



# BARC



## **Data Monetization: Wie Sie Ihre Daten zu Geld machen**

Wien, 4. Juni 2019

Robert Tischler, Senior Analyst Data & Analytics, Geschäftsführer BARC Austria

#DataMonetization

# Sichere Entscheidungen für die digitale Zukunft Ihres Unternehmens

Marktanalyst und Beratungshaus für Analytics, BI, CPM, Datenmanagement, ECM, CRM und ERP  
*Gegründet 1999 – 50 Mitarbeiter – Standorte Würzburg, Zürich, Wien*



## BARC Studien & Research

Marktentwicklungen auf den Punkt gebracht

- Einschätzung aktueller Markt- und Technologieentwicklungen
- Software- & Anbieterevaluation
- Anwenderzufriedenheit
- Einsatz und Nutzen von Daten und Softwarelösungen

[www.barc.de/research](http://www.barc.de/research)

## BARC Beratung

Strategie, Konzeption, Architektur und Technologiebewertung

- Daten-, Analytics-, KI-Strategie
- Organisation
- Use Case Identifikation
- Softwareauswahl
- Impulsworkshops

[www.barc.de/beratung](http://www.barc.de/beratung)

## BARC Events

Weiterbildung und neue Impulse für Ihr Business

- Messe: Big Data World
- Community: Data Festival, Leaders' Circle
- Konferenz: Digital Finance & Controlling
- Seminare: BARC Academy

[www.barc.de/events](http://www.barc.de/events)

# Wie Sie mit Ihren Unternehmensdaten und Analytics Geld verdienen



“Daten Monetisierung (Data Monetization) bedeutet, durch **Analytics** aus **Daten** **messbare ökonomische Vorteile** zu generieren”

# Neue und bessere Produkte durch Daten und Analytics

## Data Monetization

### Extern

#### Data as a product

- Rohdaten
- Aufbereitete Daten



Direkt

#### Insight as a service

- Analyse-ergebnisse
- Prognosen
- Beratung



#### Analytics enabled product

- Bessere oder
- Neue Produkte und Dienstleistungen



Indirekt

### Intern

#### Umsatz erhöhen

- Verkaufserfolg erhöhen
- Kundenbindung verbessern

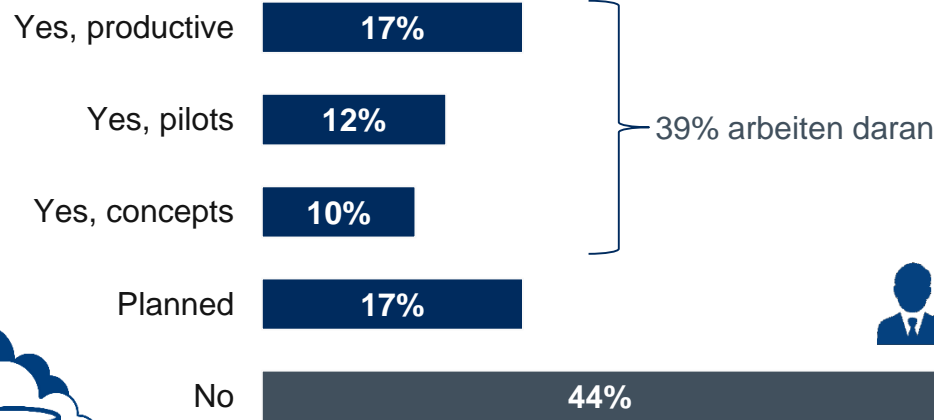


#### Kosten reduzieren

- Produktivität erhöhen
- Verschwendung und Verbrauch reduzieren



# Nutzen Sie Ihre Datenschätze mit externer Data Monetization



Is data being monetized in your company?  
If so, how advanced are your initiatives? n=211  
Based on BARC Study "Data Monetization" 2019



Monetisieren Sie Ihre Daten?



