Transform **Data into Products**

New Opportunities for Corporations, SMEs, and Startups

15th March 2019

Timo Tautenhahn
Senior Solution Consultant
Tableau Software EMEA

Icon Legend

= Webinar

= Whitepaper

= More Information?

Kessler Bank

Adobe

BASF
We create chemistry

Product Manager Data Monetization (m/f)

Language
DE EN

Drive with us the digital transformation of BASF and implement the future processes and ways of working with our data. Digital solutions, processes and services will play an essential role in our future business. This is why we founded BASF 4.0. We report to the CEO and the project head is our chief digital officer.

We are driven by organizational elements such as

Your Skills

e-commerce and/or digital marketing

Scrum, Kanban, SAFe

startup experience

Timo Tautenhahn

Senior Solution Consultant

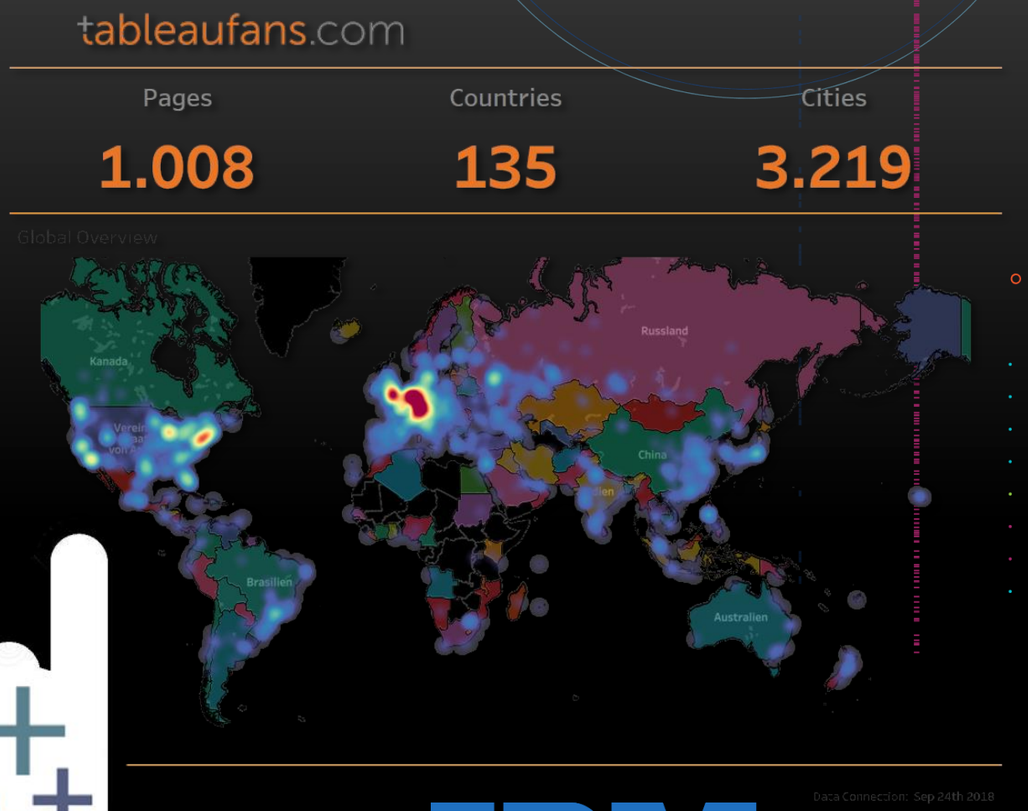
Germany, Austria, Switzerland, Eastern Europe and CIS

TABLEAU
CONFERENCE

Timo Tautenhahn

Senior Solution Consultant

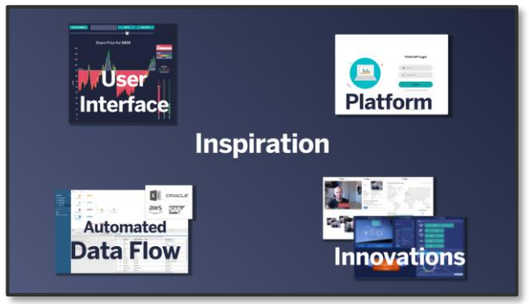
Germany, Austria, Switzerland, Eastern Europe and CIS



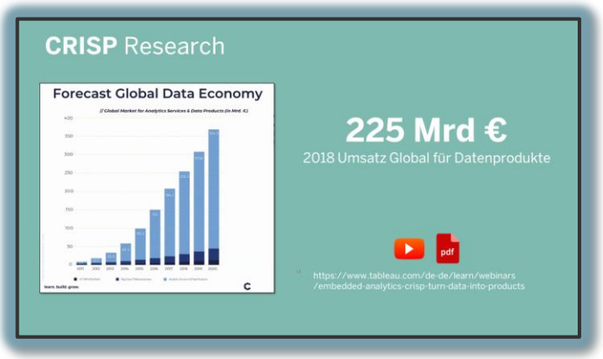
IBM

Session **Flow**

Big Picture → MAKE vs BUY → Customers → Inspiration → Q&A



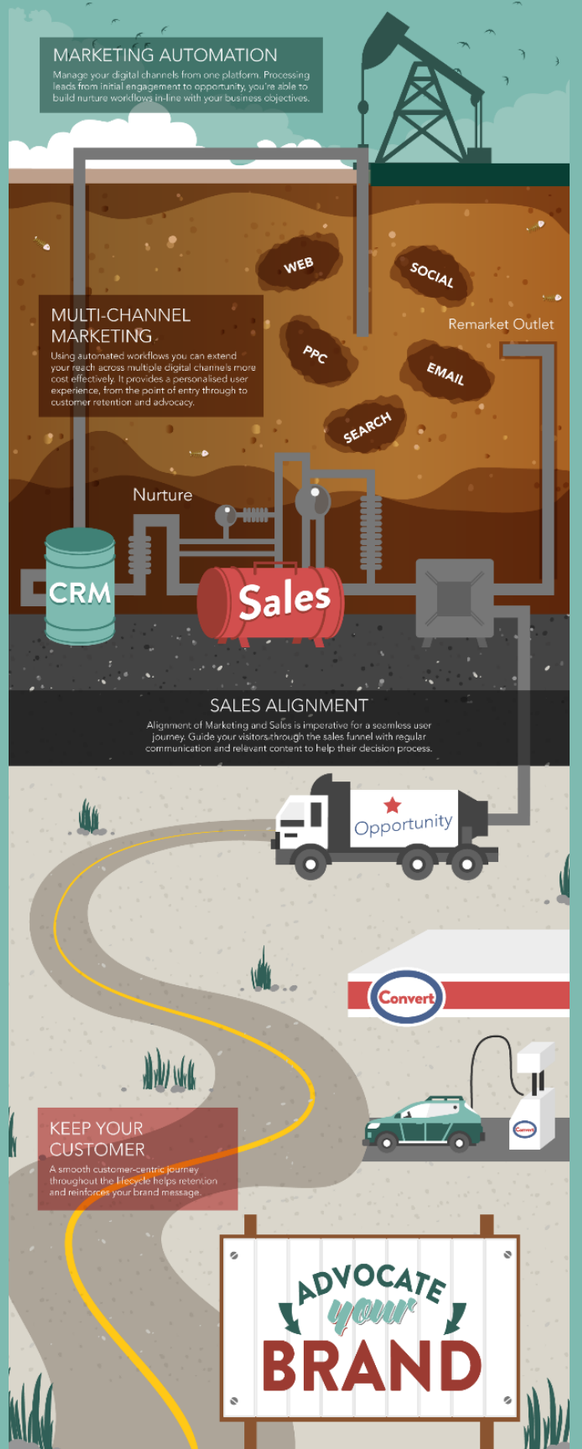
Session **Flow**



Big Picture → MAKE vs BUY → Customers → Inspiration → Q&A

DATA
IS THE NEW OIL

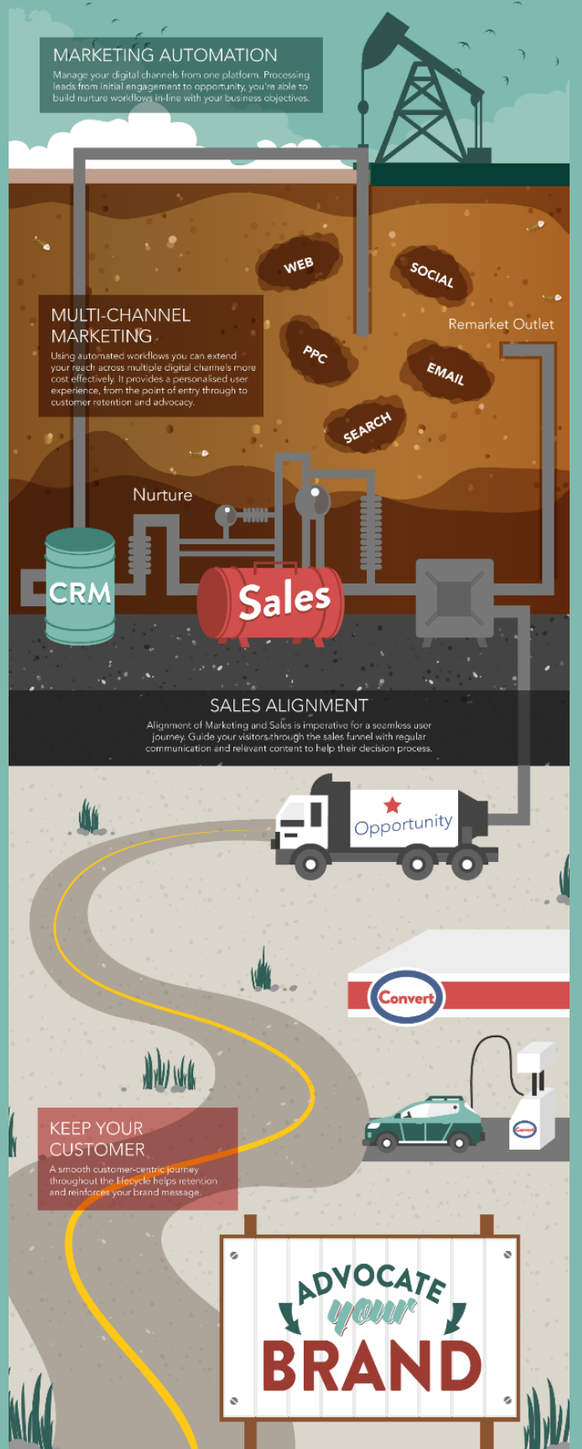
but do you have the resource to refine it?



Source; http://successflow.co.uk/blog/2015/11/27/data-is-the-new-oil-but-do-you-have-the-resources-to-refine-it/

DATA IS THE NEW OIL

but do you have the resource to refine it?



