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PRT290

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Analytics architecture strategy for intelligent experiences

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Tableau

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THANK
You
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Session Goals

Key takeaways

Why a new approach to analytics?

Why care about customer data?

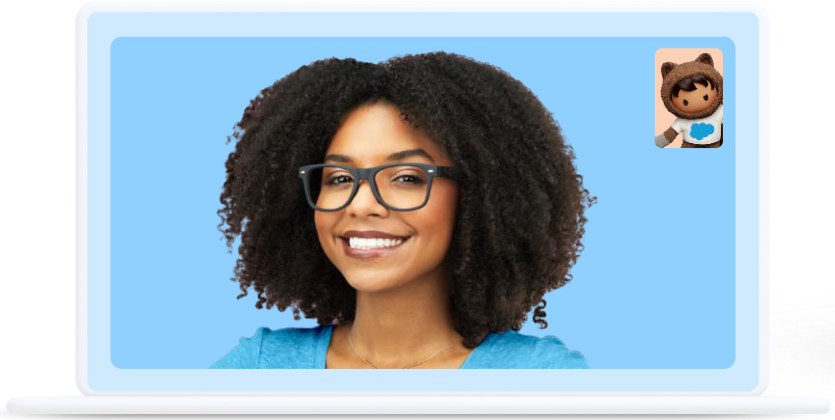
How to drive analytics adoption?