Insight as a service

40%

Data as a service

37%

Analytics enabled product

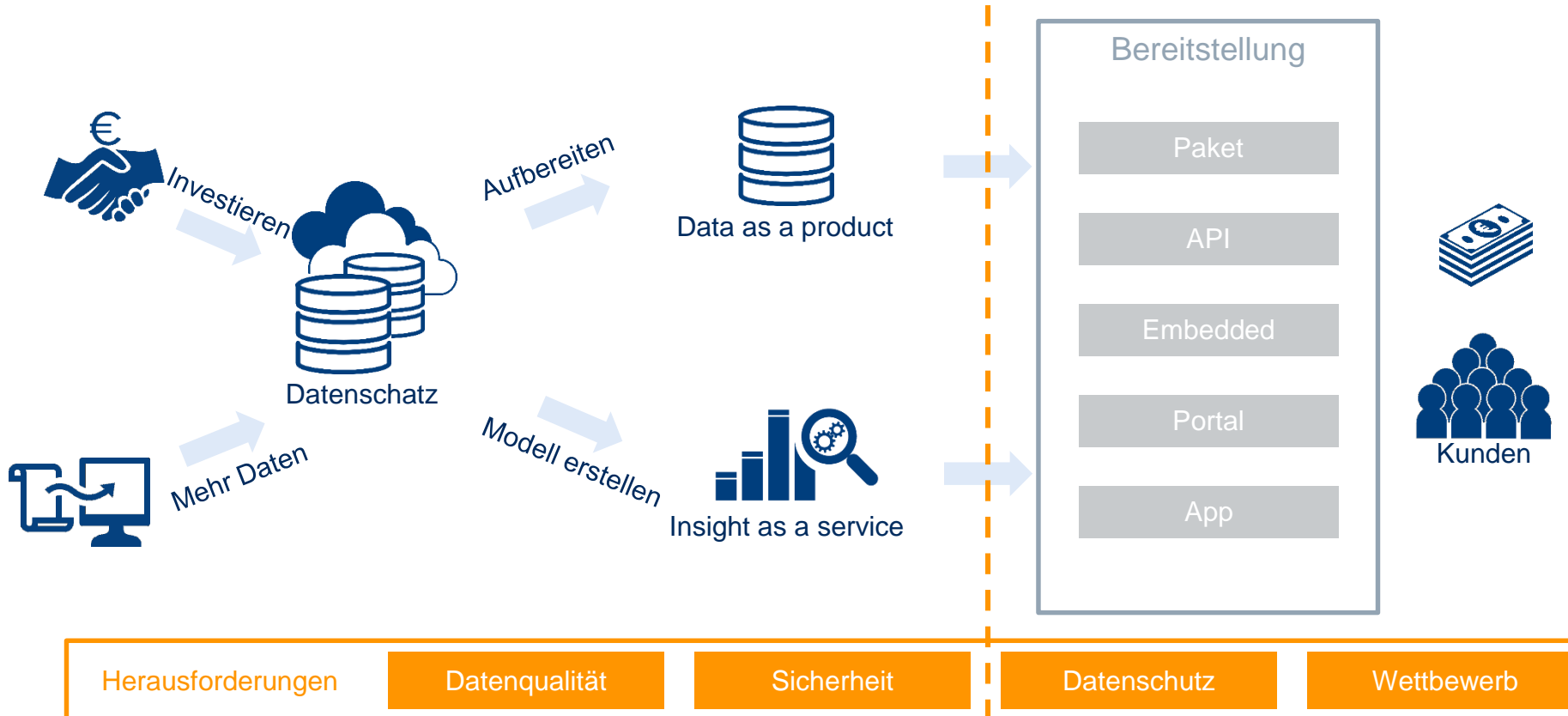
17%

direkt

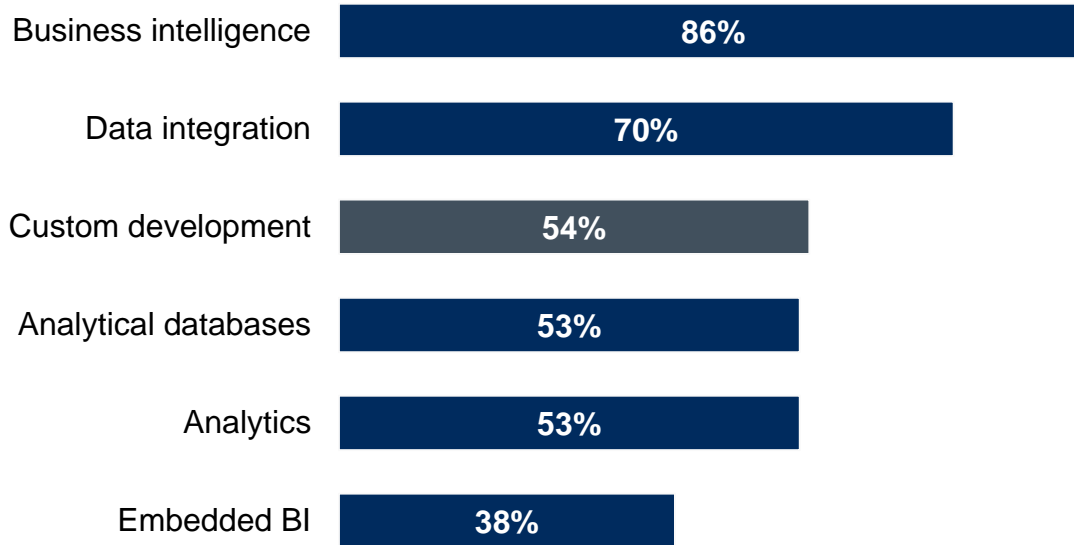


How does your company monetize data? n=211  
Based on BARC Study "Data Monetization" 2019

# Externe Bereitstellung birgt zusätzliche Herausforderungen



# Analytics und BI Frontends öffnen Ihre Datenschätze



What technology does your company use to monetize data? n=91  
Based on BARC Study "Data Monetization" 2019



Software auswählen

## Bereitstellung



Effizient



Sicher



Einfach



Flexibel

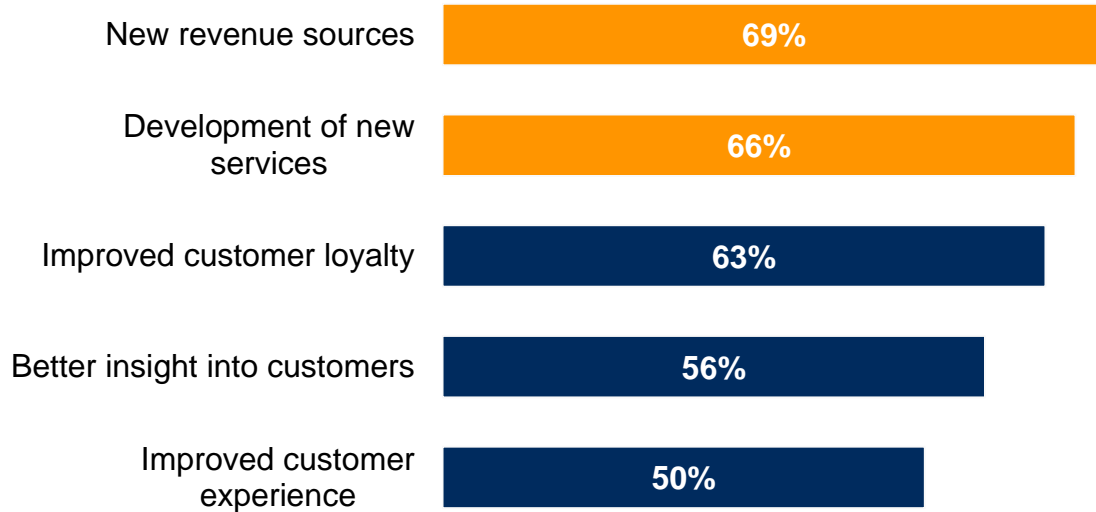


Warum soll ich Daten monetisieren?