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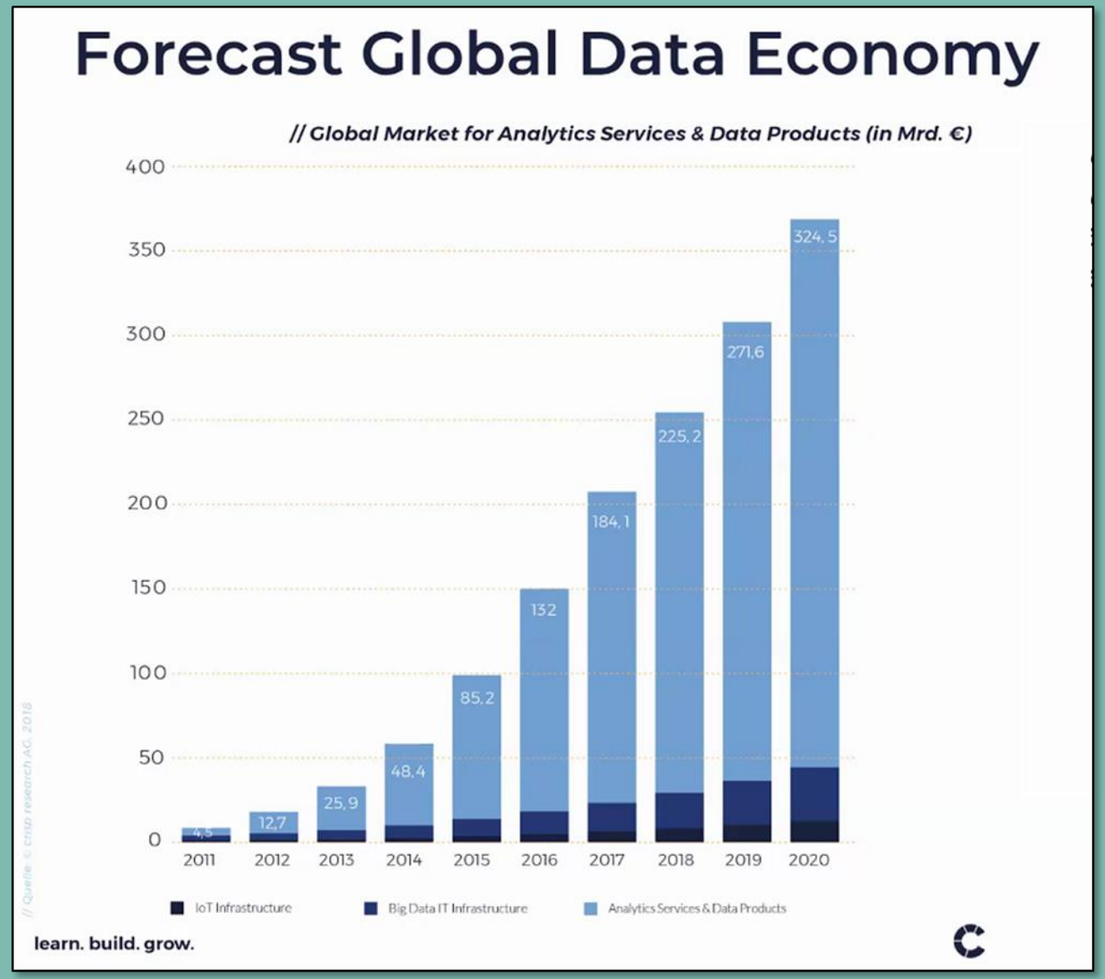
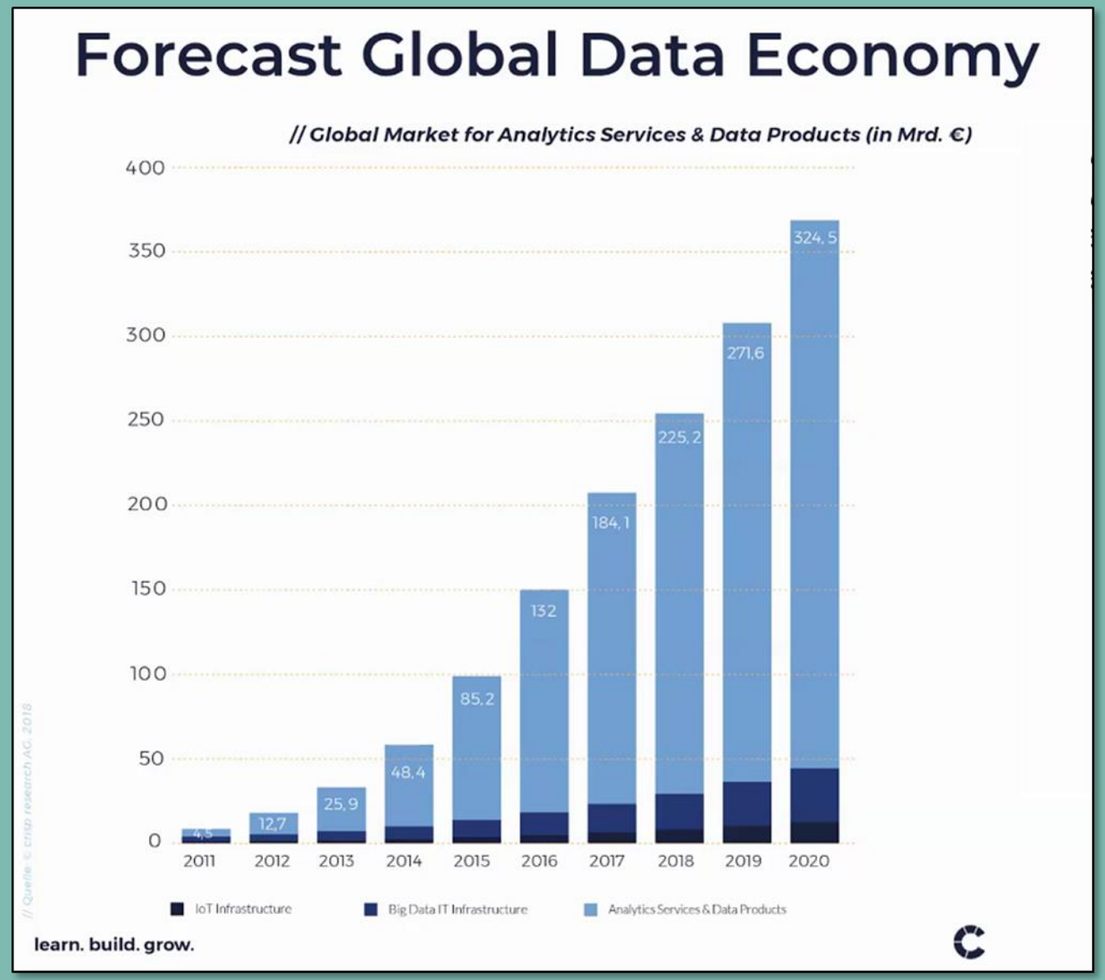
CRISP Research



271,6 Mrd €

Global Market for Data Products in 2019

CRISP Research



- **Innovation Processes**
  - Explorative, Strategic, …
- **Data Business Models & Strategies**
  - Digital Platform Analytics, APIs, …

pdf

https://www.tableau.com/learn/webinars/turn-data-products-data-scientist-data-business-owner

MAKE

Website Analysis
tableaufans.com
Wo
Wann
Was
Website Analysis
tableaufans.com
tableaufans.com

BUY

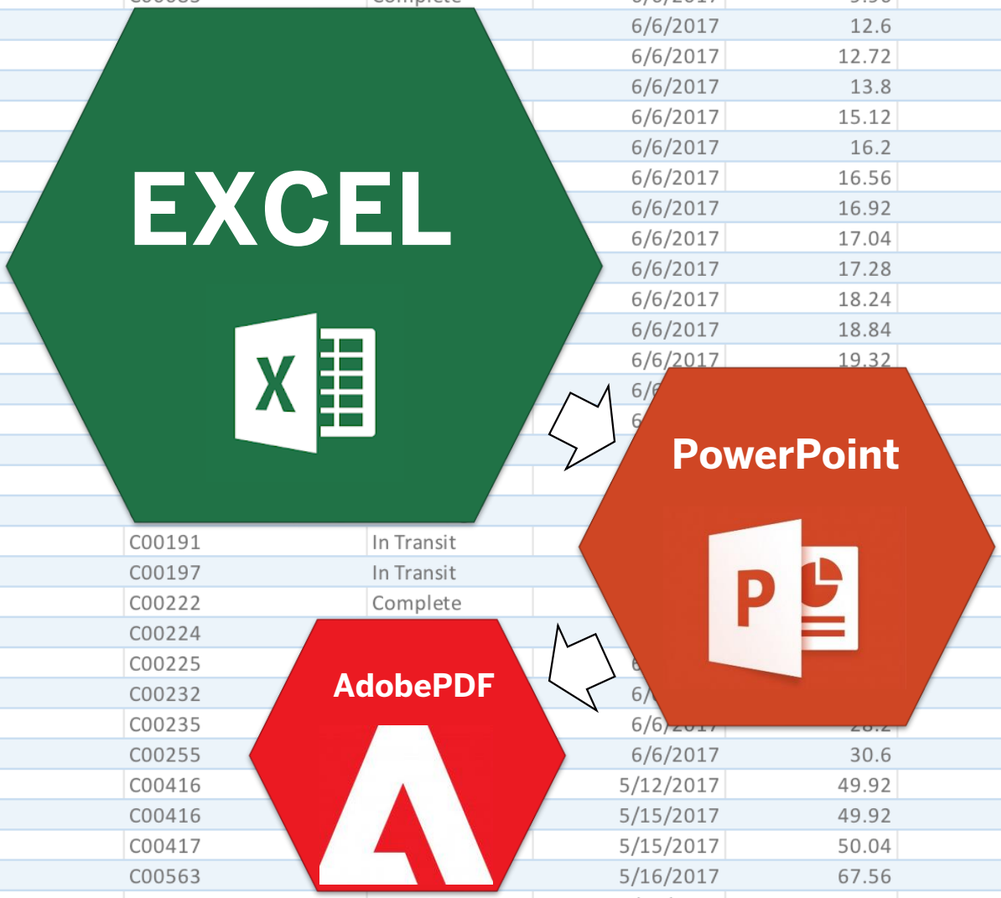
MAKE

- Manual
- Time-consuming
- Dependency on individuals
- The more sources,
  the more complex
- Error-prone

Order Number	Customer Identifer	Order Status	Requested Pick-U	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	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		017	16.92	141
201766-6300142	C00142		7	17.04	142
201766-6300144	C00144			17.28	144
201766-6300152	C00152			18.24	152
201766-6300157	C00157			18.84	157
201766-6300161	C00161			19.32	161
201766-6300165	C00165			19.8	165
201766-6300171	C00171			20.52	171
201766-6300177	C00177			21.24	177
201766-6300185	C00185			22.2	185
201766-6300187	C00187			22.44	187
201766-6300191	C00191			22.92	191
201766-6300197	C00197			23.64	197
201766-6300222	C00222			26.64	222
201766-6300224	C00224			26.88	224
201766-6300225	C00225		7	27	225
201766-6300232	C00232		17	27.84	232
201766-6300235	C00235	Complete	6/6/2017	28.2	235
201766-6300255	C00255	Complete	6/6/2017	30.6	255
2017512-600416	C00416	Complete	5/12/2017	49.92	416
2017515-600416	C00416	Complete	5/15/2017	49.92	416
2017515-600417	C00417	Complete	5/15/2017	50.04	417
2017516-600563	C00563	Complete	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

- Manual
- Time-consuming
- Dependency on individuals
- The more sources, the more complex
- **Error-prone**
- **Even more manual effort**
- **Doesn't scale**
- **Data limit**
- **Static**