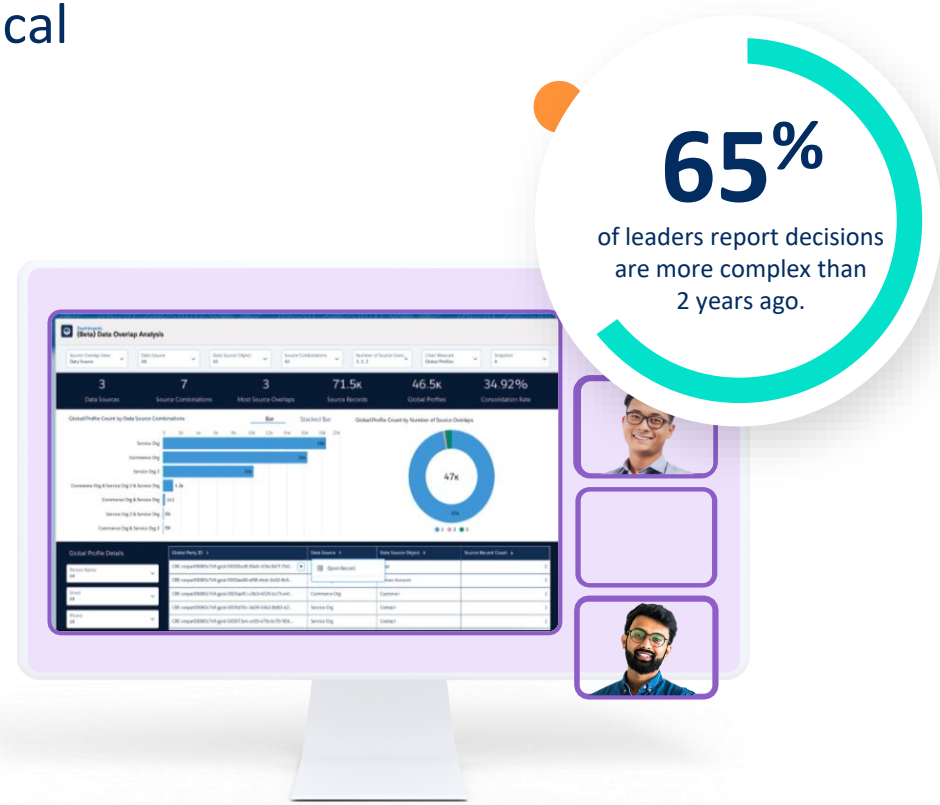


Our World Has Changed

And differentiating through customer relationships is critical







Direct to consumer

Digital-first customer

Work from anywhere

Now Is the Time for Data

Every Digital Transformation Starts with Data Transformation



Productivity



Sustainability



Efficiency

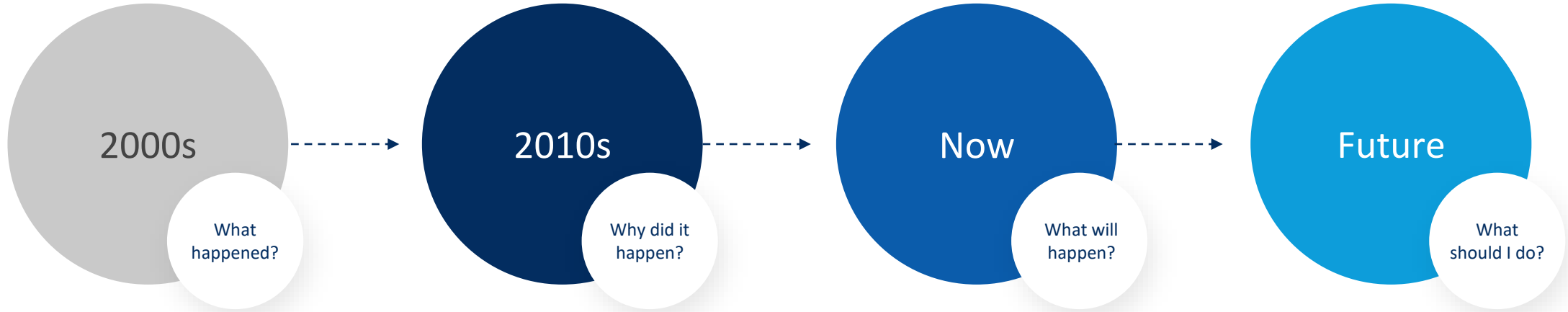


Automation



Trust

We Have Come a Long Way on the Journey to Truly Leverage Data



Reports

Used by IT

Built by IT

Managed by IT

Interactive Dashboards

Used by analysts

Built by analysts

Managed by IT

Predictive Models

Used by business users

Built by analysts and data scientists

