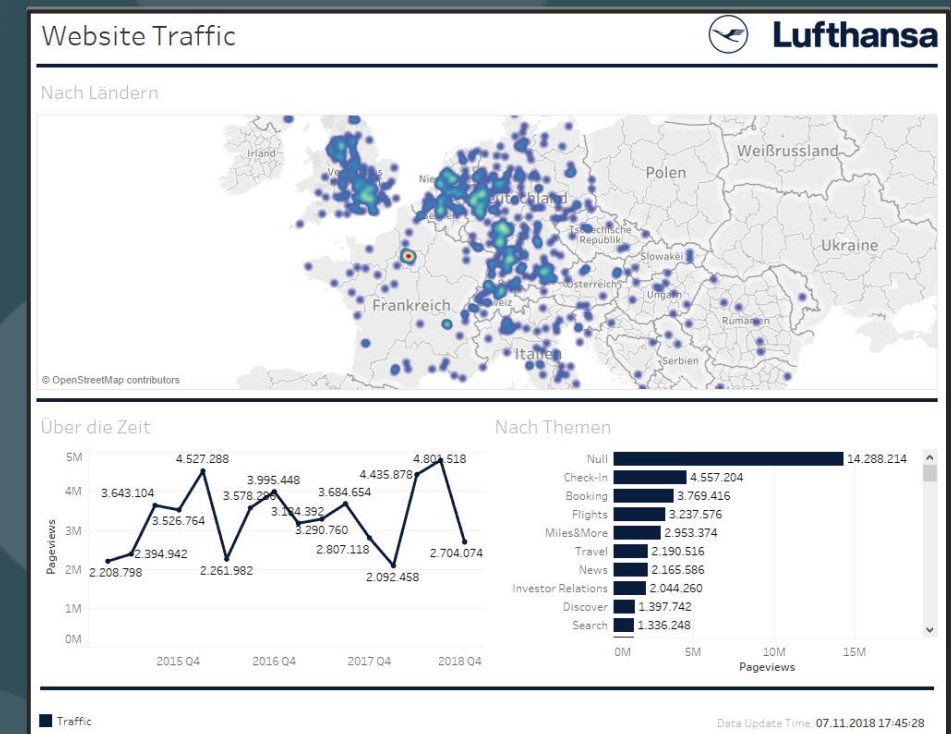
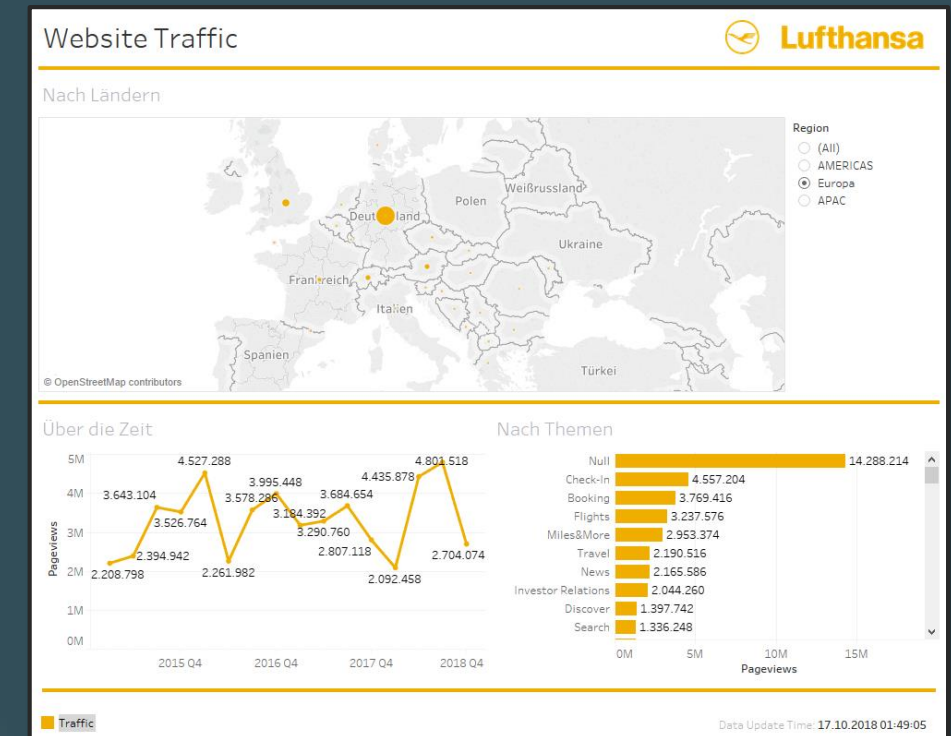
Donation Amount by State (\$)