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201766-6300152			6/6/2017	18.24	152
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201766-6300161			6/6/2017	19.32	161
201766-6300165			6/6		165
201766-6300171			6		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		6		225
201766-6300232	C00232		6/		232
201766-6300235	C00235		6/6/2017		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
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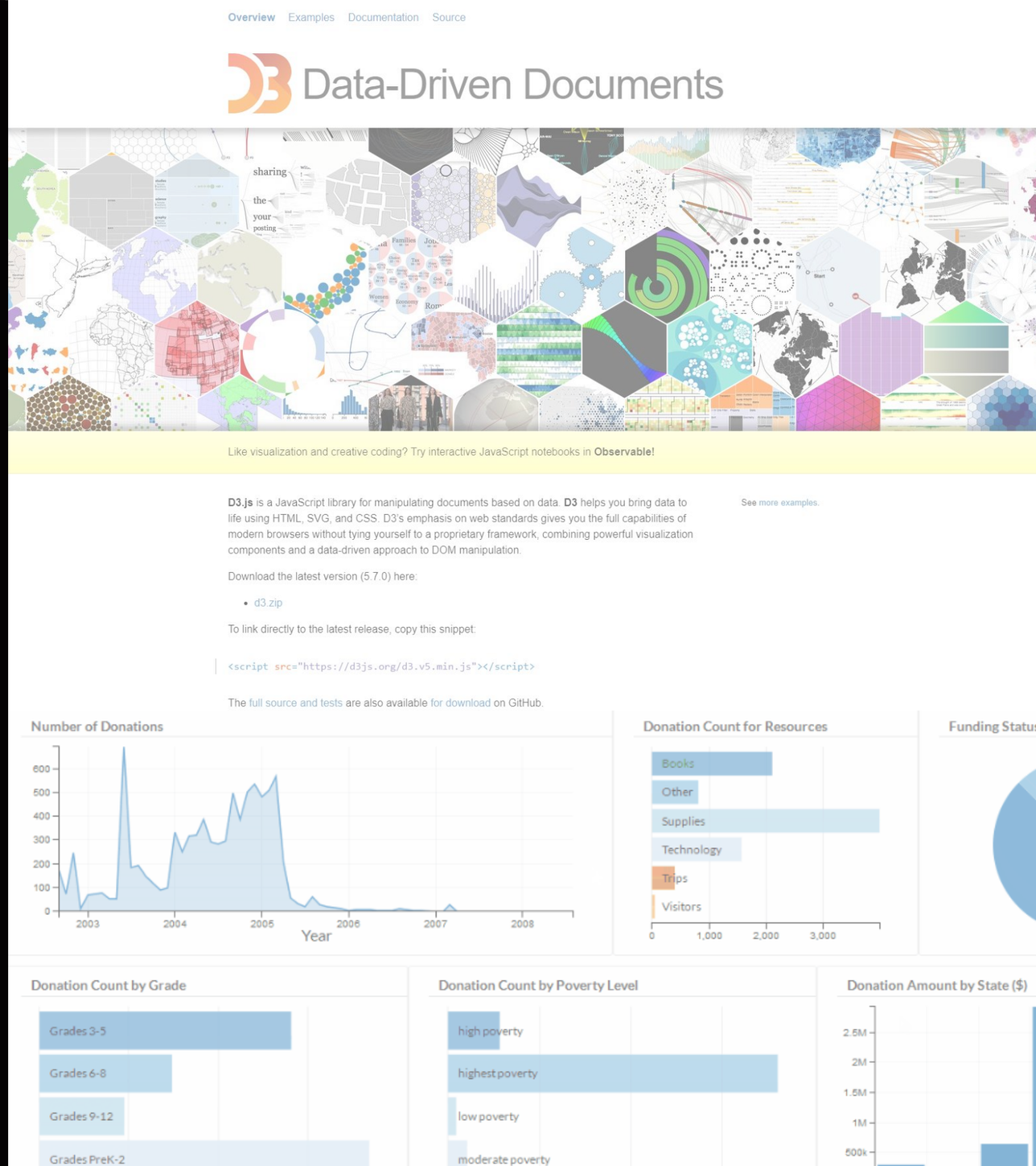
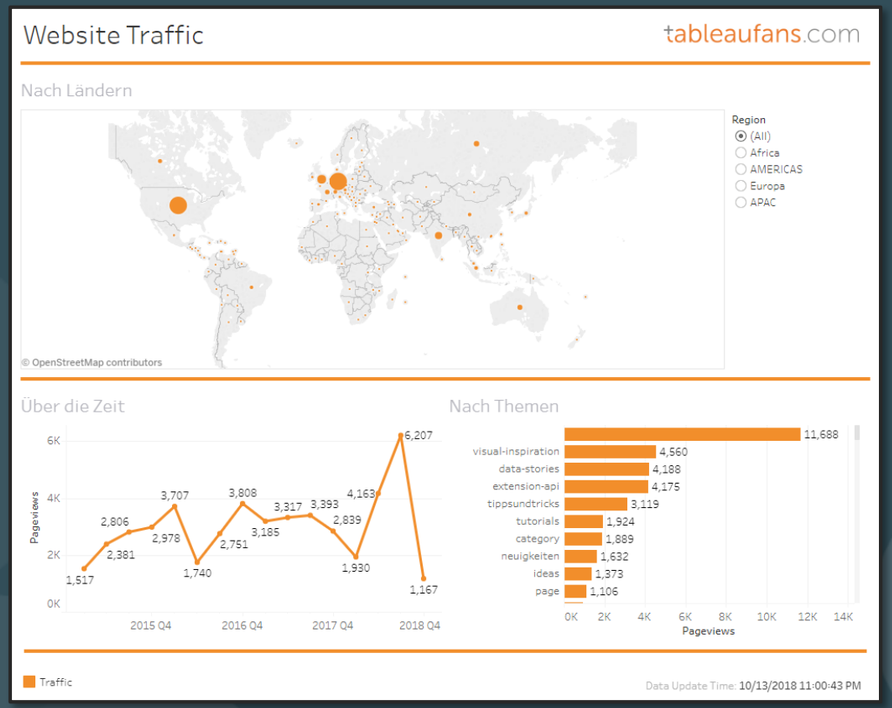
2017516-600625	C00625	Complete	5/16/2017	75	625
2017516-600631	C00631	Complete	5/16/2017	75.72	631

MAKE

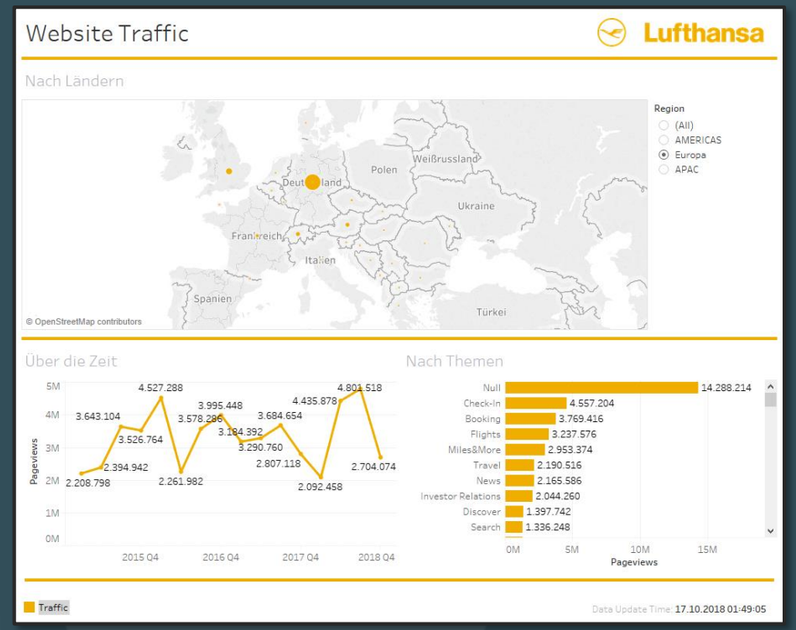
- **Initial Development Effort**
- **Programming Expertise for Adjustments**
- **Data Connection**
- **Security**
- **Monitoring**

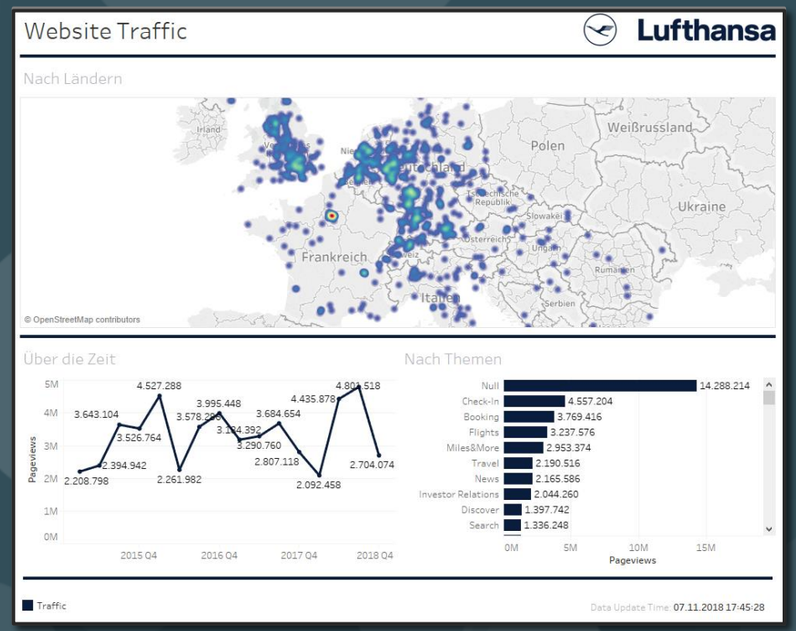




5min DEMO

- **Swap Data Source**
  - Google Analytics
  - Database
- **Look and Feel**
  - Logo
  - Colors





MAKE

- Initial Development Effort
- Programming Expertise
- Time for Adjustments
- Unifying Data Sources
- Dependent on Individuals
- Data Volumes
- Security
- Integration
- Scalability
- Monitoring
- Manual Deployment
- Error-prone
- Mobile
- Time-to-Market