Managed by IT

Recommendations and Automations

Used by business users

Built by business users

Managed by IT and analysts

But, Translating Raw Data into Intelligence Is Hard

Data lives everywhere and siloed data is hard to take action on



Source: MuleSoft 2020 Connectivity benchmark report

Data Everywhere for Everyone

A new approach for Analytics Architecture Strategy

Align Data Gravity with Business Strategy

Prioritize crucial business systems

Meet the Users Where They Are

Give data insights in the flow of work

Drive Analyst Productivity

Robust, simple, and intelligent tooling

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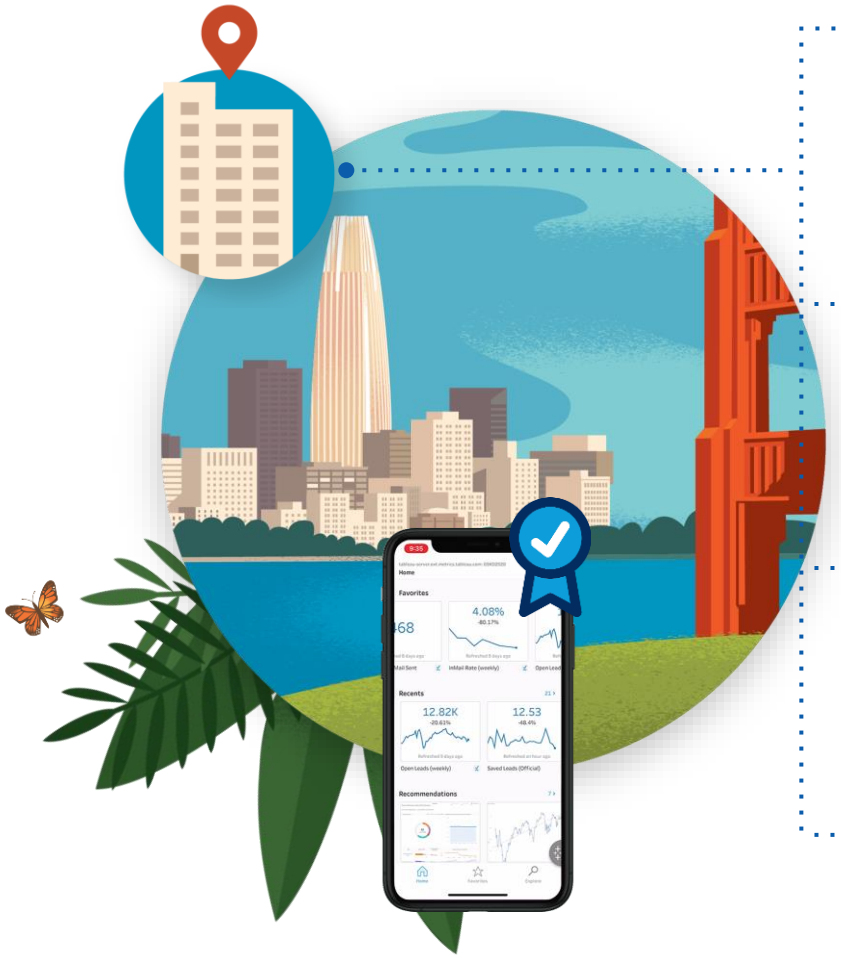