# 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



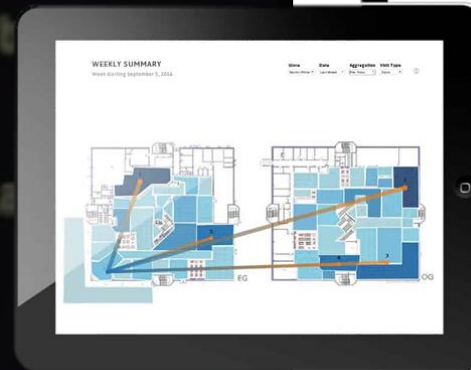
 **questback**



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    <div class="views-field views-field-uc-product-image">
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        <a href="/yellowleather/products/shoes/comfy-l
      </div>
    </div>
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    </div>
  </td>
  <td class="col-2">
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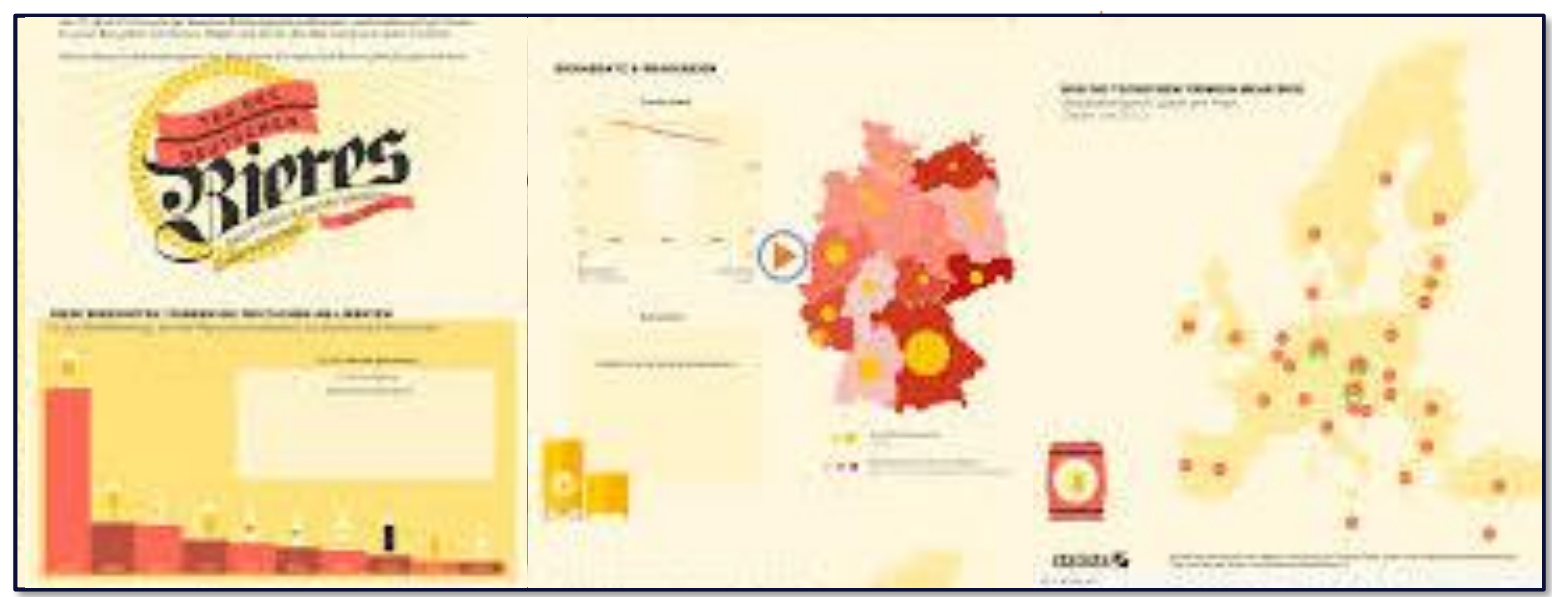
# MAKE