BUY

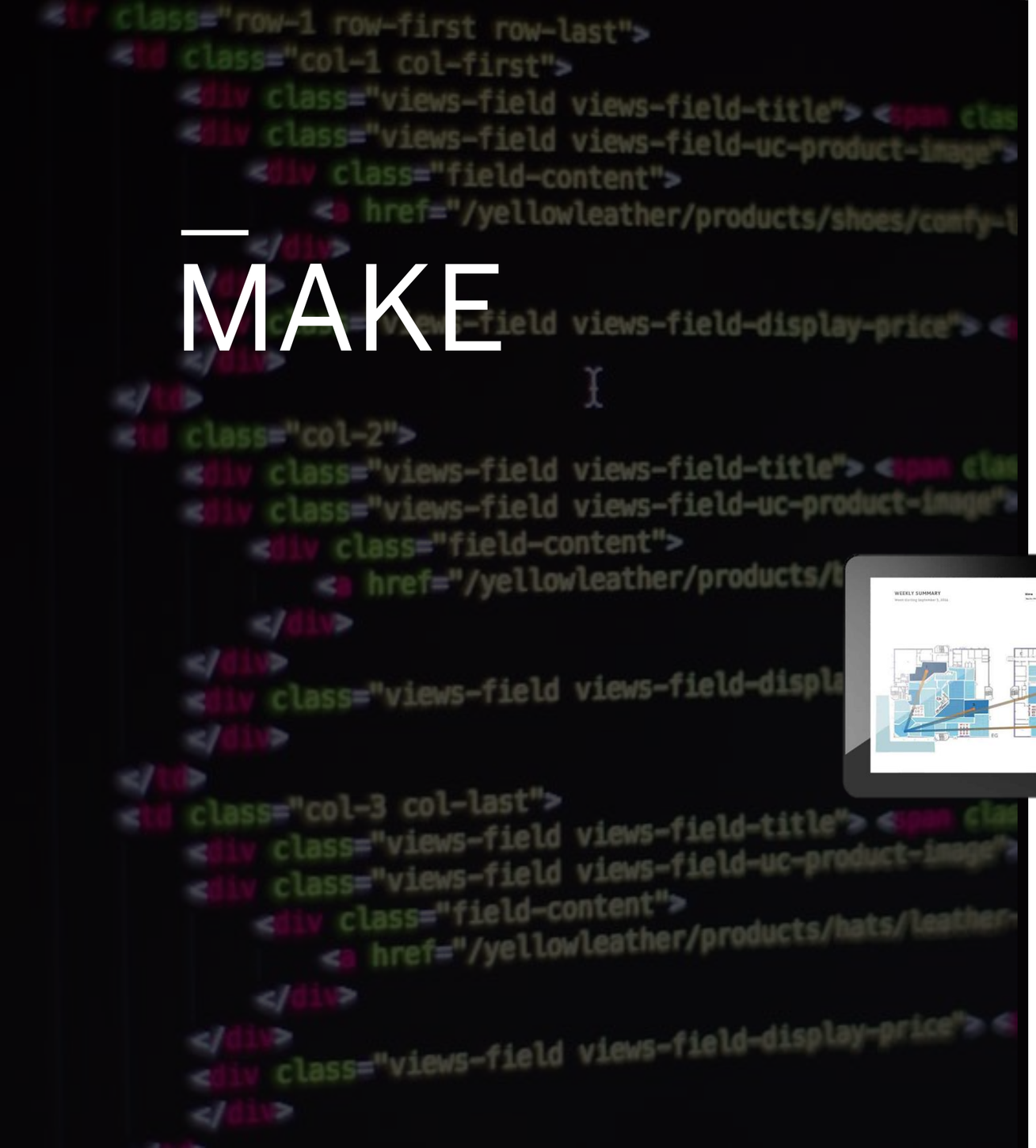
MAKE

- Initial Development Effort
- Programming Expertise
- Time for Adjustments
- Unifying Data Sources
- Dependent on Individuals
- Data Volumes
- Security
- Integration
- Scalability
- Monitoring
- Manual Deployment
- Error-prone
- Mobile
- Time-to-Market

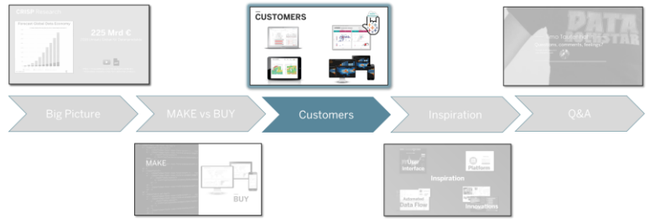
BUY

- **Fast Deployment**
- **Adjustments made by Business Unit**
- **Security**
- **Monitoring**
- **Scalability**
  +100k User
- **Time-to-Market**

questback



MAKE


CUSTOMERS
Big Picture
MAKE vs BUY
Customers
Inspiration
Q&A

BUY

MINODES
WEEKLY SUMMARY

SIEMENS
MindSphere
MindSphere

SIEMENS

Ingenuity for life

372k employees

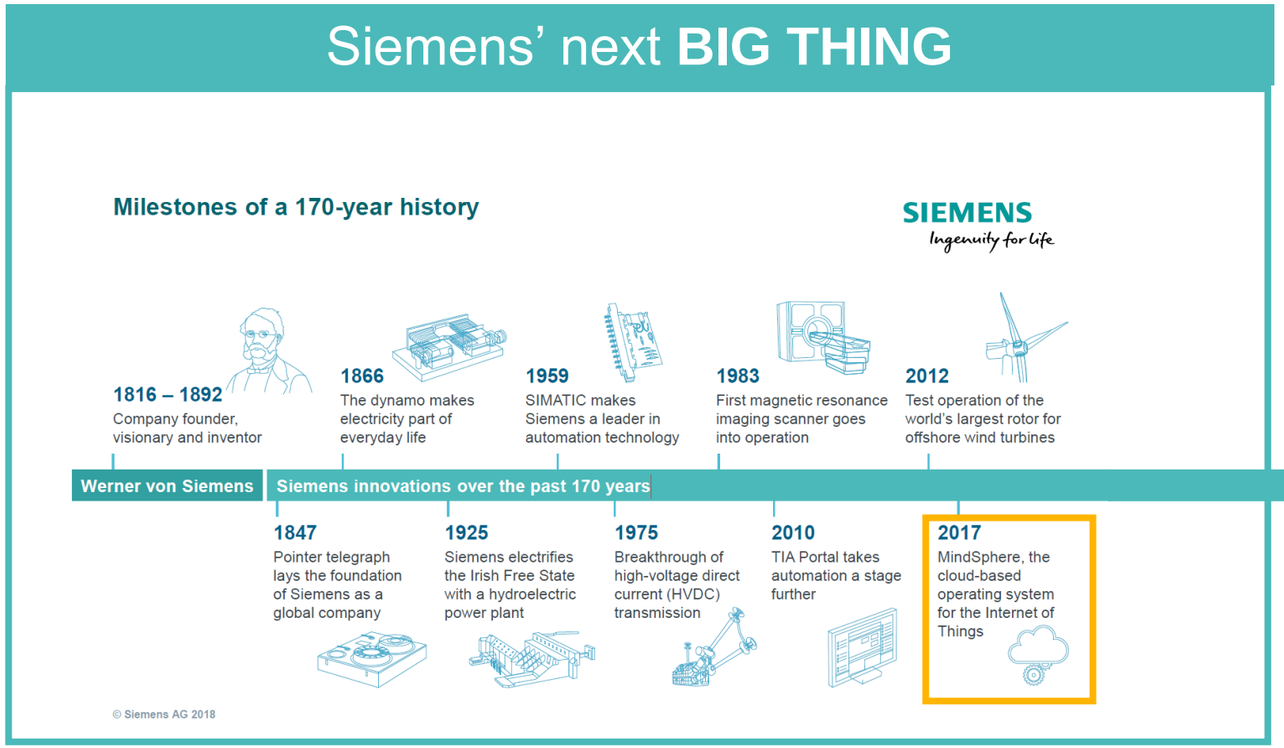
83 € billion

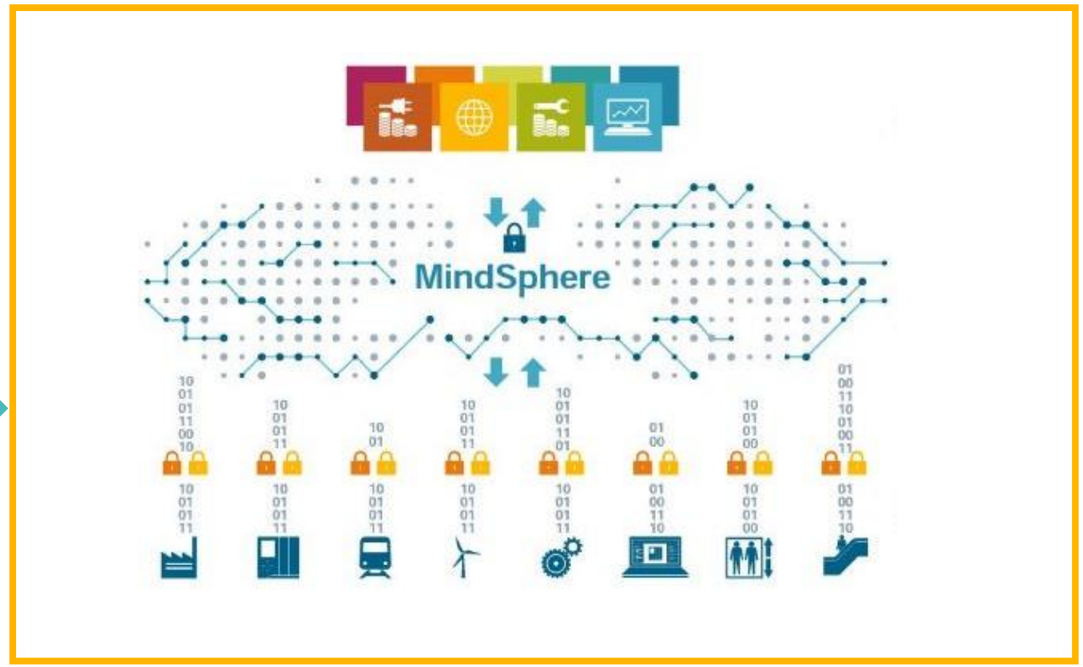
200+ countries

Schneider Electric

Siemens **MindSphere**

Siemens' next **BIG THING**





Siemens **MindSphere**

TABLEAU
TABLEAU
TABLEAU

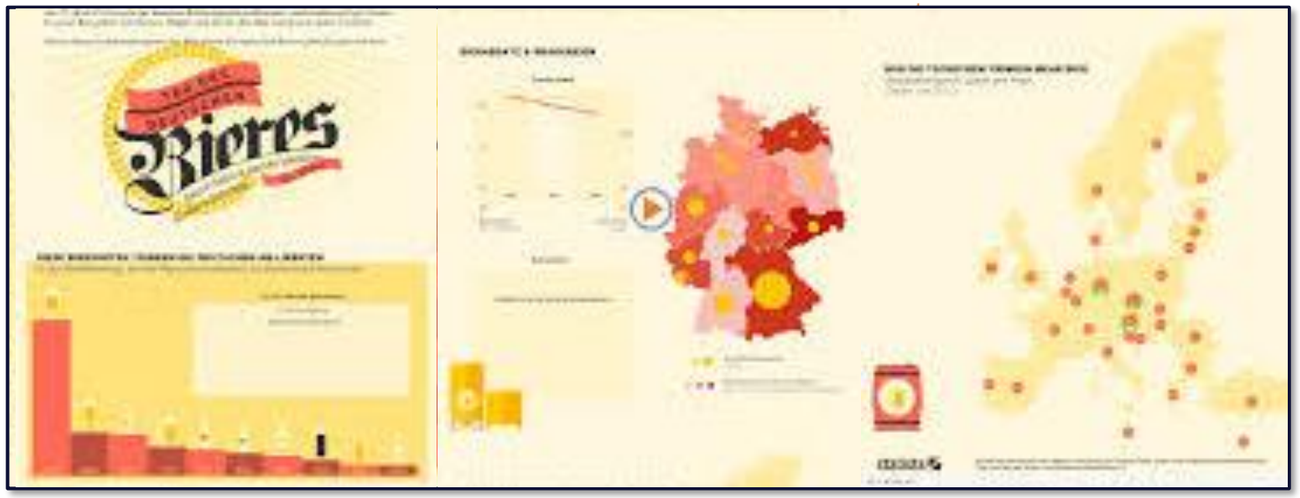
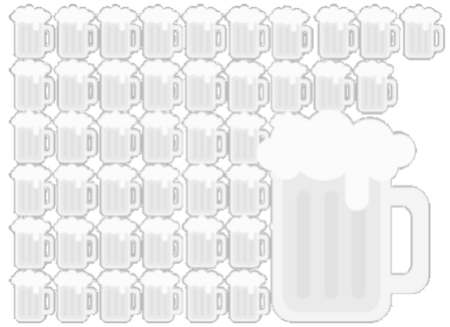