Drive Analyst Productivity

Robust, simple, and intelligent tooling

Customer Expectations Are Changing in Real Time



In a hypercompetitive world, knowing your customer is the differentiator





HR:
How can I retain and nurture top talent with remote work?



Sales Ops:
How can I improve forecasting amid greater uncertainty?



Service:
How can I create an AI-driven customer experience?



IT:
How do I provide sales reps with data they need from different systems?



75%

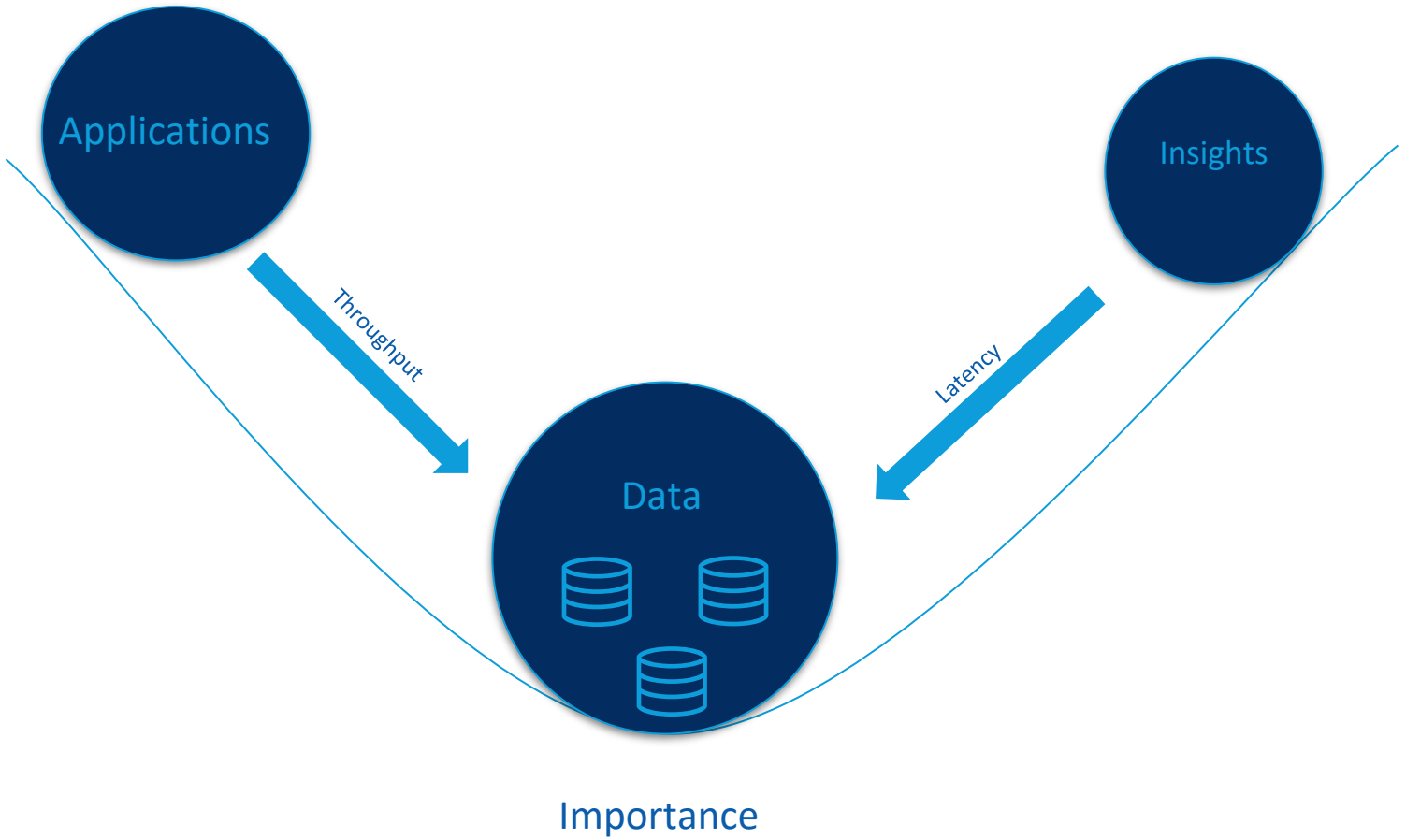
of companies report challenges incorporating data-derived insights into user-facing applications

