

## Company Overview

Tableau makes it easy to answer questions about your data visually, in minutes. Connect to any data and drag and drop to analyze. Create interactive visualizations and dashboards—all without programming. More than 50,000 customer accounts get rapid results with Tableau in the office and on-the-go. Over 250,000 people use Tableau Public to share data in their blogs and websites.

## Solution Summary

Tableau is the leader in providing business intelligence solutions to the enterprise. MemSQL is the operational data warehouse leader for analyzing live and historical data. With Tableau and MemSQL enterprises can now deliver faster dashboards to more people on fresh up-to-date data.

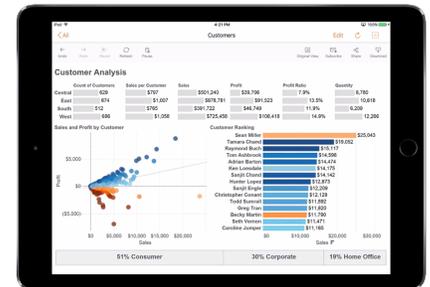
## Solution Highlights

- Faster Analytics** – Deliver powerful interactive analysis without Extract files for growing data sets
- Expand Without Limits** – The horizontally scalable MemSQL database can easily accommodate growing dashboard users and data requirements with minimal tuning or re-design
- Real-Time Analysis** – Analyze live and historical data together for more up-to-date insights and decisions

## MemSQL and Tableau Deliver Faster Analytics for Expanding Data and Users

### Live Data for the Digital Enterprise

It is no secret that we live in a data-driven world. Transforming to a data driven enterprise can result in major advantages for customers, corporate operations and competitiveness. However, most of the data is managed by technology that was built for batch or long running processes. Enterprises can be challenged with decision latency because of aging database architectures and limited data visibility. With easier to use real-time platforms and intuitive analytics software, the digital enterprise can now more readily emerge to deliver up-to-date insights with live and historical data for more frequent in-the-moment decisions.



### Faster Analytics for Everyone

The first step in modernizing data accessibility and analysis speed is deploying a data platform that can respond in real-time. MemSQL allows organizations to analyze their most recent live data while simultaneously comparing with historical data for accurate real-time decision-making. The ultra-fast database can analyze up to petabytes of data without sacrificing dashboard performance. The standard SQL interface and native connectivity to Tableau allows organizations to analyze all their data with superior query and dashboard responsiveness.

### Analyze More of Your Data

The distributed architecture of MemSQL can support dashboard, user and data growth without sacrificing response time or the use of Tableau Extract Files. With MemSQL and Tableau, businesses can analyze all their data enabling a more accurate view of their customers or operations.

### Customer Spotlight:

*“We wanted to see how we could transform processes to make ourselves more efficient and start looking at things more intraday rather than weekly to make faster decisions.”*



- JR Cahill, Principal Architect for Global Analytics