# Data Monetization liefert signifikanten Nutzen



Which benefits have you achieved by monetizing data? n=32  
Based on BARC Study "Data Monetization" 2019



**Data Monetization verbessert die Wettbewerbsfähigkeit.**  
Im Durchschnitt erzielen Unternehmen  
Nutzen in über 6 verschiedenen Bereichen.

# Take-aways: Liefern Sie schnell Produkte auf sicheren und relevanten Daten



Erreichen Sie  
höheren Umsatz und  
Wettbewerbsfähigkeit



Identifizieren Sie  
wertvolle Daten



Berücksichtigen Sie  
Datensicherheit und  
Datenschutz



Evaluieren Sie Tools  
für externe  
Data Monetization



Bauen Sie schnell  
verbessern Sie laufend

# Bleiben wir im Gespräch ...

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# Demographics

# BARC Survey “Data Monetization – Use Cases, Implementation and Added Value” – Publication in January



Europe-wide survey



1st Edition

Benefits and challenges

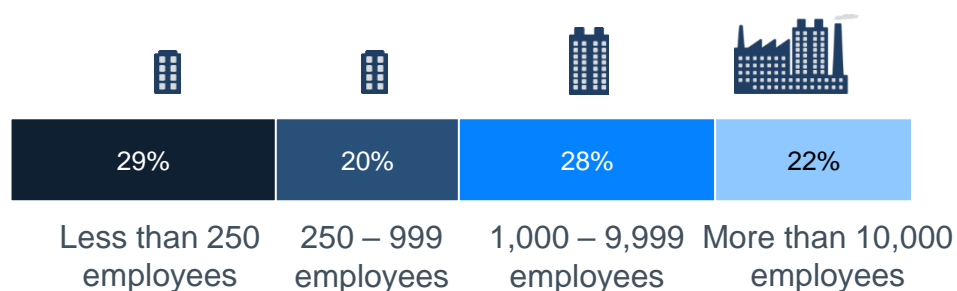
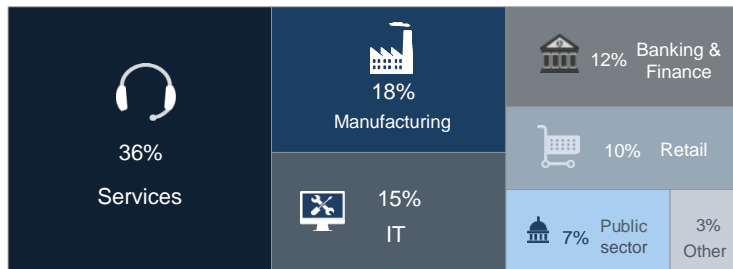
Use cases