Bieres

TABLEAU
CONFERENCE 2017
BIG DOG'S

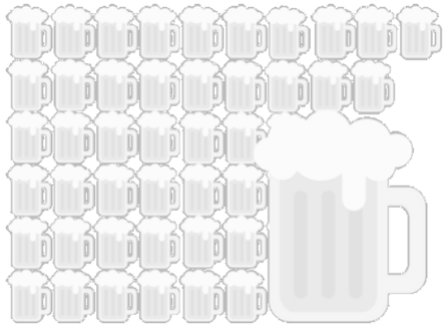
Siemens **MindSphere**

tableau



Siemens **MindSphere**

tableau

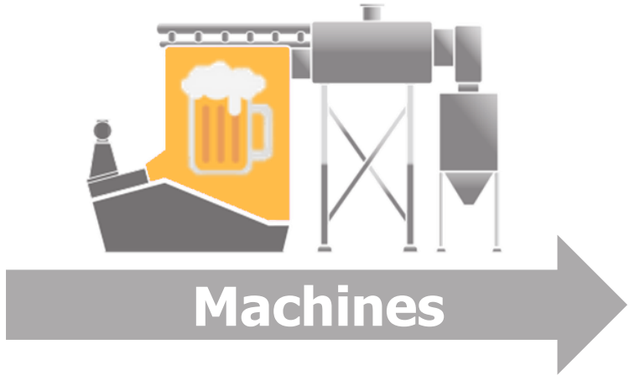


BreweryMachines

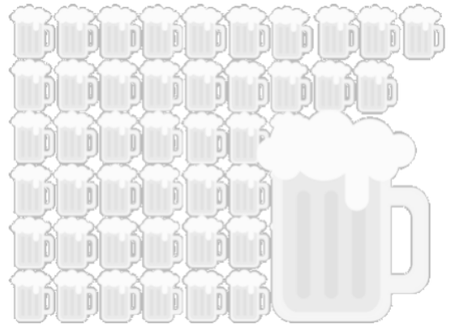
MachineBuilder

Customer

Siemens **MindSphere**



Brewery**Machines**



MachineBuilder

Customer

Siemens **MindSphere**

tableau

Brewery**Machines**

MachineBuilder

Customer

Siemens **MindSphere**

tableau

Brewery**Machines**

MachineBuilder

Customer

Siemens **MindSphere**

tableau

BreweryMachines

MachineBuilder

Customer

Siemens **MindSphere**

Brewery**Machines**

Service

MachineBuilder

Customer

Siemens **MindSphere**

tableau

?

BreweryMachines

MachineBuilder

Customer

Siemens **MindSphere**

Brewery**Machines**

MachineBuilder

Siemens
MindSphere

Customer

Siemens **MindSphere**

MachineBuilder

Siemens
MindSphere

Customer

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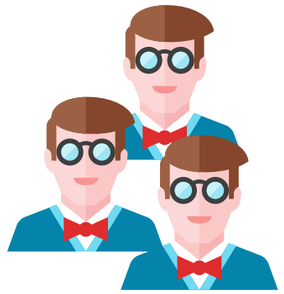