# BUY



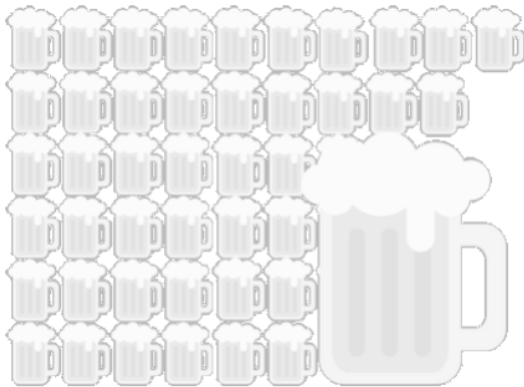
Siemens **MindSphere**





# Siemens MindSphere

Business



# Siemens MindSphere



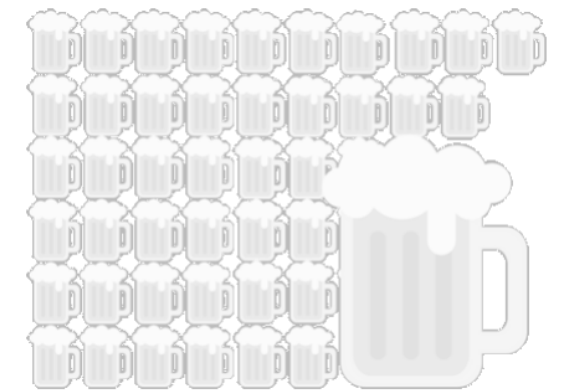
Siemens MindSphere



BreweryMachines



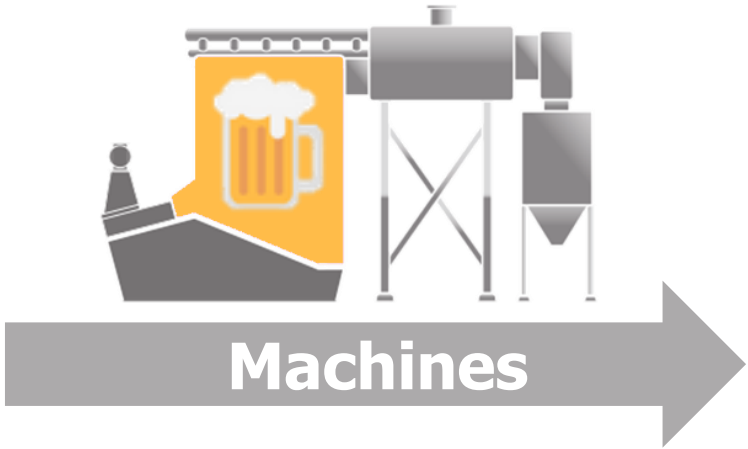
MachineBuilder



Customer



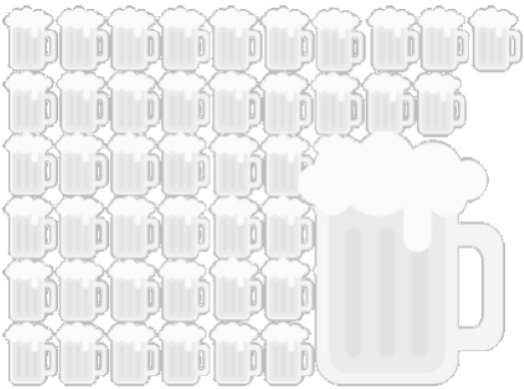
# Siemens MindSphere



BreweryMachines



MachineBuilder



Customer

# Siemens MindSphere

Brewery**Machines**



MachineBuilder



**Customer**

# Siemens MindSphere



Brewery**Machines**

MachineBuilder