Data monetization – Use cases, implementation and added value

Technologies

Current status and initiatives

Broad coverage of industries and company sizes



# Data Monetisation

Use Cases, Implementation and Added Value

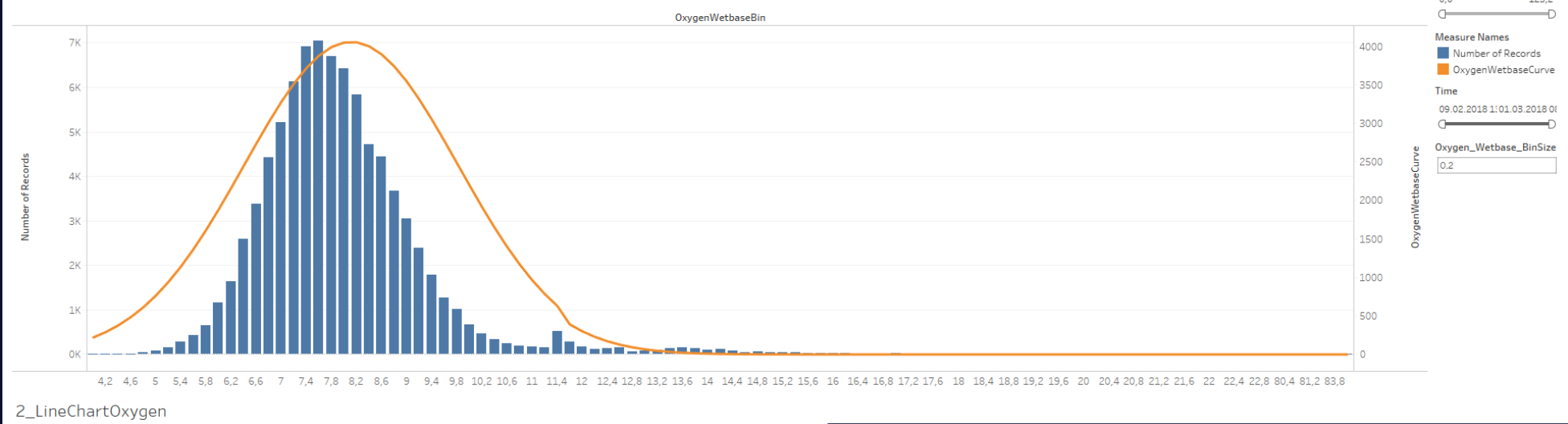
4<sup>th</sup> June 2019



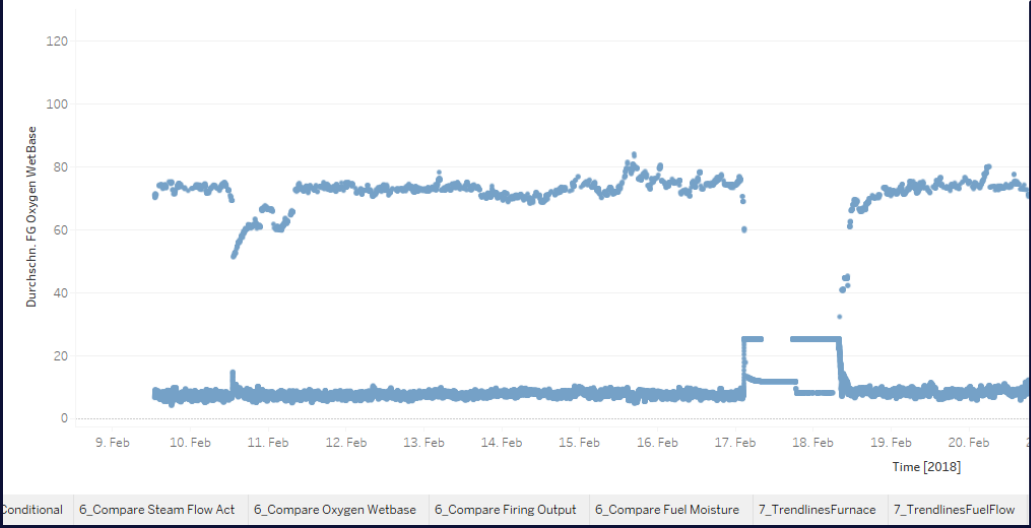
**Timo Tautenhahn**  
**Senior Solution Consultant**  
**Tableau Software EMEA**



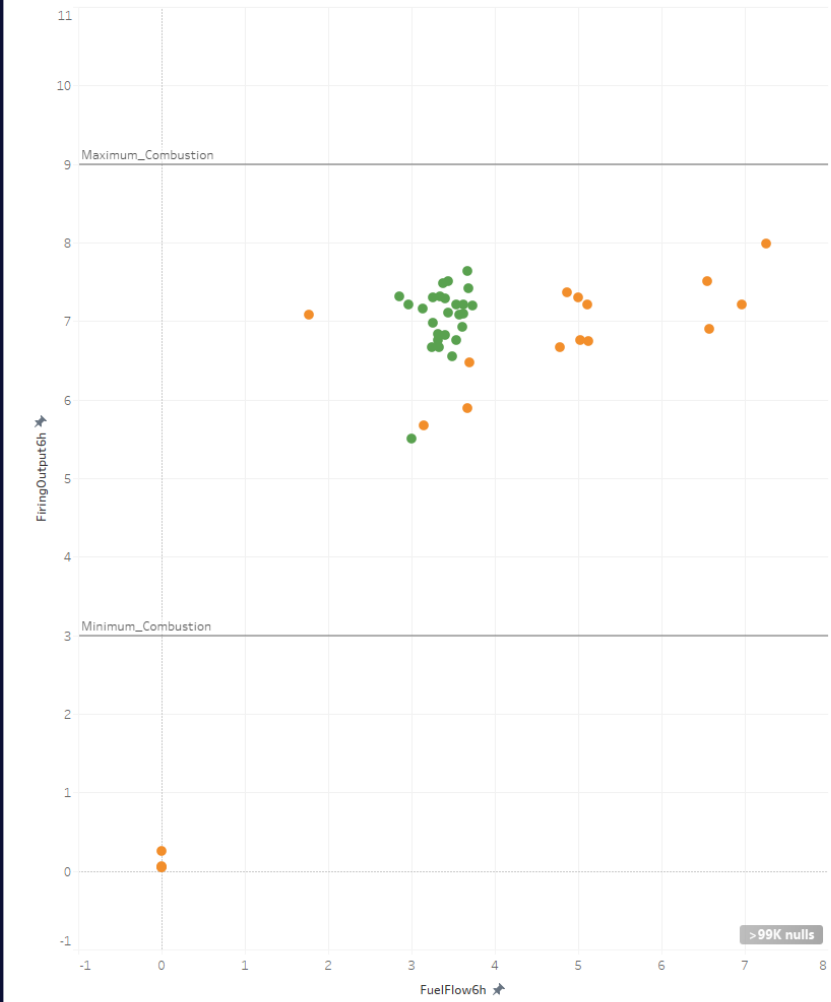
## 2\_NormalWetbase



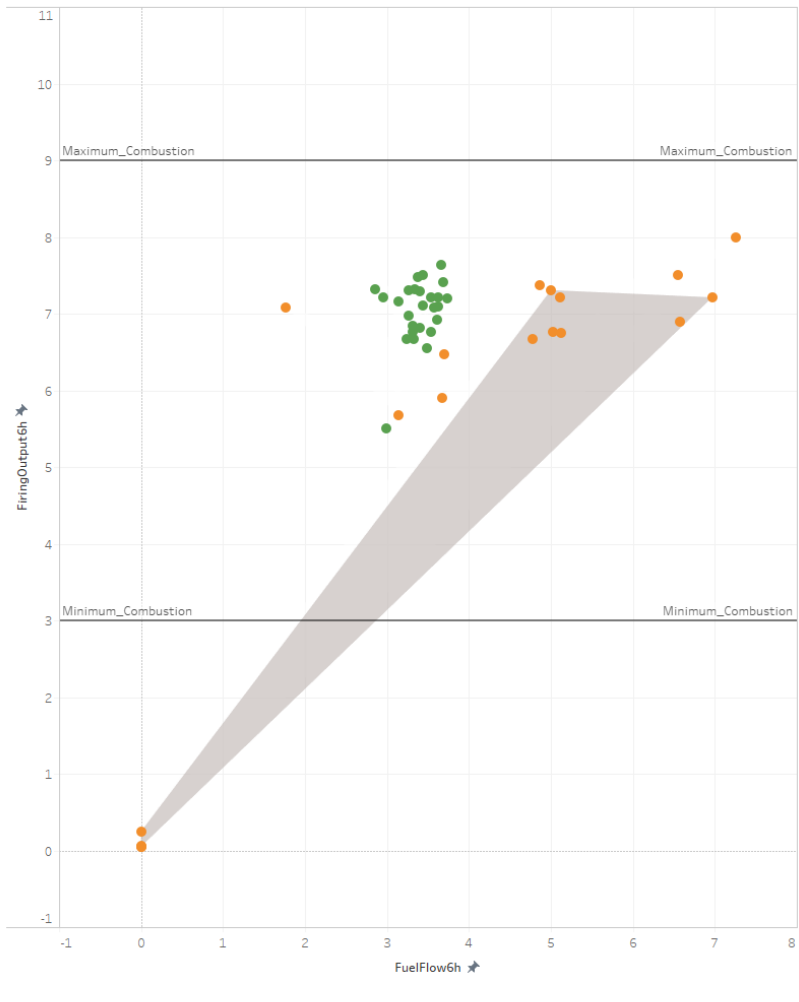
## 2\_LineChartOxygen



## 1\_Combustion\_6h



## 1\_Combustion\_6h



Minimum\_Combustion:

Maximum\_Combustion:

Combustion6hEVAL

- out of limit
- within limit

Time: 09.02.2018 13:00:03 - 01.03.2018 08:59:13

TargetArea

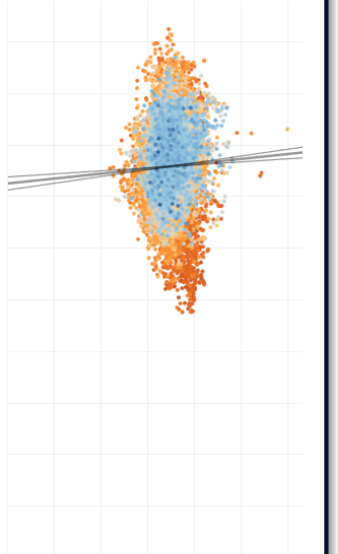
- Yes
- Null

Combustion6hEVAL

- out of limit
- within limit

ScatterColor: 2,3812 - 2,7874

## 3\_Oxygen\_vs\_FuelMoisture

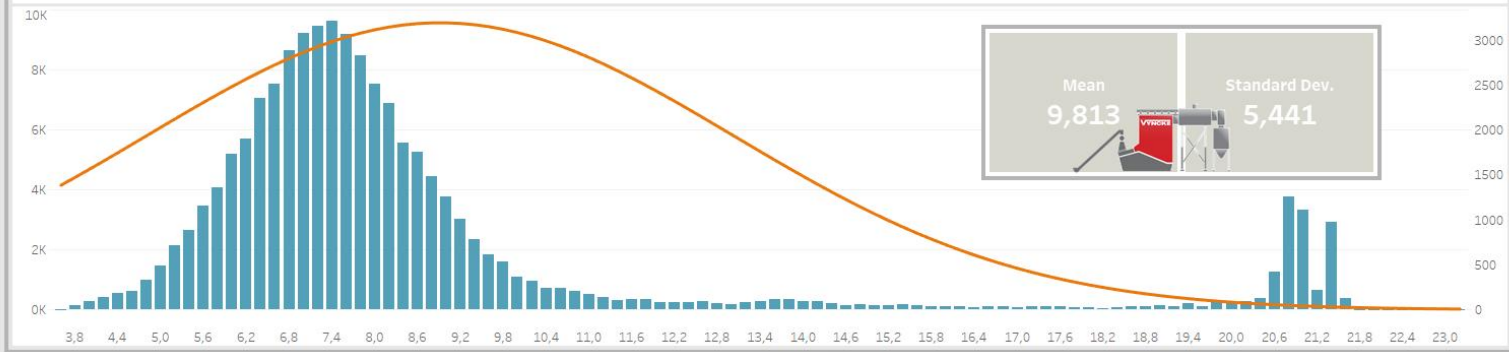




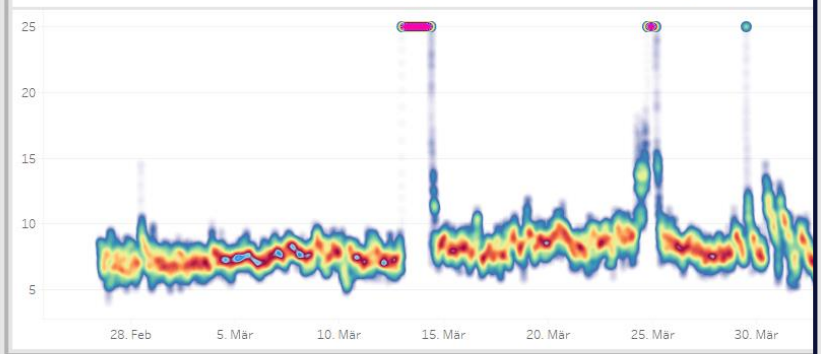
# VYNCKE Wetbase Analysis

Bin Size: 0,2 | Time: 26.02.2018 12:22:00 - 19.04.2018 15:29:00

Oxygen Wetbase Distribution of Values



Oxygen Wetbase Values per Times



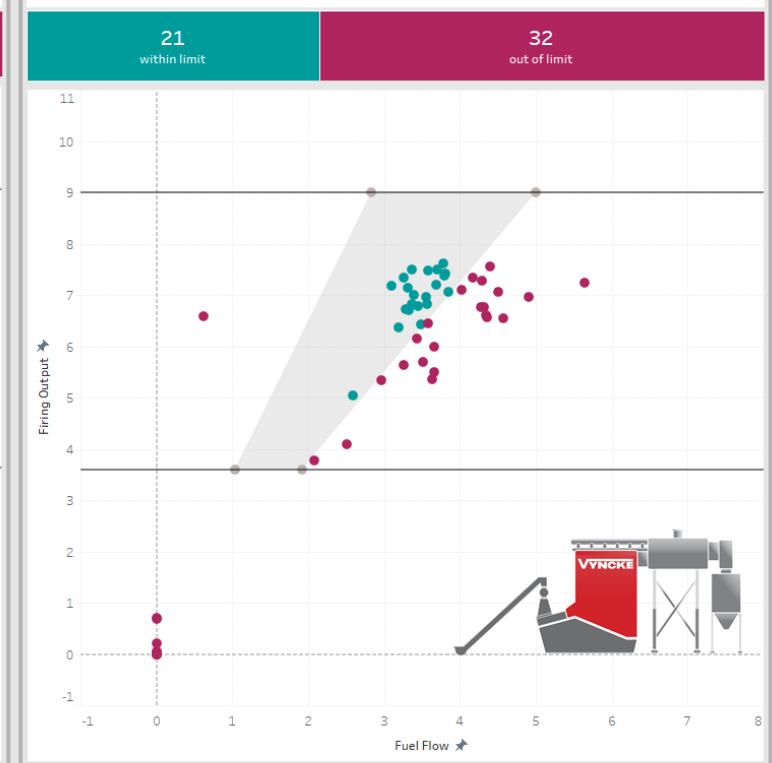
# VYNCKE Combustion Analysis

Choose Time: 09.02.2018 13:00:03 - 20.04.2018 08:18:30

6 hours



24 hours



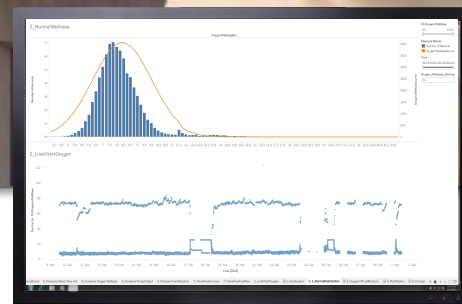
0\_Overview | 1\_Combustion | 2\_Wetbase | 3\_Fan Speed | FanSpeed\_Output(min) | 4\_Plant Status | 5\_CompareTimePeriods