Apps

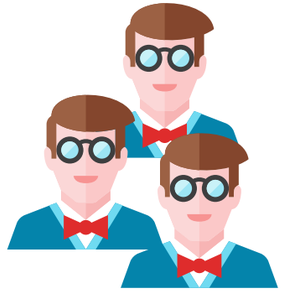
Brewery**Machines**

MachineBuilder

Siemens
MindSphere

Customer

Siemens **MindSphere**



Requires **Coding**

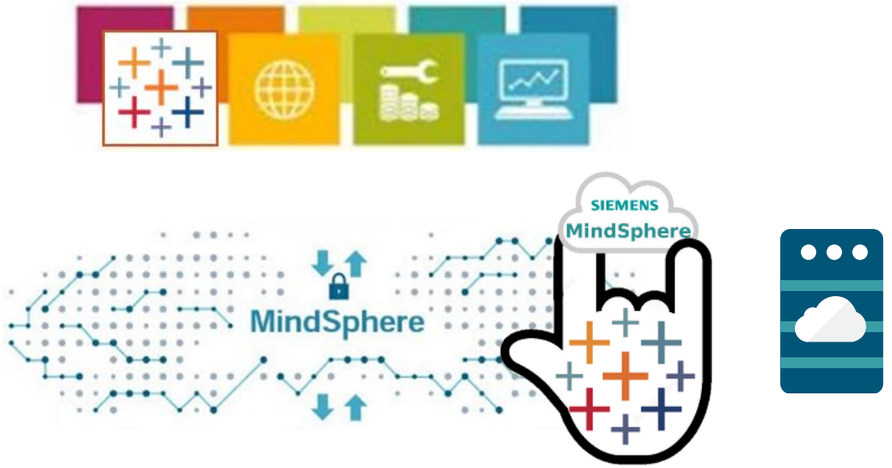
Brewery**Machines**

MachineBuilder

Siemens
MindSphere

Customer

Siemens **MindSphere**



MachineBuilder

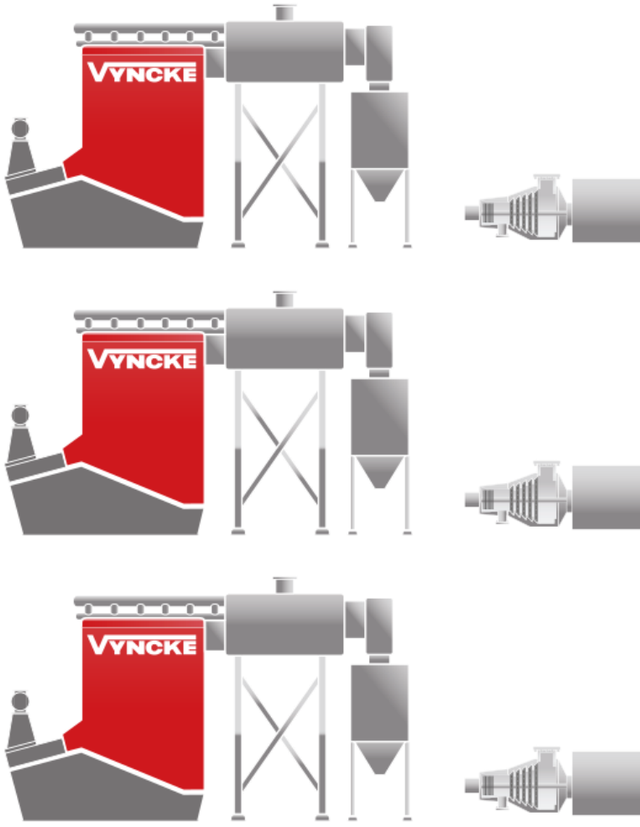
Siemens
MindSphere

Customer

Siemens **MindSphere**

MachineBuilder

Siemens
MindSphere



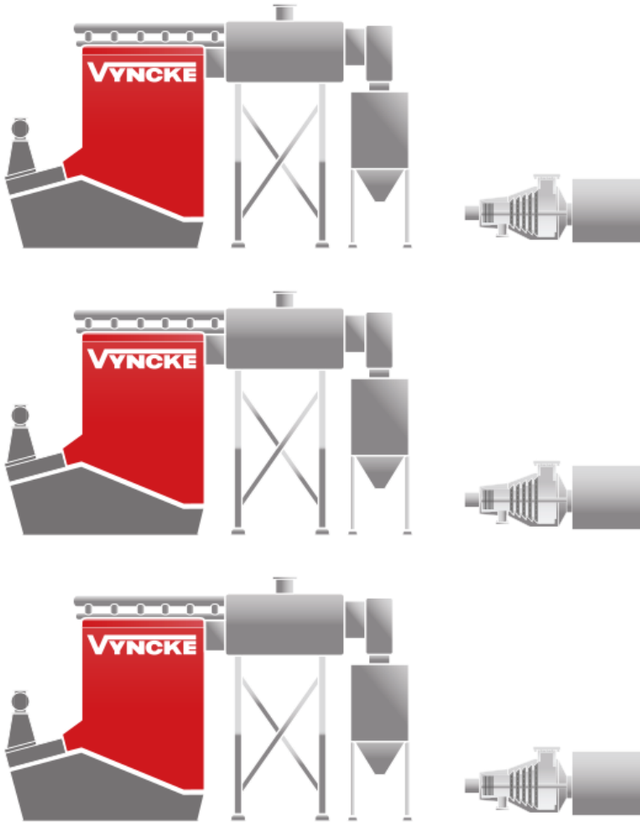
Customers

Siemens **MindSphere**

VYNCKE

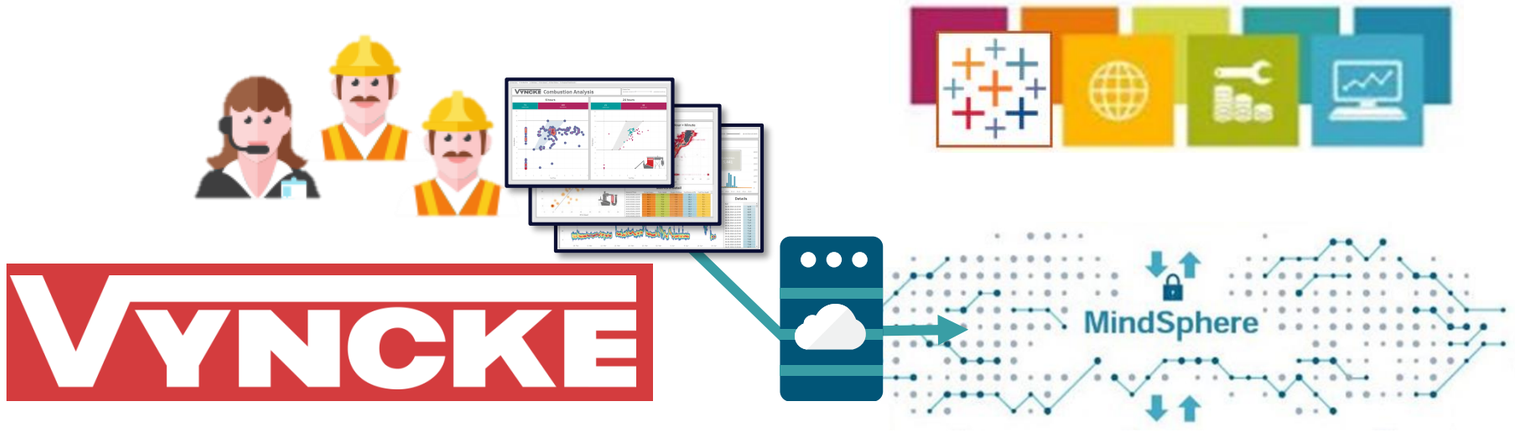
MachineBuilder

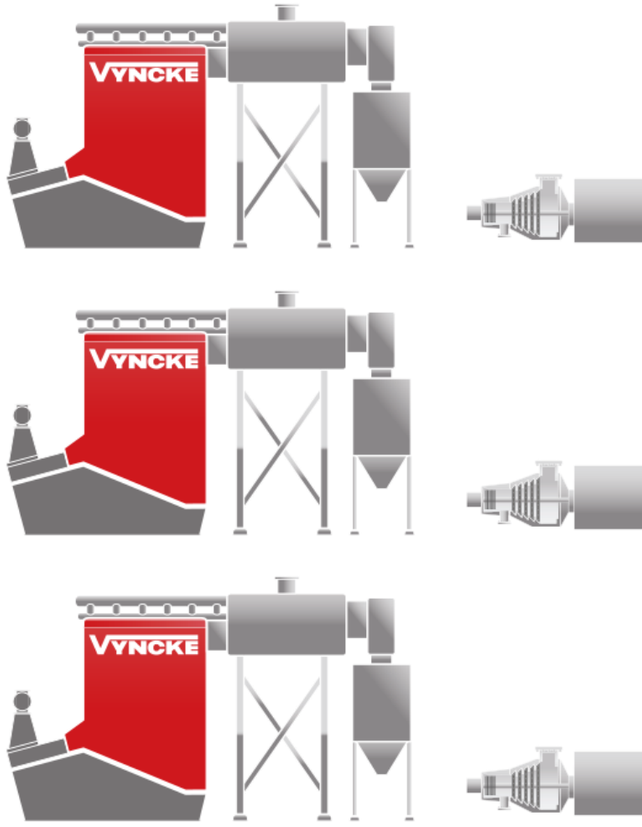
Siemens
MindSphere



Customers

Siemens **MindSphere**





MachineBuilder

Siemens
MindSphere

Customers

Siemens **MindSphere**

MachineBuilder

Siemens
MindSphere

Customers

MiNODES

Minodes

Minodes

Minodes

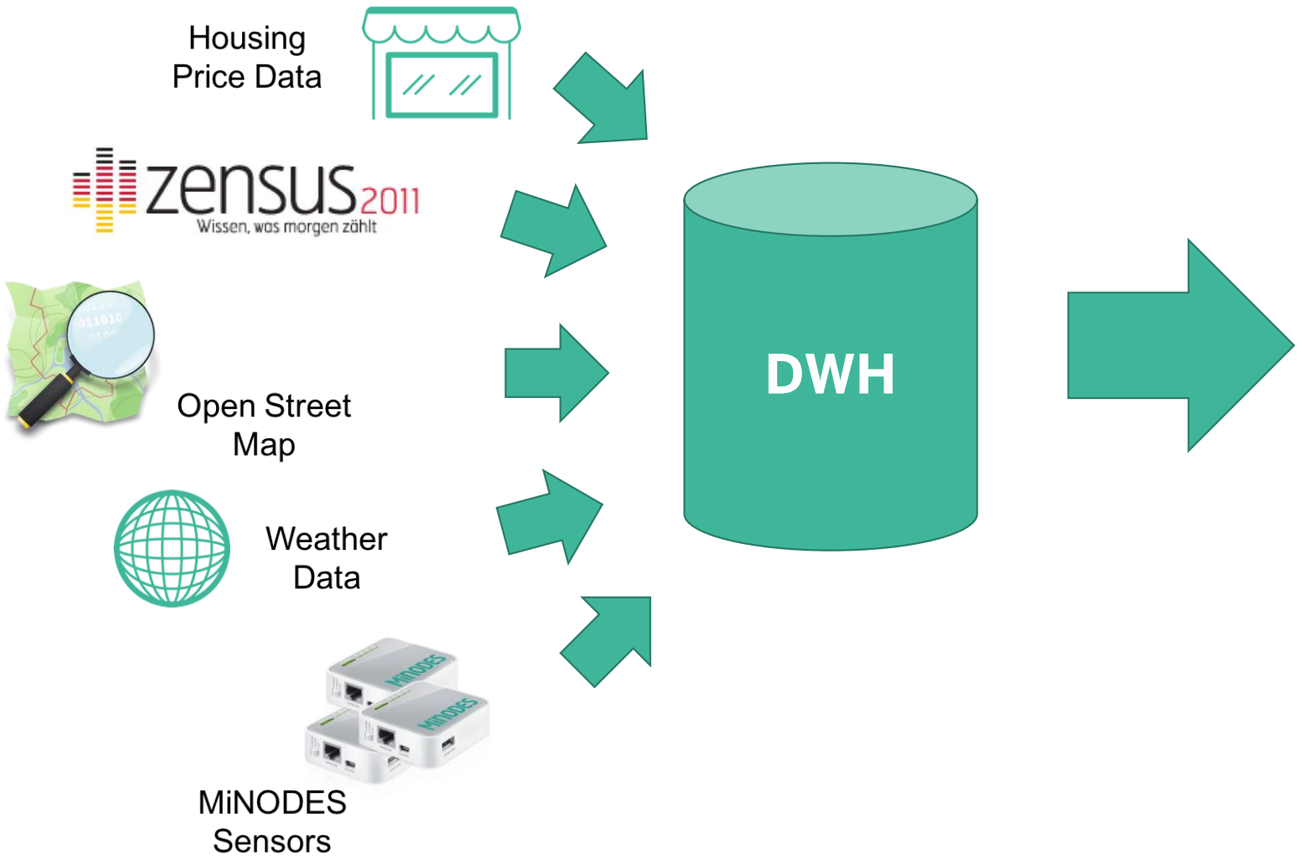
WEEKLY SUMMARY
Week starting September 5, 2016
Store
Date
Aggregation
Visit Type
EG
OG
Date Range
Main KPI
Average
% Returning Visits per Store
Germany
Poland
% Returning Visits per Week
Click on a Week for In-Depth Analysis
52.9%
59.8%
45.9%
49.8%
68.6%
22 August 2016
29 August 2016
5 September 2016
12 Septemb...
19 Septemb...
% Returning Visits per Day
Click on a Date for In-Depth Analysis
56.9%
63.2%
25 Aug
30 Aug
4 Sep
9 Sep
14 Sep
19 Sep
% Returning Visits per Hour
Date Range: 22 August 2016 until 21 September 2016
0.5%
0.9%
10
11
12
13
14
15
16
17
18
19
20
21

WEEKLY SUMMARY
Week starting September 5, 2016
Store
Berlin-Mitte
Date
Last Week
KPI
% of visits
% of visits
1,0
40,3
EG
OG

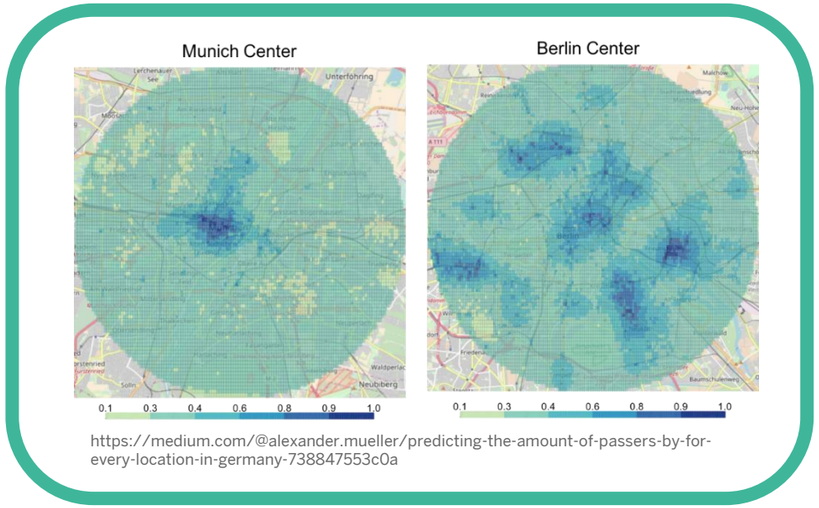
Minodes

A Telefónica NEXT COMPANY

Minodes



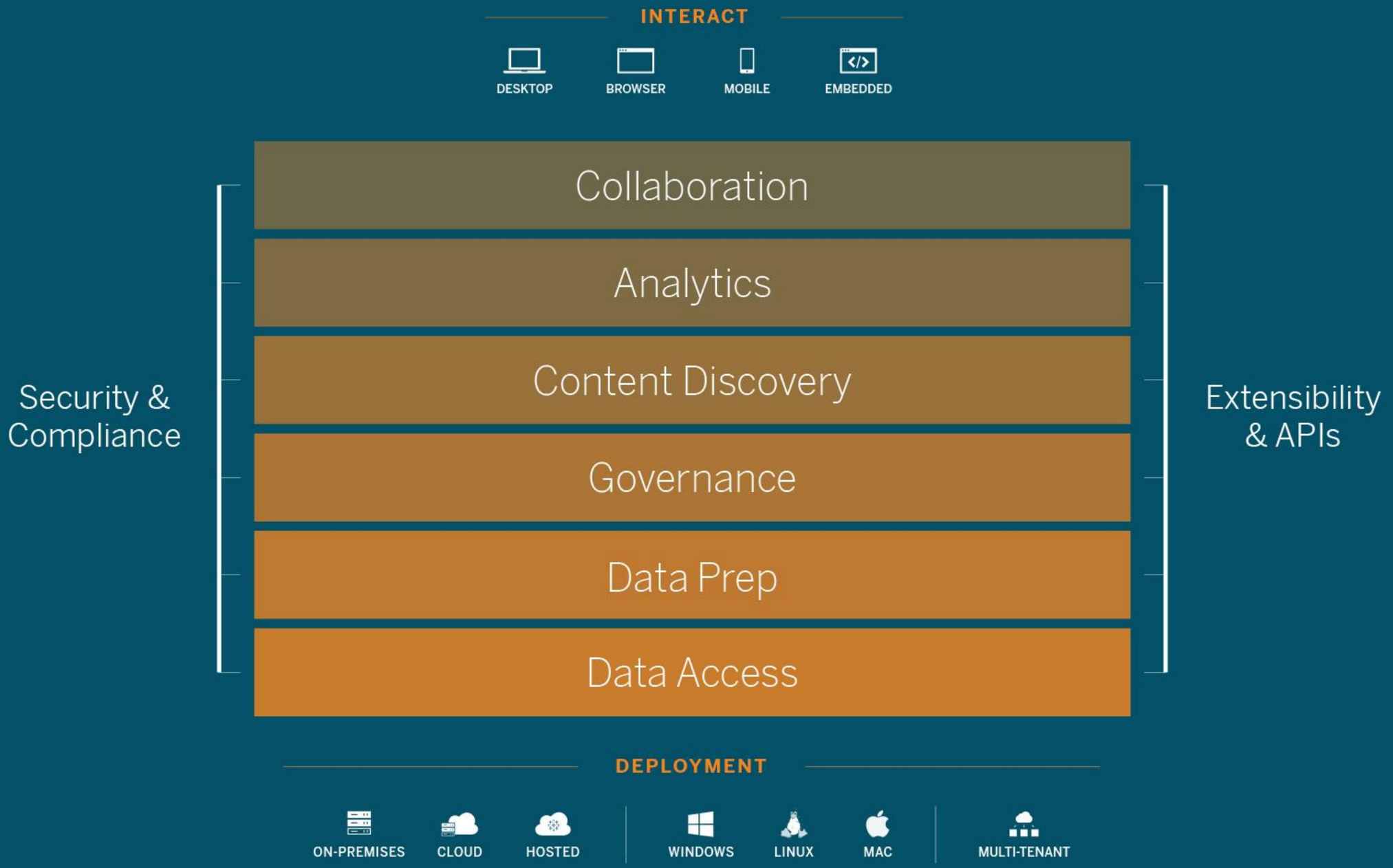
Location Planning



https://medium.com/@alexander.mueller/predicting-the-amount-of-passers-by-for-every-location-in-germany-738847553c0a

Session **Flow**

Big Picture → MAKE vs BUY → Customers → **Inspiration** → Q&A


INTERACT
DESKTOP
BROWSER
MOBILE
EMBEDDED
Collaboration
Analytics
Content Discovery
Governance
Data Prep
Data Access
Security & Compliance
Extensibility & APIs
DEPLOYMENT
ON-PREMISES
CLOUD
HOSTED
WINDOWS
LINUX
MAC
MULTI-TENANT