**Customer**



# Siemens MindSphere

Brewery**Machines**



MachineBuilder



**Customer**

# Siemens MindSphere



MachineBuilder



Customer

# Siemens MindSphere



Brewery**Machines**



MachineBuilder



**Customer**



# Siemens MindSphere



Brewery**Machines**



MachineBuilder



Siemens  
**MindSphere**



Customer

# Siemens MindSphere



MachineBuilder

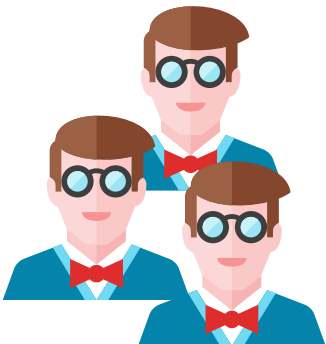


Siemens  
**MindSphere**

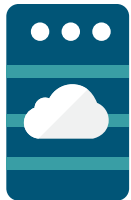


Customer

# Siemens MindSphere



Apps



Brewery**Machines**

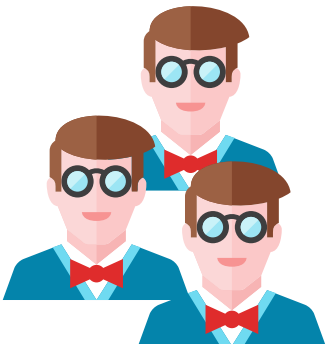
MachineBuilder

Siemens  
**MindSphere**

Customer



# Siemens MindSphere



Requires **Coding**



Brewery**Machines**



MachineBuilder

Siemens  
**MindSphere**

**Customer**

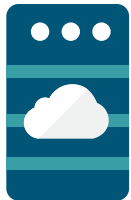
# Siemens MindSphere



MachineBuilder



Siemens  
MindSphere



Customer

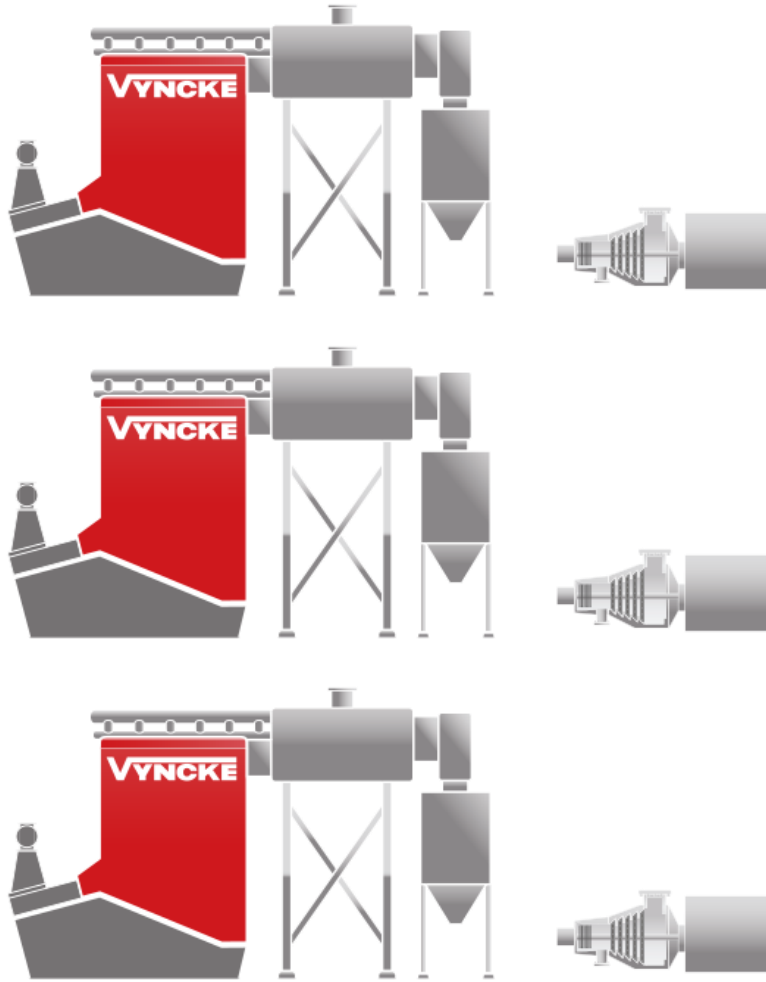
# Siemens MindSphere



MachineBuilder



Siemens  
**MindSphere**



Customers

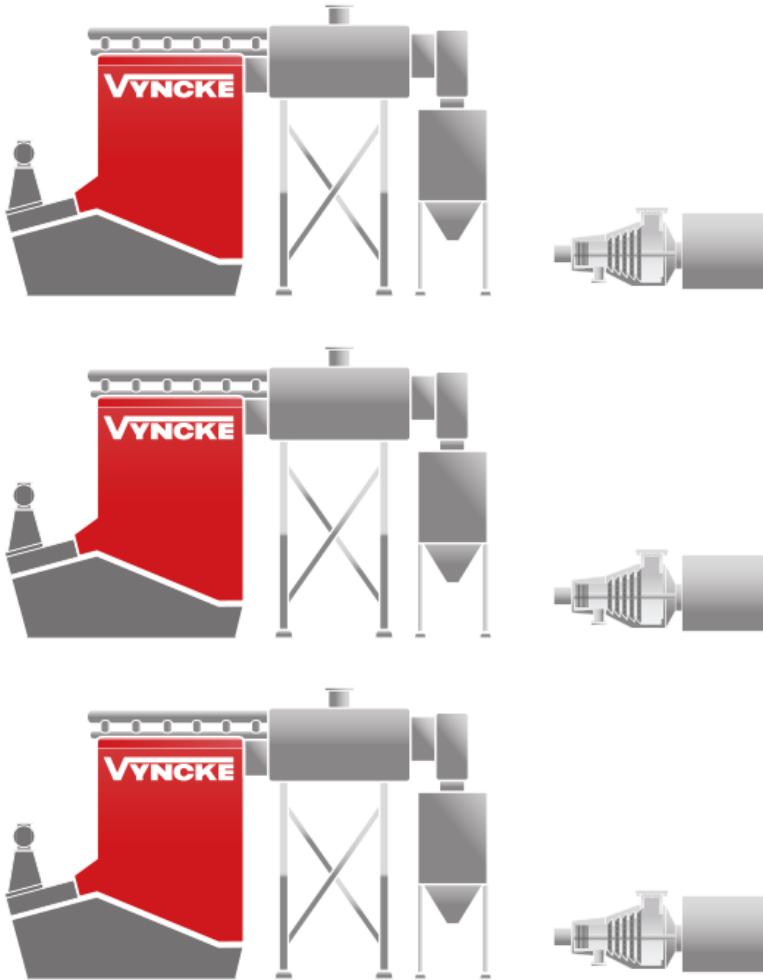