Source: Mulesoft 2022 Connectivity Benchmark Report

Real-time analytics help you find your customers in a real-time world



Data Gravity dictates that
insights need to be closer to users



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Modern BI is falling short for business users



900

applications in the average enterprise, with only one third connected

Complex tooling and data silos



85%

of CEOs want their orgs to be more data driven

Lack of adoption



Limited last mile

Insights have to be in the flow of work







Opportunities at 87% of target.

slack

#sales-team

Casey Nuñez
@channel let's sync on our priority opportunities for Q3

Dashboard | Top Opportunities Q1
PDF

Top Opportunities Q1.pdf
10 KB PDF

Share Subscribe Open in Salesf

17

Lisa Jang
@Casey Sounds great - adding @Jay, our implementation partner.

Jay Sui (external)
@Lisa I'll be there.

Q3 Strategy Call

Infuse Intelligence into Every User's Experience

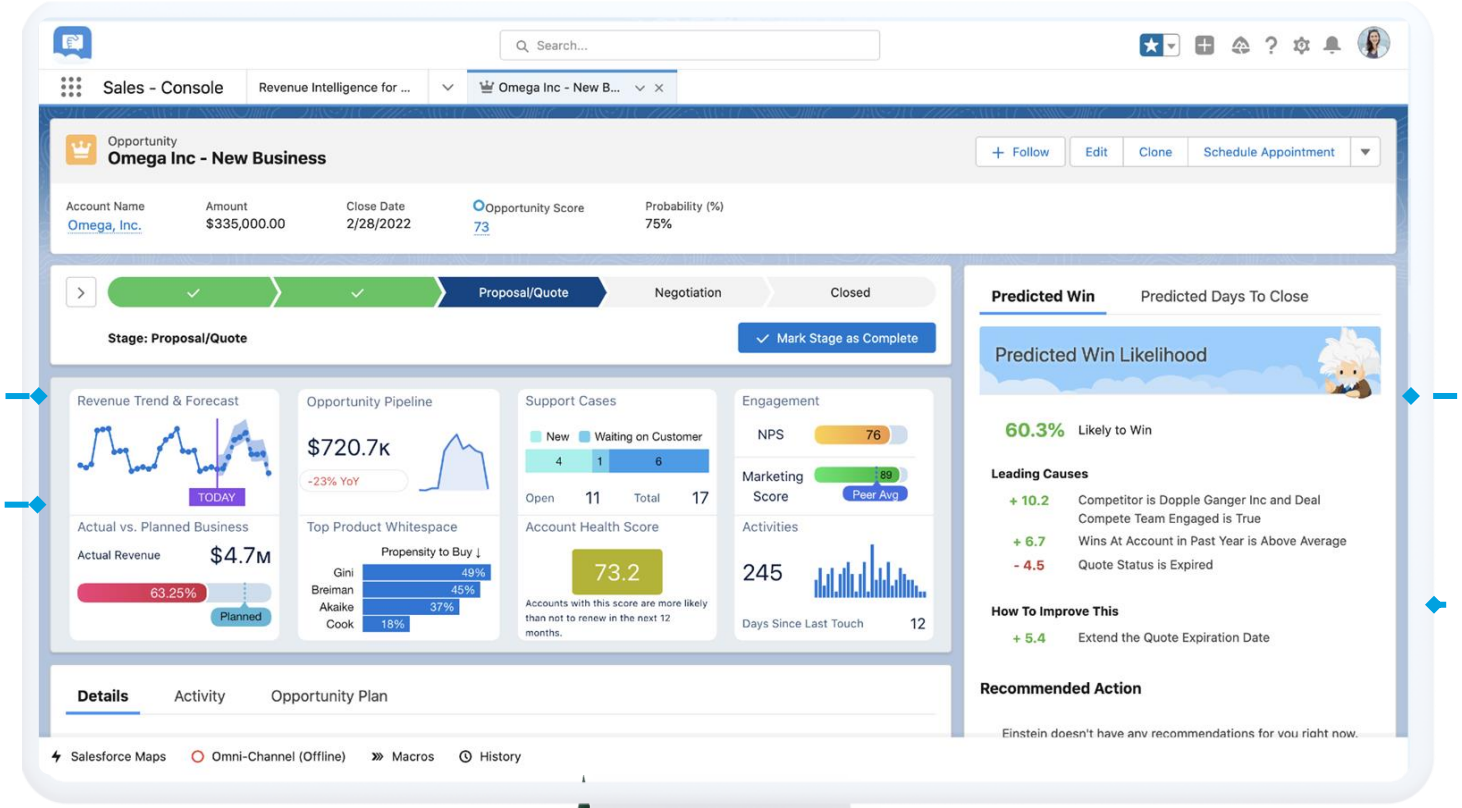
Receive the right insights at the right time so you can act fast

What happened
by combining Salesforce and external data

What may happen
with Einstein Predictions

Why it's happening
with transparent, understandable explanation

What to do about it
with an action framework so you can act from the point of insight