0\_Overview | 1\_Combustion | 2\_Wetbase | 3\_Fan Speed | FanSpeed\_Output(min) | 4\_Plant Status | 5\_CompareTimePeriods

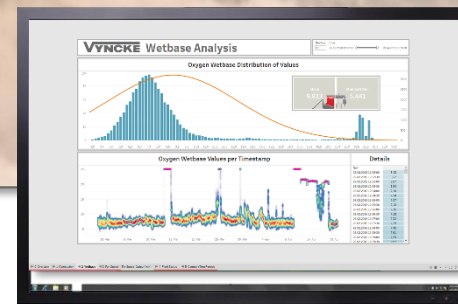




**Download  
Tableau**



**Prototyping**



**Polishing**



**Integrating**



# By the end of this session I want you...

 ...to feel **confident** about BUY-ing an analytics product over MAK-ing one

 ...to be **excited** about getting started with Tableau

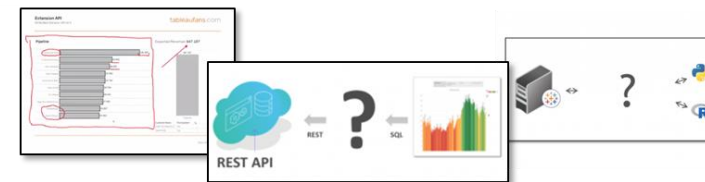


**Timo Tautenhahn**  
Senior Solution Consultant

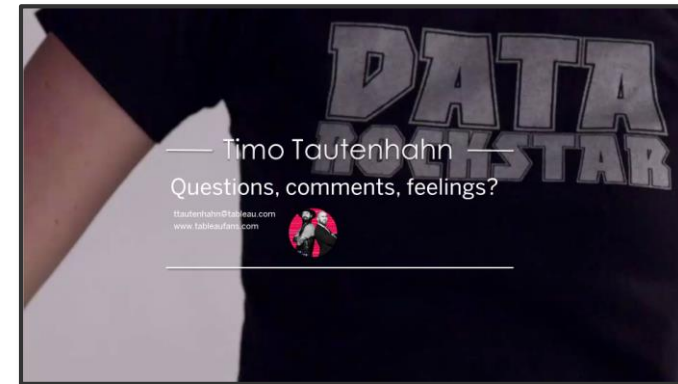
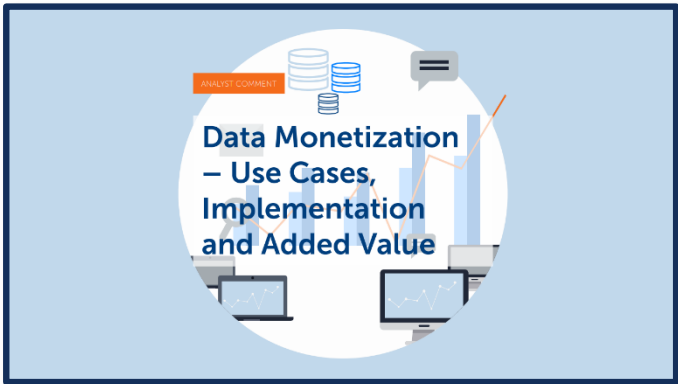
**5<sup>+</sup> years**  
at Tableau

**10<sup>+</sup> years**  
Software Industry

**tableaufans.com**  
Tutorials, Ideas, Assets



# Session Flow



WHY?

HOW?

Customers

Demo Asset

Q&A



MAKE



BUY

# MAKE

- Manual
- Data limitation
- Time-consuming
- Dependency on individuals
- The more sources, the more complex