# Siemens MindSphere



MachineBuilder



Siemens  
MindSphere



Customers

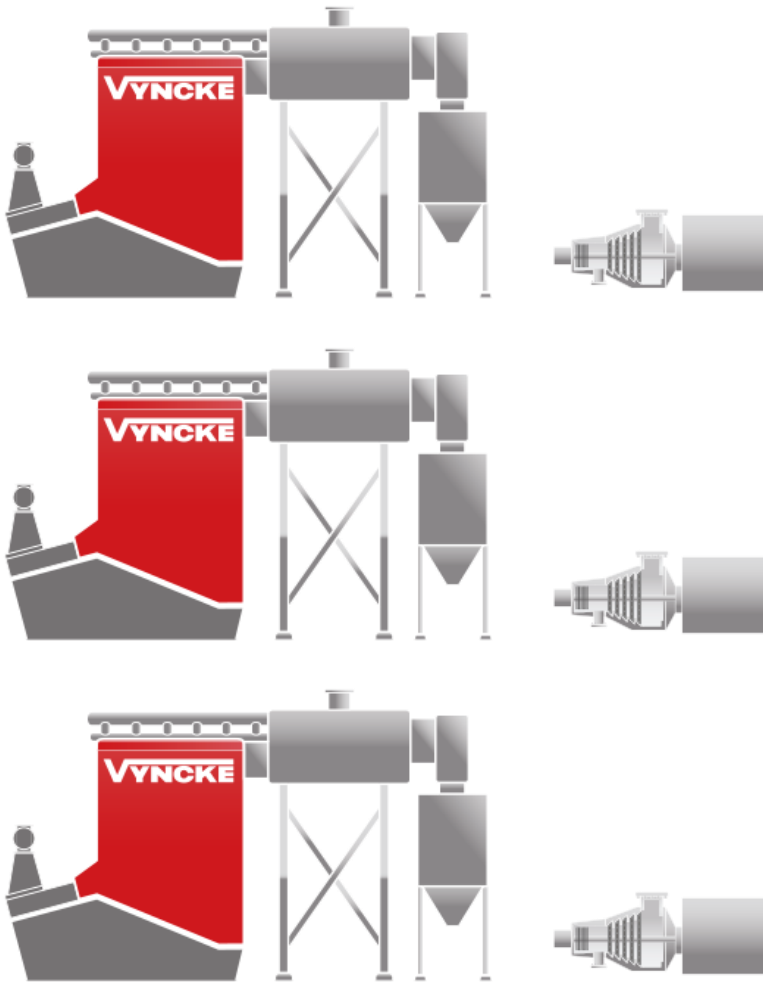


# Siemens MindSphere



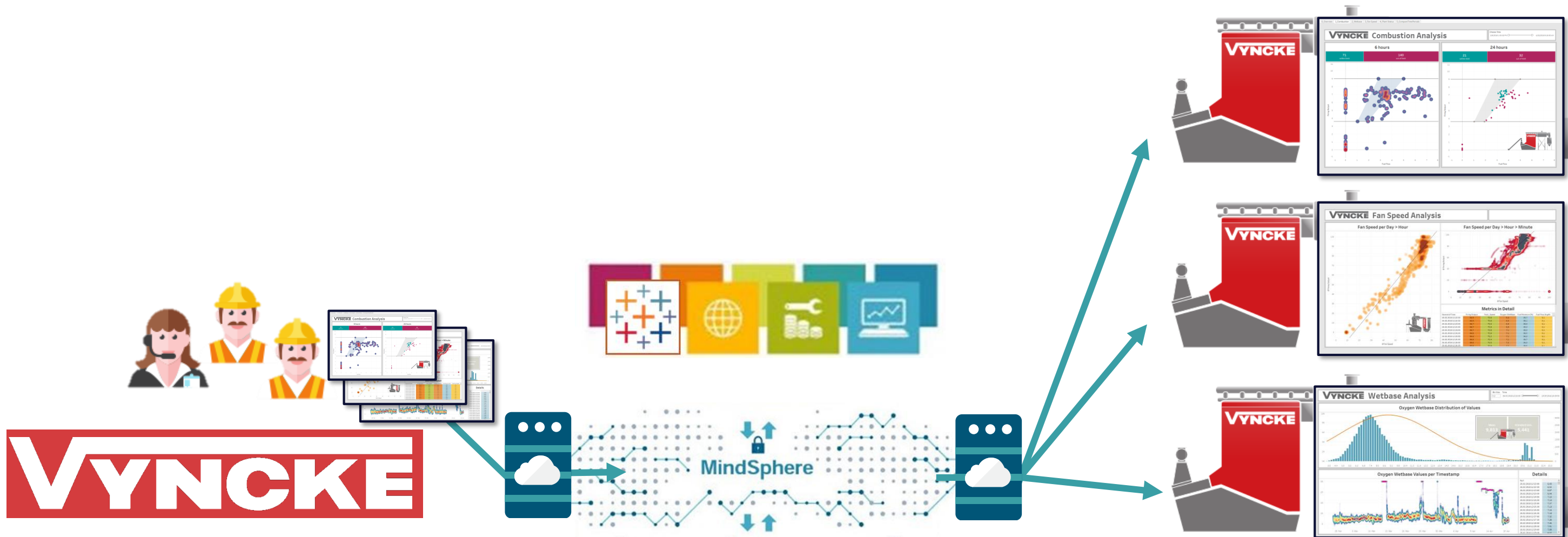
MachineBuilder

Siemens  
MindSphere



Customers

# Siemens MindSphere



MachineBuilder

Siemens  
MindSphere

Customers



# Minodes







Minodes





# Minodes







## Tableau im Einsatz Retail Analytics im Einzelhandel

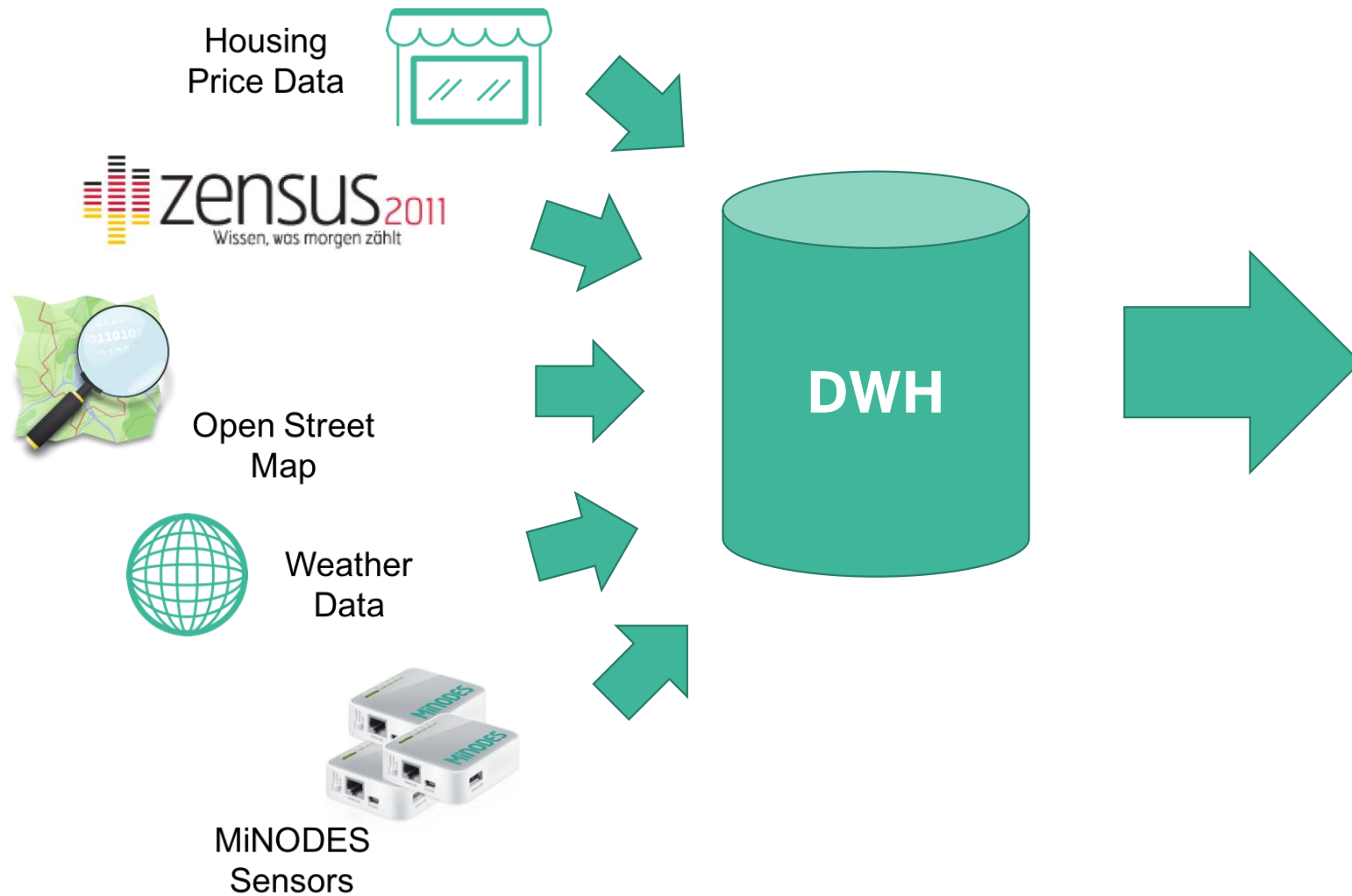
<https://www.tableau.com/de-de/learn/webinars/tableau-im-einsatz-retail-analytics-im-einzelhandel>