INTERACT

DESKTOP BROWSER MOBILE EMBEDDED

Collaboration

Analytics

Content Discovery

Governance

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Data Access

Security & Compliance

DEPLOYMENT

ON-PREMISES CLOUD HOSTED | WINDOWS LINUX MAC | MULTI-TENANT

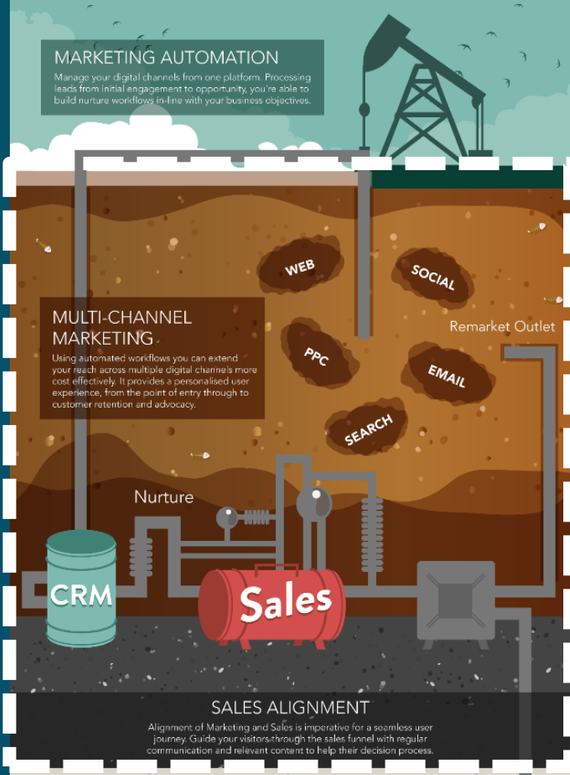
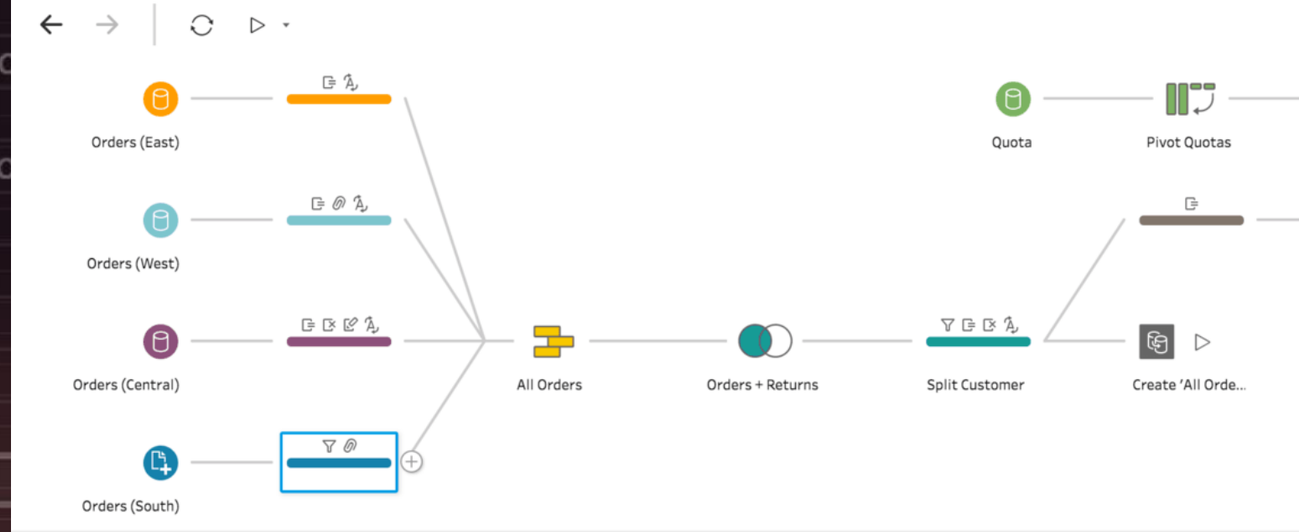
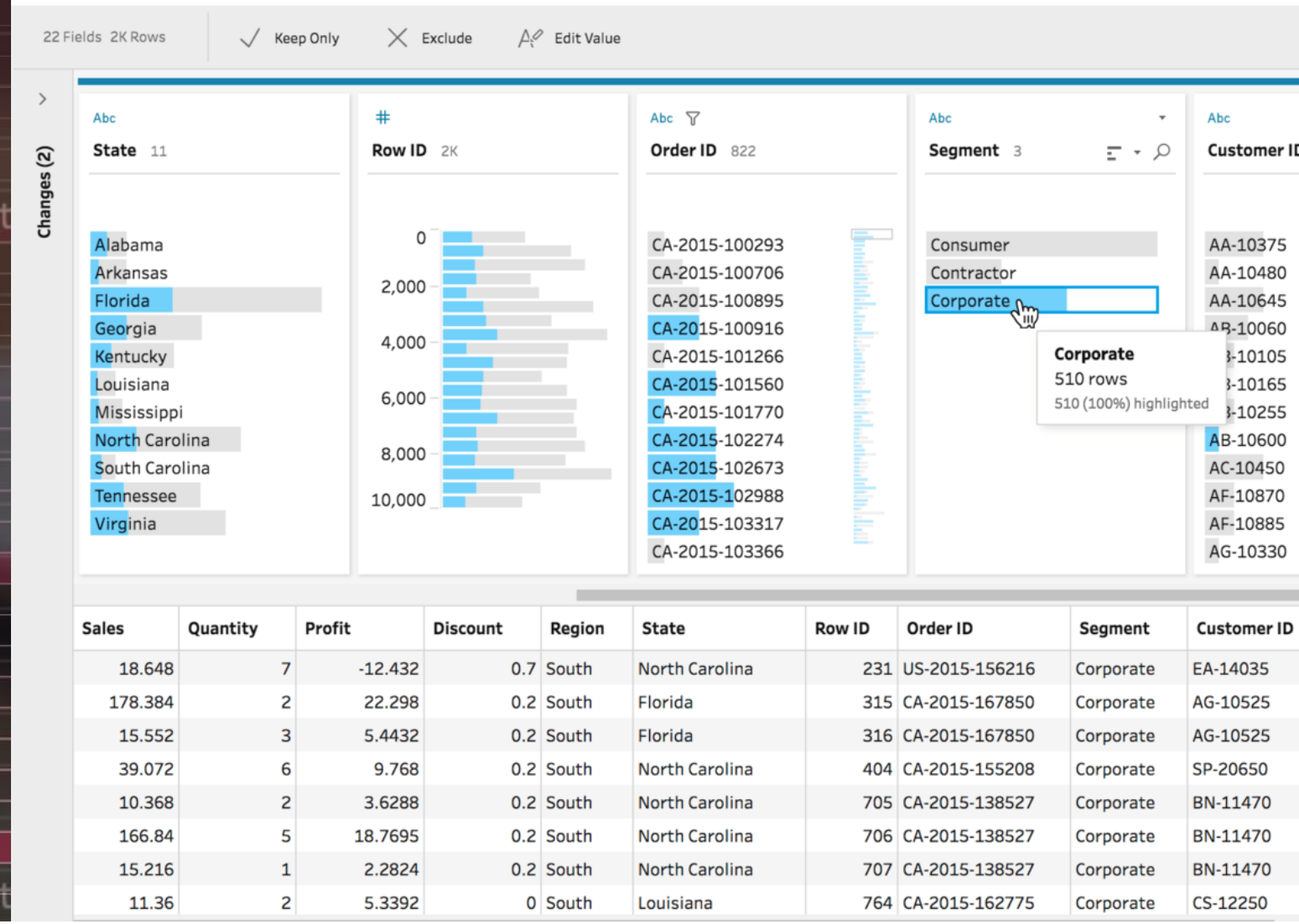


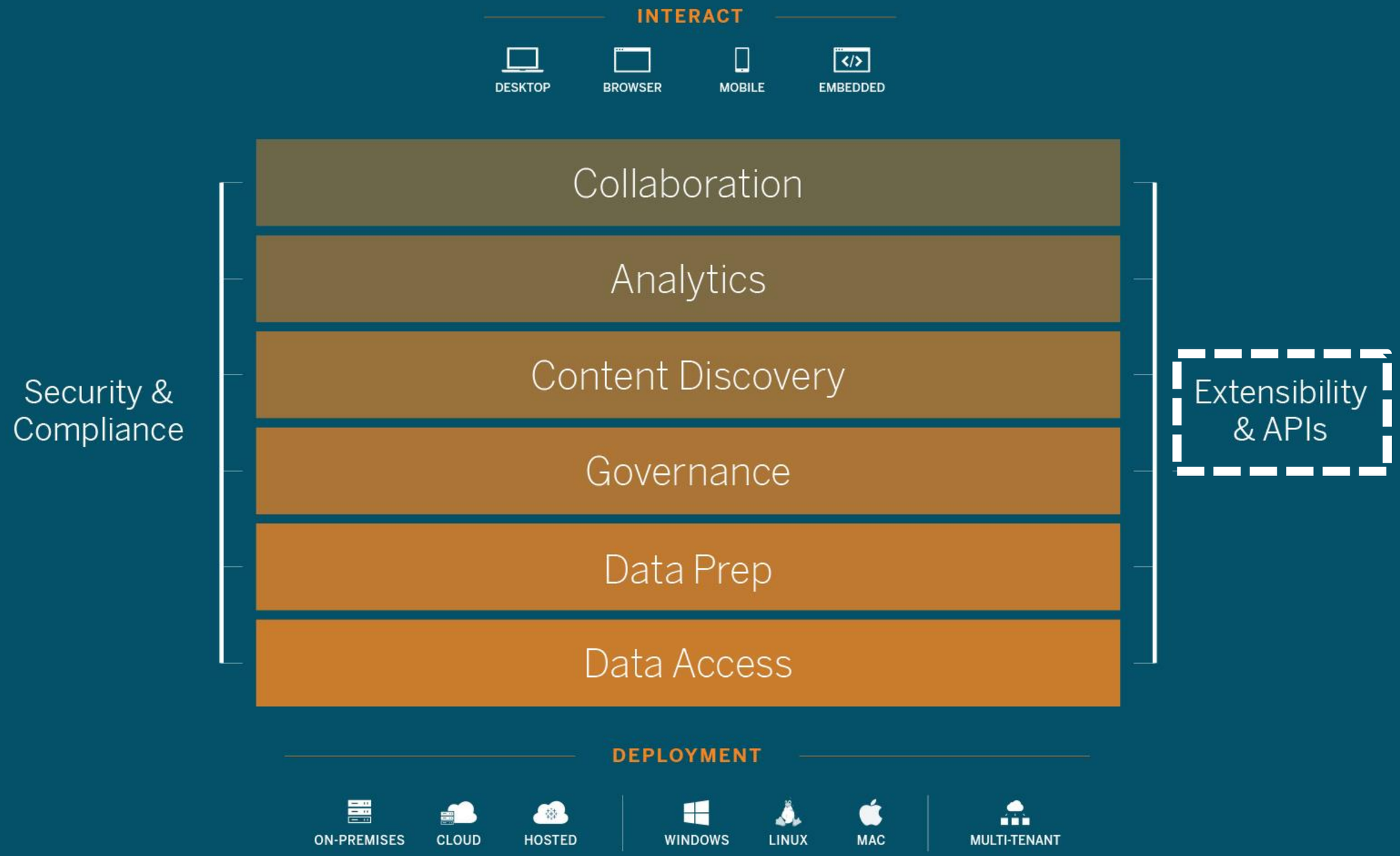
Tableau Prep helps **people** prepare data for analysis

www.tableau.com/prep





Sales	Quantity	Profit	Discount	Region	State	Row ID	Order ID	Segment	Customer ID
18.648	7	-12.432	0.7	South	North Carolina	231	US-2015-156216	Corporate	EA-14035
178.384	2	22.298	0.2	South	Florida	315	CA-2015-167850	Corporate	AG-10525
15.552	3	5.4432	0.2	South	Florida	316	CA-2015-167850	Corporate	AG-10525
39.072	6	9.768	0.2	South	North Carolina	404	CA-2015-155208	Corporate	SP-20650
10.368	2	3.6288	0.2	South	North Carolina	705	CA-2015-138527	Corporate	BN-11470
166.84	5	18.7695	0.2	South	North Carolina	706	CA-2015-138527	Corporate	BN-11470
15.216	1	2.2824	0.2	South	North Carolina	707	CA-2015-138527	Corporate	BN-11470
11.36	2	5.3392	0	South	Louisiana	764	CA-2015-162775	Corporate	CS-12250


