

Forrester Total Economic Impact™ Of Tableau: A Spotlight On Asia Pacific

Tableau provides a platform to analyze and visualize data. It helps customers improve the quality of insights for decision-makers and allows the enterprise to present that data graphically and rapidly to decision-makers throughout the company, such as customer-facing delivery or supply chain management. Tableau customers experience a shift to a data-centered culture and increased data literacy companywide. Employees increasingly make decisions regarding both major strategic choices and minor operational changes using data to inform their choices.

To better understand the benefits, costs, and risks associated with the product, Tableau commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study in North America in 2019.¹ To uncover the regional differences and highlights, we interviewed four customers in Asia Pacific (APAC) for this spotlight study. The customers we interviewed have the following key characteristics:

- They are large enterprises in financial services, manufacturing, and telecommunications industries.
- They adopted Tableau as a strategic tool across different departments within the organization.

To illustrate the quantified benefits and costs, Forrester built a composite organization with the following characteristics:

- A financial services organization with an annual revenue of \$10 billion and 30,000 employees.
- Headquartered in Australia and operates across APAC.



ROI
265%



NPV
4.27M

- Implemented Tableau in a small team five years ago and started using it as a strategic tool over the past three years.
- Grows rapidly with 100 users in Year 1, 700 users in Year 2, and 1,400 users in Year 3.

This Spotlight will focus on the use of Tableau in these APAC enterprises and its value to their organizations.

INVESTMENT DRIVERS

During interviews, the executives shared key challenges or problems that drove their need for an alternate solution. These drivers include:

- **Delays in the decision-making process.** An Australian telecommunications executive said: “For management meetings, someone needed to pull a report from multiple sources because there wasn’t a self-serve solution, which would take a day at minimum.”



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- **Inability to keep up with increasing customer expectations.** Disintegrated data also resulted in delayed delivery due to higher defect rates for the manufacturing company. For financial services companies, it became challenging to keep up with changing regulations, especially during the COVID-19 pandemic. Given the temporary home loan repayment deferral policy in Australia due to COVID-19, an executive in the financial services industry explained, “It would take us at least six months to enable the system to freeze home loan repayment to meet the new COVID policy.”
- **Disintegrated data and analytics tools, leading to multiple sources of truth.** The telecommunications executive said: “We had disparate data sources and reporting, which prevents us from having a single source of truth. The ability for us to produce insights and reporting at speed was desired.”
- **The need for business analysts to keep pace with an evolving data-centric company culture.** Fast-growing organizations with a data-centric culture require a strong tool to connect different databases and help analysts drill down into specific areas of interest.
- **A user-friendly interface with strong analytics capability.** Interviewees expressed that the platform is intuitive and easy to use. The manufacturing interviewee said, “Tableau has the power of linking different databases and showing the entire view in a clear manner, which is not provided by other analytics tools we use.”
- **Different levels of data governance control.** Compared with traditional business intelligence (BI) tools, Tableau adds another layer of governance to provide a range of user permissions from tight to minimal controls, depending on user needs.
- **Strong community support.** One executive from the financial services industry in Indonesia mentioned that their teams can easily find solutions online.

“If we get a problem, we get advice from the Tableau team quickly. If my team has problems, they can easily find solutions through [the] online community, compared with other visualization tools.”

VP, financial services, Indonesia

WHY TABLEAU

The interviewed organizations chose to use Tableau as a cross-functional strategic tool for the following reasons:

- **Early success of existing implementation within the organization.** Several interviewees said that they decided to use Tableau at a larger scale because of the early benefits they achieved with the tool.
- **Cost efficiency with scaling usage.** With the core-based licensing model, Tableau imposes no constraints on the number of user accounts in Tableau Server, which provides good economic value at scale.

KEY RESULTS

Interviewed companies achieved several quantified benefits totaling \$5.88 million over three years.

Accelerated speed for reporting saves \$5.02 million. Interviewees used Tableau for both internal strategic planning and external customer engagement purposes, which cut the time needed for reporting-related tasks by 75%. This accounts for 9% of their working hours in a typical year. Overall time

savings achieved from reporting tasks yields a three-year risk-adjusted total PV of \$5.02 million.

“Tableau shortened the monthly report cycle from a two- to three-day process to 1 or 2 hours. Instead of running the data collection and analysis, now staff only need to [perform a] quality check.”

Digital and marketing executive, financial services, Australia

Increased operational efficiency saved \$509,000.

Before using Tableau, creating data dashboards was a labor-intensive task that required dedicated resources for most interviewed organizations. The senior director from the manufacturing industry mentioned one dashboard could only serve one purpose; data visualizations involved different tools and required linking data in different systems manually; and the previous tools were very cumbersome to use. With Tableau, interviewed companies reduce the workload of the centralized data analytics team by 10% and avoid needing to hire dedicated resources for data visualizations, yielding a three-year risk-adjusted total PV of \$509,000.