Minodes

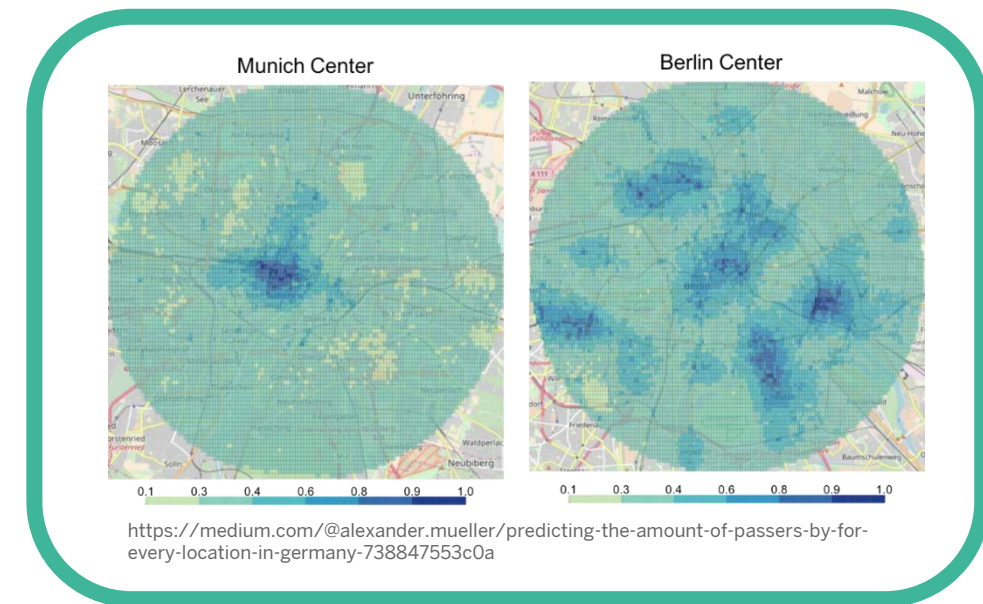
A *Telefónica* NEXT COMPANY



# Minodes



## Webinar: Standortplanung



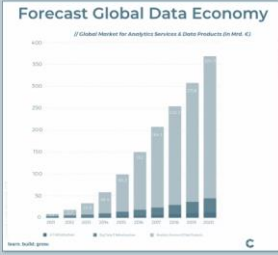
<https://www.tableau.com/de-de/learn/webinars/tableau-im-einsatz-analyse-von-mobilfunkdaten-zur-standortplanung-und-optimierung>



# 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



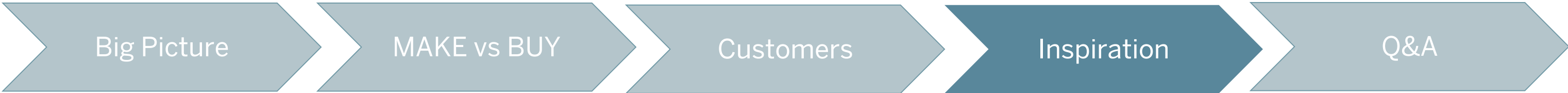
DATA ROYAL STAR

Timo Tautenhahn

Questions, comments, feelings?