Insights wants to meet you where you are

Data Insights ♡ Slack

Data Insights ♡ Teams

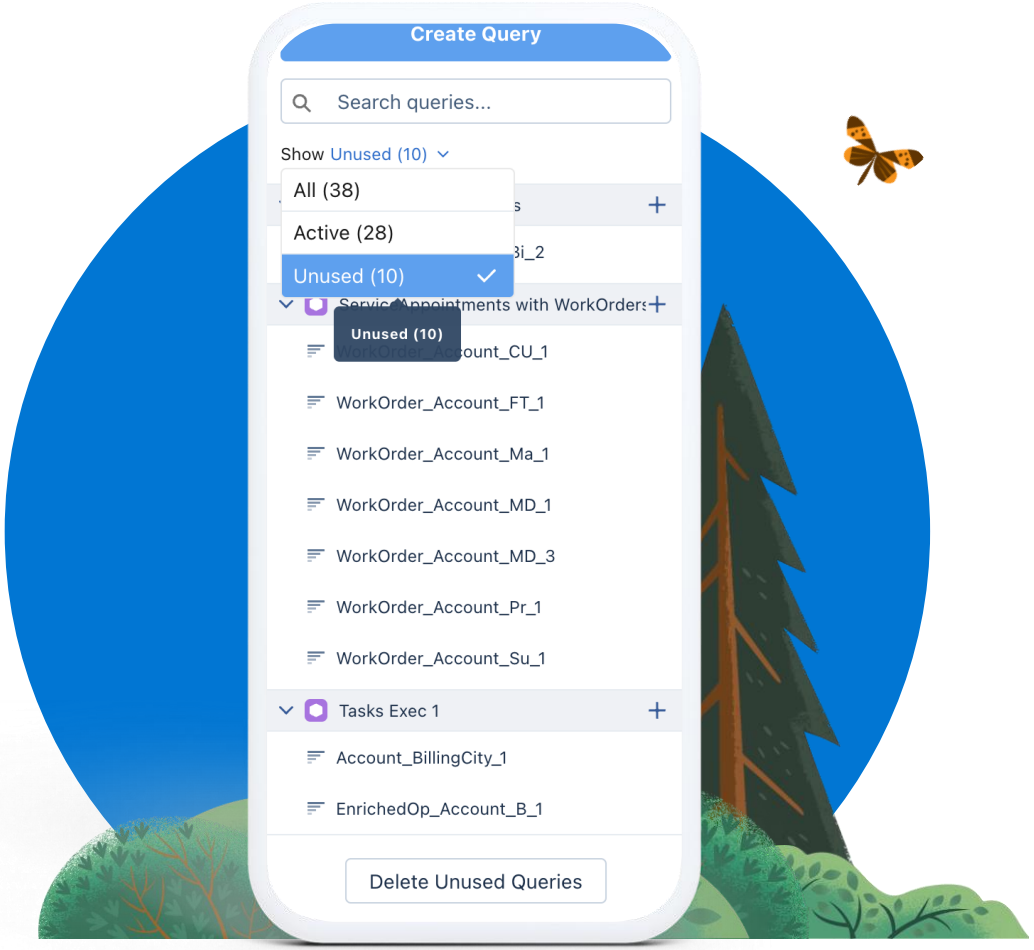
Data Insights ♡ SAP

Data Insights ♡ your mobile app

Data Insights ♡ Freshbooks

Data Insights ♡ your Sharepoint app

Data Insights ♡ your sign here



Data Everywhere for Everyone

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Prioritize crucial business systems

Meet the Users Where They Are

Give data insights in the flow of work

Drive Analyst Productivity

Robust, simple, and intelligent tooling

Focus on the Analyst

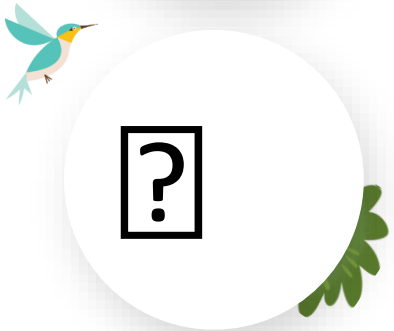
Metrics for Success



Speed



Quality



Productivity



Cost

Best-in-class connectors for leading AWS services



Amazon S3



Amazon Redshift



Amazon EMR



Amazon Aurora



Amazon Athena



Amazon DynamoDB

Successful Data-Driven Organizations Need the Right **Technology** and the Right **Culture**