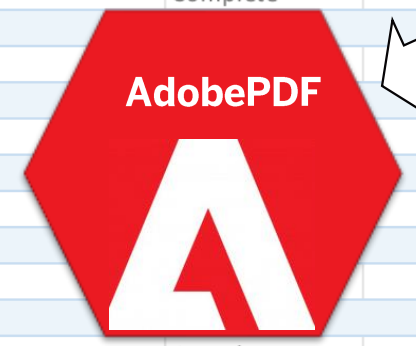
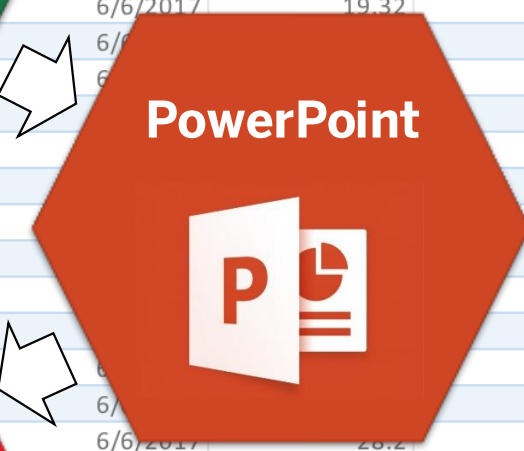
Order Number	Customer Identifier	Order Status	Requested Pick-up	Tax Amount	Order Amount	↑ P
201766-6300005	C00005	Complete	6/6/2017	0.6	0.6	5
201766-6300014	C00014	In Transit	6/6/2017	1.68	1.68	14
201766-6300017	C00017	Processing	6/6/2017	2.04	2.04	17
201766-6300024	C00024	Complete	6/6/2017	2.88	2.88	24
201766-6300026	C00026	Complete	6/6/2017	3.12	3.12	26
201766-6300054	C00054	In Transit	6/6/2017	6.48	6.48	54
201766-6300055	C00055	Complete	6/6/2017	6.6	6.6	55
201766-6300083	C00083	Complete	6/6/2017	9.96	9.96	83
201766-6300105	C00105	In Transit	6/6/2017	12.6	12.6	105
201766-6300106	C00106	In Transit	6/6/2017	12.72	12.72	106
201766-6300115	C00115	Complete	6/6/2017	13.8	13.8	115
201766-6300126	C00126	In Transit	6/6/2017	15.12	15.12	126
201766-6300135	C00135	Complete	6/6/2017	16.2	16.2	135
201766-6300138	C00138	In Transit	6/6/2017	16.56	16.56	138
201766-6300141	C00141	In Transit	6/6/2017	16.92	16.92	141
201766-6300142	C00142	In Transit	6/6/2017	17.04	17.04	142
201766-6300144	C00144	In Transit	6/6/2017	17.28	17.28	144
201766-6300152	C00152	In Transit	6/6/2017	18.24	18.24	152
201766-6300157	C00157	In Transit	6/6/2017	18.84	18.84	157
201766-6300161	C00161	In Transit	6/6/2017	19.32	19.32	161
201766-6300165	C00165	In Transit	6/6/2017	19.8	19.8	165
201766-6300171	C00171	In Transit	6/6/2017	20.52	20.52	171
201766-6300177	C00177	In Transit	6/6/2017	21.24	21.24	177
201766-6300185	C00185	In Transit	6/6/2017	22.2	22.2	185
201766-6300187	C00187	In Transit	6/6/2017	22.44	22.44	187
201766-6300191	C00191	In Transit	6/6/2017	22.92	22.92	191
201766-6300197	C00197	In Transit	6/6/2017	23.64	23.64	197
201766-6300222	C00222	In Transit	6/6/2017	26.64	26.64	222
201766-6300224	C00224	In Transit	6/6/2017	26.88	26.88	224
201766-6300225	C00225	In Transit	6/6/2017	27	27	225
201766-6300232	C00232	In Transit	6/6/2017	27.84	27.84	232
201766-6300235	C00235	Complete	6/6/2017	28.2	28.2	235
201766-6300255	C00255	Complete	6/6/2017	30.6	30.6	255
2017512-600416	C00416	Complete	5/12/2017	49.92	49.92	416
2017515-600416	C00416	Complete	5/15/2017	49.92	49.92	416
2017515-600417	C00417	Complete	5/15/2017	50.04	50.04	417
2017516-600563	C00563	Complete	5/16/2017	67.56	67.56	563
2017516-600566	C00566	Complete	5/16/2017	67.92	67.92	566
2017516-600568	C00568	Complete	5/16/2017	68.16	68.16	568
2017516-600568	C00568	Complete	5/16/2017	68.16	68.16	568
2017516-600571	C00571	Complete	5/16/2017	68.52	68.52	571
2017516-600596	C00596	Complete	5/16/2017	71.52	71.52	596
2017516-600598	C00598	Complete	5/16/2017	71.76	71.76	598
2017516-600611	C00611	Complete	5/16/2017	73.32	73.32	611
2017516-600621	C00621	Complete	5/16/2017	74.52	74.52	621
2017516-600625	C00625	Complete	5/16/2017	75	75	625
2017516-600631	C00631	Complete	5/16/2017	75.72	75.72	631



# MAKE

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

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			6/6/2017		177
201766-6300185			6/6/2017		185
201766-6300187			6/6/2017		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
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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





Welcome to tableaufans.com!

### Advanced Analytics

How to extend Tableau's capabilities with multiple External Services?



### 20 MAR 2019 Advanced Analytics

Posted By: *Timo Tautenhahn* Comments: 1

A very popular post for the many data scientists within the Tableau community has been this blog post around how to setup multiple External Services for Tableau. Therefore this post is meant to be the first follow up post on it. While the initial architectural diagram showed flask as an adapter...

[Read More](#)

### Interactive Company Reports

Real World Examples



### 14 FEB 2019 Interactive Company Reports

Posted By: *Timo Tautenhahn* Comments: 0

In 2014 I've been blogging about "Interactive Company Reports" for the first time. The initial post is just available in German, but the links and ideas will quickly be reiterated in this post. Moritz Pawelke (after working at Deloitte as Director | Digital &...

[Read More](#)

#### Last posts

Embedding Examples in Action (Coming Soon)  
*Thursday, 16. May 2019*

Custom Landing Page  
*Monday, 6. May 2019*

3 Extensions in 1 Downloadable Asset (Coming Soon)  
*Friday, 3. May 2019*

 **Advanced Analytics**  
*Wednesday, 20. March 2019*

 **Interactive Company Reports**  
*Thursday, 14. February 2019*



# Google Analytics

WEBHOSTING®

# Webhosting with Built-In Analytics



Home

Analytics

Advanced Analytics

Consulting

Contact



**Dashboard** | Layout

Default | Phone

Device Preview

---

**Size**

Desktop Browser (1000 x 8...)