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MAKE



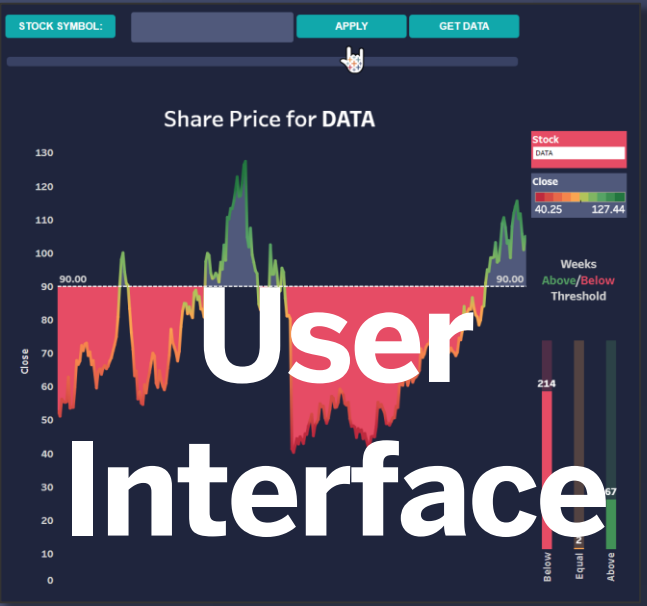
BUY

User Interface

Plattform

Automatisierter Datenflow

Innovationen



YOUR APP Login

Email

Password

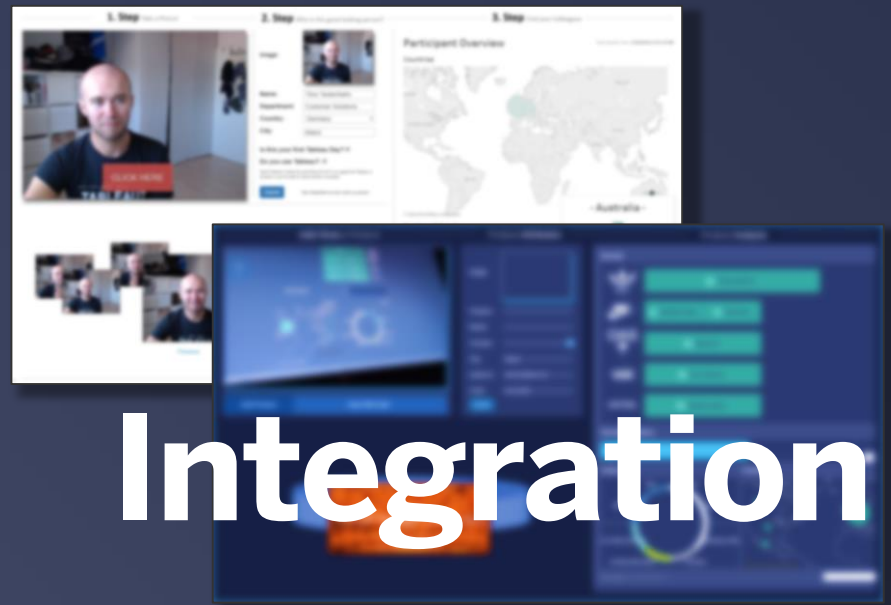
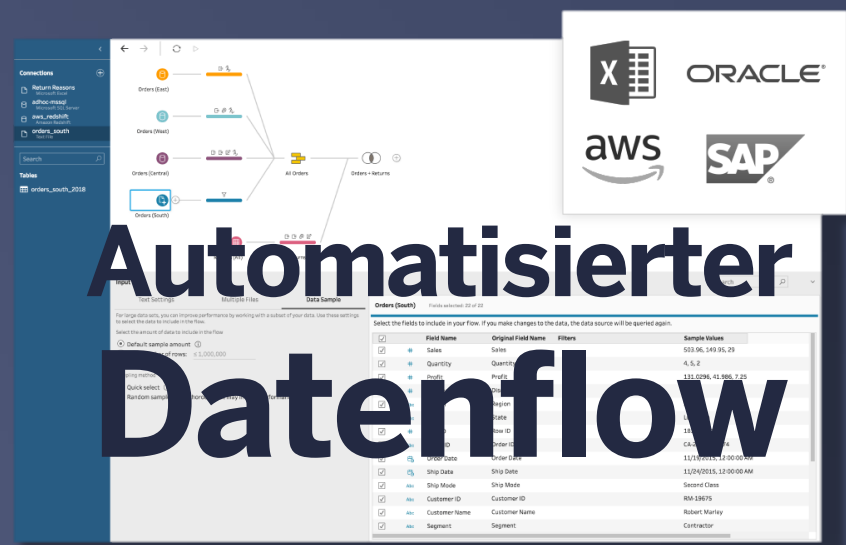
LOGINS

Forgot Username / Password?

Create your account

# Plattform

# Inspiration



# Session Flow

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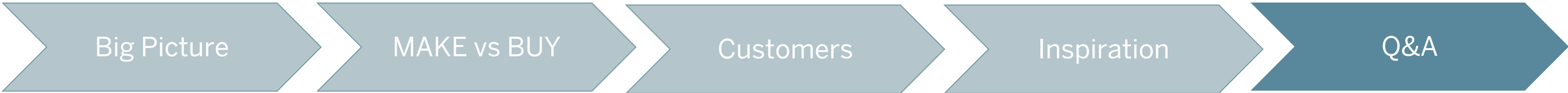
<https://www.tableau.com/de-de/learn/webinars/embedded-analytics-crisp-turn-data-into-products>

CUSTOMERS

DATA  
ROUNDTABLE

— Timo Tautenhahn —  
Questions, comments, feelings?

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



MAKE

BUY

User Interface

Automatisierter Datenflow

Extensions

Inspiration

Platform

Integration



# — Timo Tautenhahn —

## Questions, comments, feelings?

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