Net profit from analytics-related projects increased by \$352,000. Using Tableau for customer-facing projects helps organizations generate additional profits from leads that couldn't have been

“With Tableau, we are now able to build and scale dashboards really quickly, with very low investment in technical expertise.”

Data and analytics lead, telecommunications, Australia

captured in previous analytics environments. It yields a three-year risk-adjusted total PV of \$352,000.

From the second year of using Tableau, the composite organization begins to spot and monetize untapped opportunities. With advanced data analytics, the organization is able to see potential business with companies in the value chain. It has generated high-quality leads, which converted into \$3.4 million revenue in the second year, and \$13.6 million in the third year — 20% of which is attributable to the new high-quality leads identified by Tableau. The benefit continues to expand as the dashboard is adopted by more branches.

Unquantified benefits. Additional benefits that customers experienced but were not able to quantify include:

- **Increased resilience.** Companies need to be more resilient to react to market and regulation changes, such as in response to the COVID-19 pandemic. Tableau enabled interviewed organizations to share information more efficiently with the government and customers.
- **Increased trust in data and reduced business planning cycle.** Tableau brings together different data sources, providing a single source of truth. The data and analytics lead from the telecommunications industry mentioned, “We spent less time debating which data is right and more time debating what the data means.” This increases business planning efficiency, as the digital and marketing executive from the financial services industry described: “With Tableau, things could be decided within one day. We bring initiatives up a quarter ahead.”
- **Improved experience for end customers.** Tableau also helps organizations understand and serve customers better. When used in a new product feature rollout, the digital and marketing executive from the financial services industry stated, “Tableau allowed us to quickly identify

which features customers are using more, and then we can decide which features should follow next.”

Flexibility. The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Tableau and later realize additional uses and business opportunities, including:

- **Supporting a data culture.** As many employees are still used to getting data feeds instead of actively looking for data insights, the capability of Tableau will be more evident as more employees learn how to leverage the platform. As the digital and marketing executive from the financial services industry said, “Once the data culture is built, we can shift from feeding [people] information to getting people actively looking for information.”
- **Scaling easily.** The scale of Tableau can be easily adjusted based on an organization’s data maturity. The VP from the financial services industry said, “Now we have a champion team to ensure users have more sophisticated use cases, which will expand our usage even more.”

COSTS AND STRATEGIC EFFORTS

To enable the quantified and unquantified benefits mentioned above, the composite organization invests \$1.61 million over three years. The total costs include the following investments.

Tableau license and support, \$413,000. Tableau provides a standard license fee for three types of licenses: viewer, explorer, and creator. In addition to the license fee, organizations pay annually for customer support services.

Cloud computing resources, \$113,000. To host Tableau services, the composite organization pays for cloud computing resources, which costs \$60 per user per year.

Staff effort required to manage the environment, \$142,000. To manage the Tableau environment, the composite organization incurs an administrative cost of \$75 per user per year. Interviewees expressed concerns over potential data breaches as the volume of and access to their data expand. Tableau provides governance capabilities to mitigate this potential risk.

Implementation and training, \$944,000. It took the composite organization four months to implement the platform. Ten employees spent 50% of their time on the implementation process. Training time required varies by the type of user: Creators need 240 hours, while viewers and explorers require 10 hours to fluently use the platform.

Change management. All interviewees said that implementing Tableau represents only a part of their overall transformation plan. These organizations have developed a centralized analytics function to consolidate data sources. With the centralized function, some also developed an adoption roadmap and designated champions in each team to continuously discover data analytics use cases, host sharing sessions, and boost adoption. These efforts have changed the role of data in their organizations. Tableau enables and accelerates this journey.

“We migrated from servers to the cloud. We are deploying machine learning, so we can use data to learn, automate, and predict. Tableau is a means to an end in our long journey.”

Senior director, manufacturing, Singapore

TOTAL ECONOMIC IMPACT ANALYSIS

This Total Economic Impact Spotlight is an abridged version of the “The Total Economic Impact™ Of Tableau,” a commissioned study conducted by Forrester Consulting on behalf of Tableau, July 2021. For further information, [please contact Tableau](#).

STUDY FINDINGS

Forrester interviewed four organizations with experience using the Tableau and combined the results into a three-year composite organization financial analysis. Risk-adjusted present value (PV) quantified benefits over three years include:

- Accelerated speed for reporting tasks achieved \$5.02 million in cost savings.
- Increased operational efficiency reduced \$509,000 cost.
- Net profit from analytics-related projects increased by \$352,000.



Return on investment (ROI)
265%



Net present value (NPV)
4.27M

Appendix A: Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. [Read the full 2019 Tableau study](#).

DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Tableau and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Tableau.
- Tableau reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- Tableau provided the customer names for the interview(s) but did not participate in the interviews.

ABOUT TEI

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility.

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