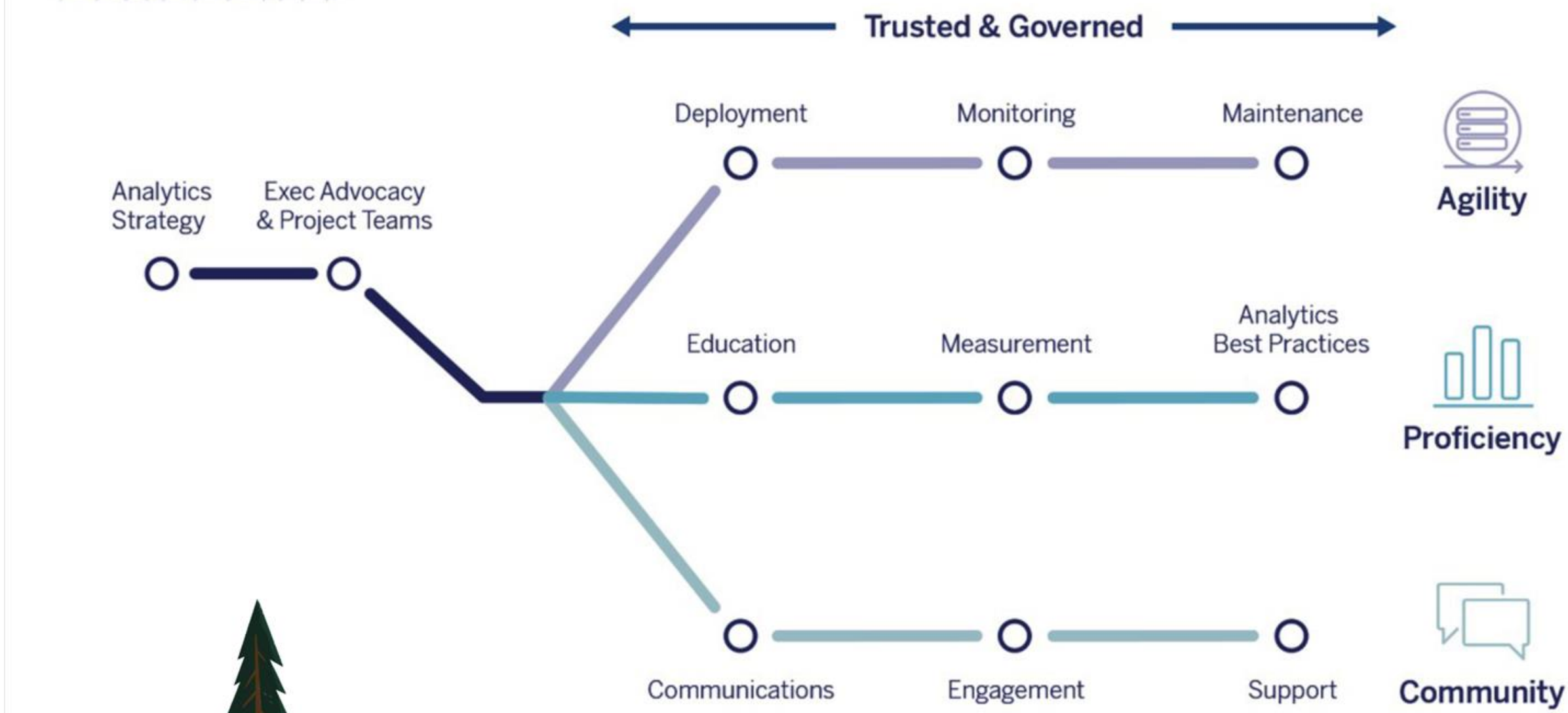
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BLUEPRINT

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BLUEPRINT


Trusted & Governed
Analytics Strategy
Exec Advocacy & Project Teams
Deployment
Monitoring
Maintenance
Agility
Education
Measurement
Analytics Best Practices
Proficiency
Communications
Engagement
Support
Community

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Call to Action

Why

Why use analytics-driven architecture?

- Siloed data is a persistent brake on innovation
- Single source of truth is time-consuming

How

How to design analytics-driven architecture?

- Leverage analytics in architecture to break down data walls quickly

Think single source of insights instead of single source of truth

Learn

Salesforce Architects

architect.salesforce.com

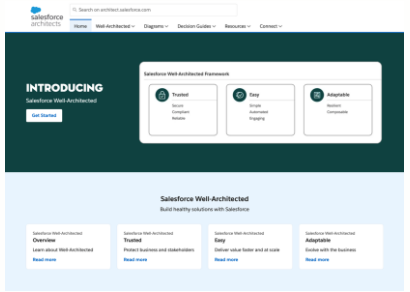


Tableau Blueprint

tableau.com/learn/blueprint

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