INTERACT
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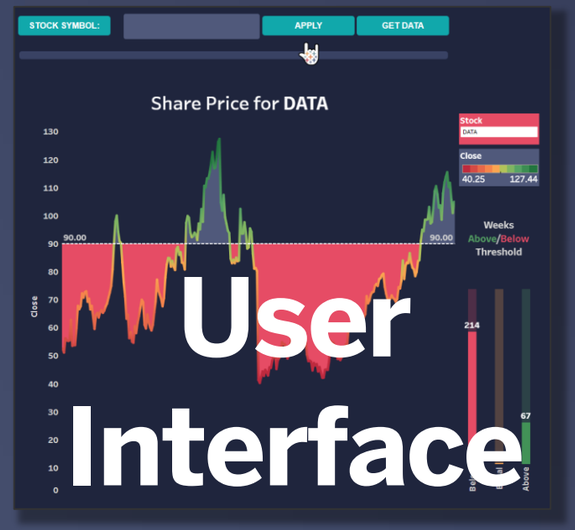
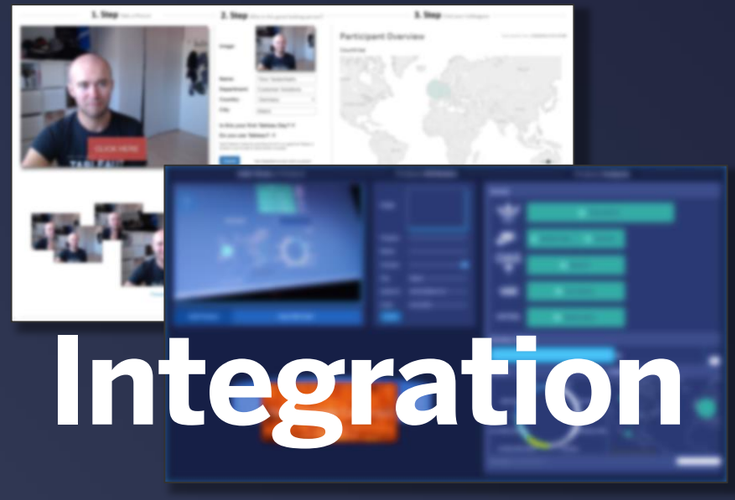


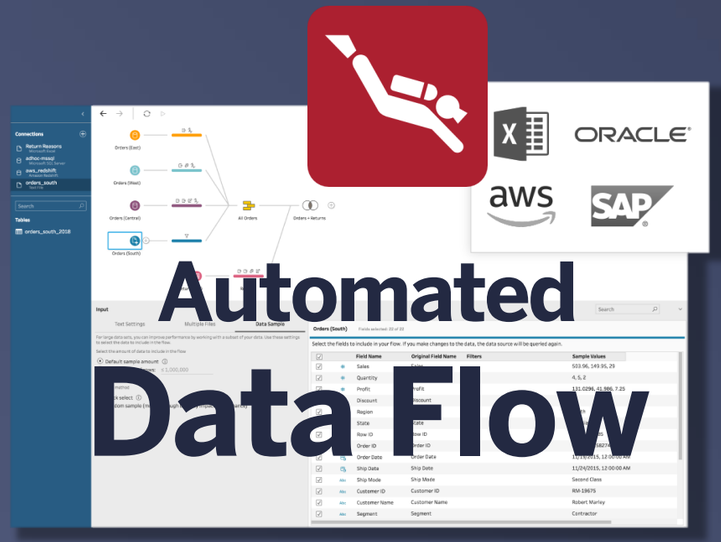
User Interface

Extensions

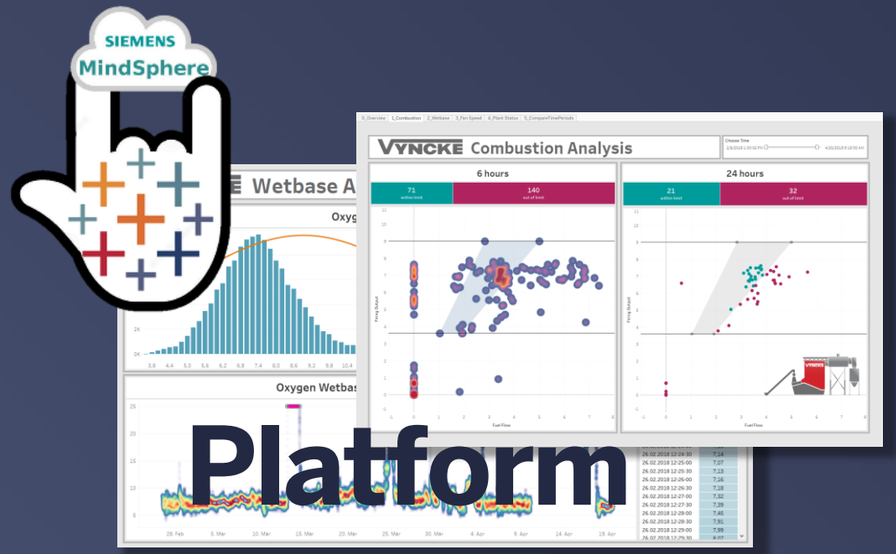


Integration

Inspiration

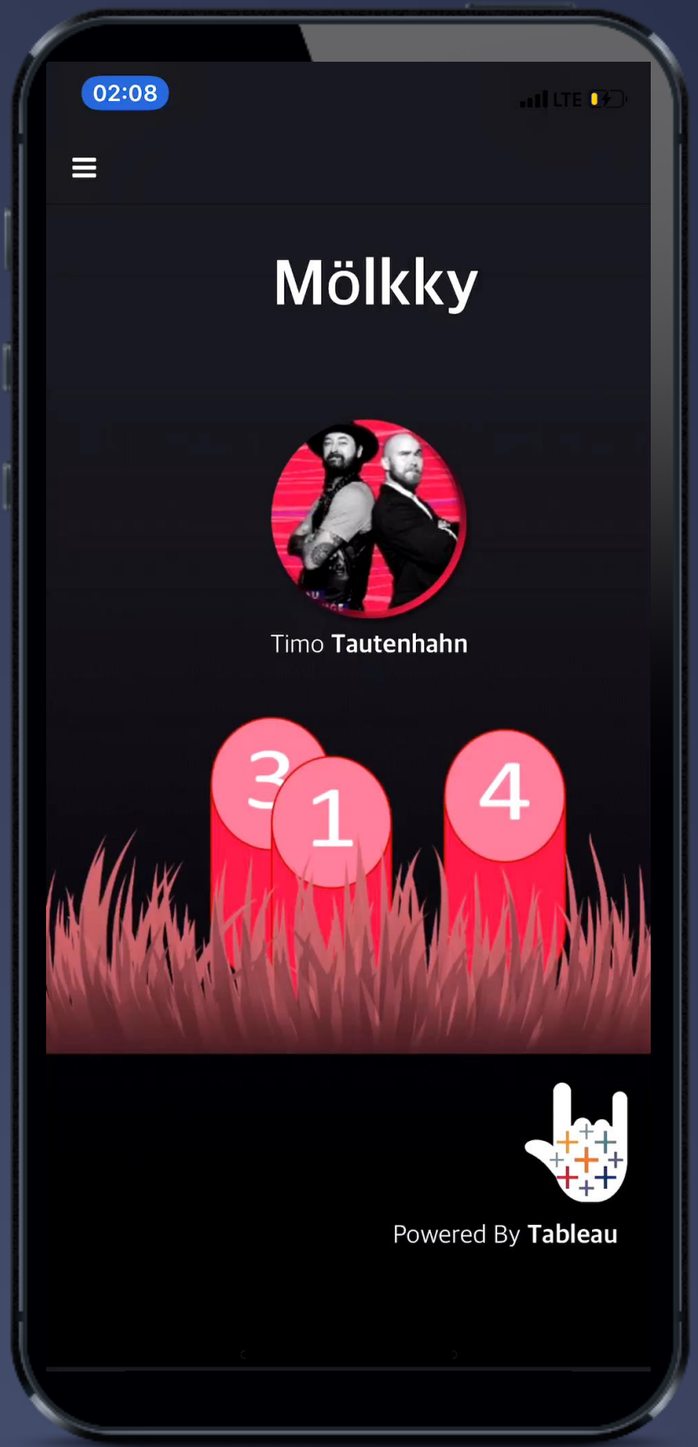


Automated Data Flow

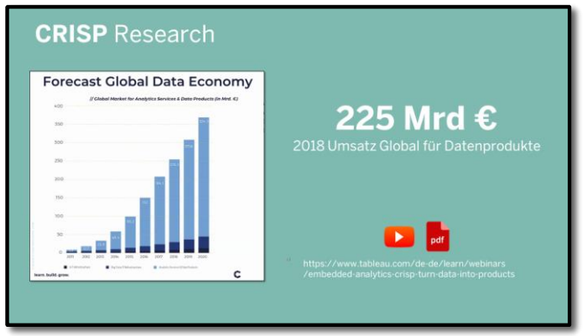


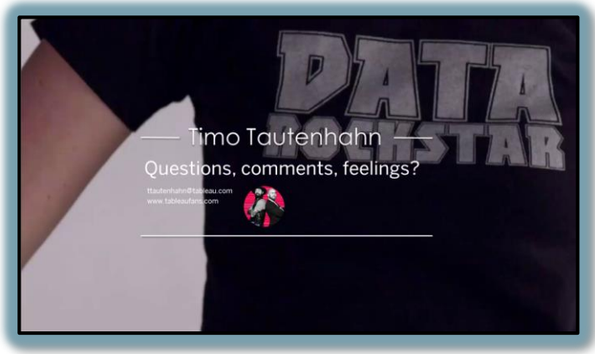
Platform

Mobile

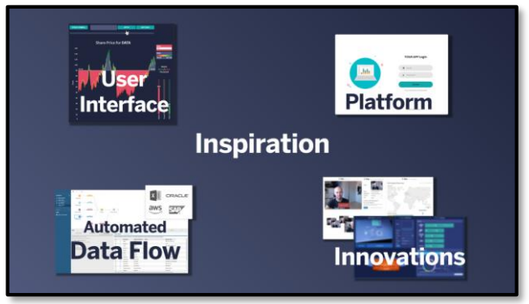

02:08
LTE
Mölkky
Timo Tautenhahn
3
1
4
Powered By Tableau

Session **Flow**





Big Picture → MAKE vs BUY → Customers → Inspiration → Q&A



Thank you!

Questions, comments, feelings?

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www.tableaufans.com

http://tableaufans.com/**slides/deloitte2019**

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Strategic Alliances Executive