---

**Sheets**

- When?
- Where?
- What?

---

**Objects**

- Horizontal | Vertical
- Web Page | Blank
- Text | Button
- Image | Extension

Tiled | Floating

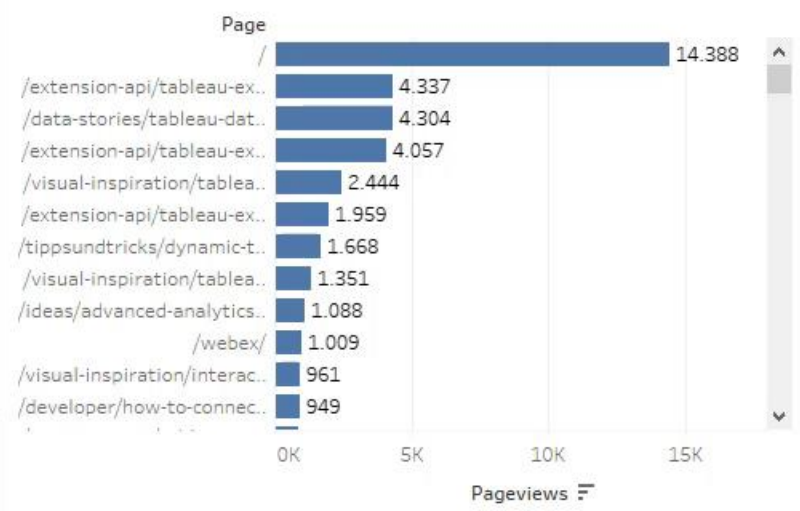
Show dashboard title

# Website Analysis

## Where?



## What?

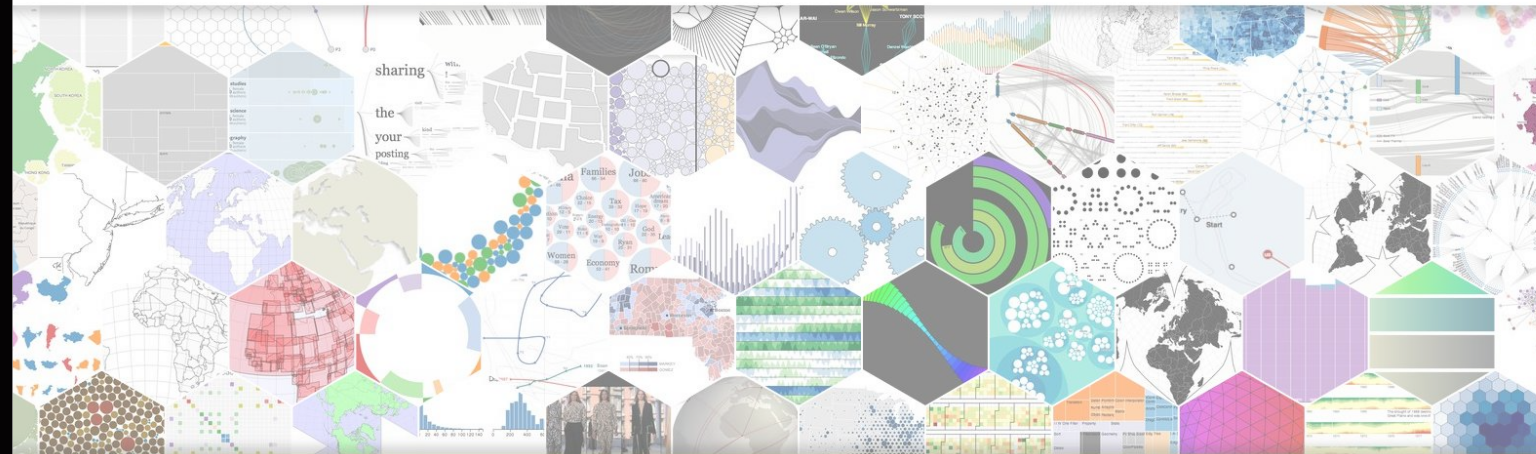


## When?



# MAKE

- Initial Development Effort
- Programming Expertise for Adjustments
- Data Connection
- Security
- Monitoring
- Bug Fixes
- Ongoing Feature Development



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:

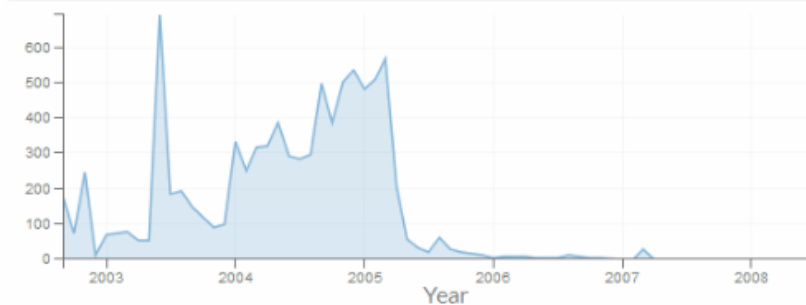
- [d3.zip](#)

To link directly to the latest release, copy this snippet:

```
<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



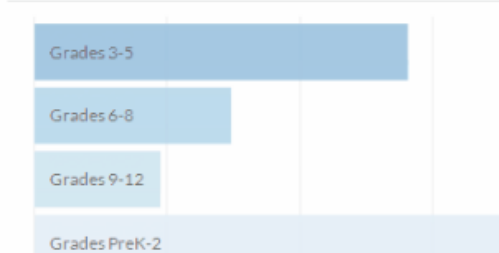
Donation Count for Resources



Funding Status



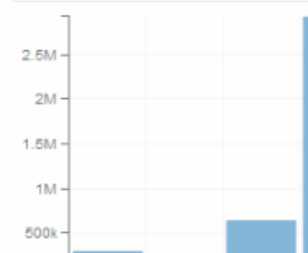
Donation Count by Grade



Donation Count by Poverty Level



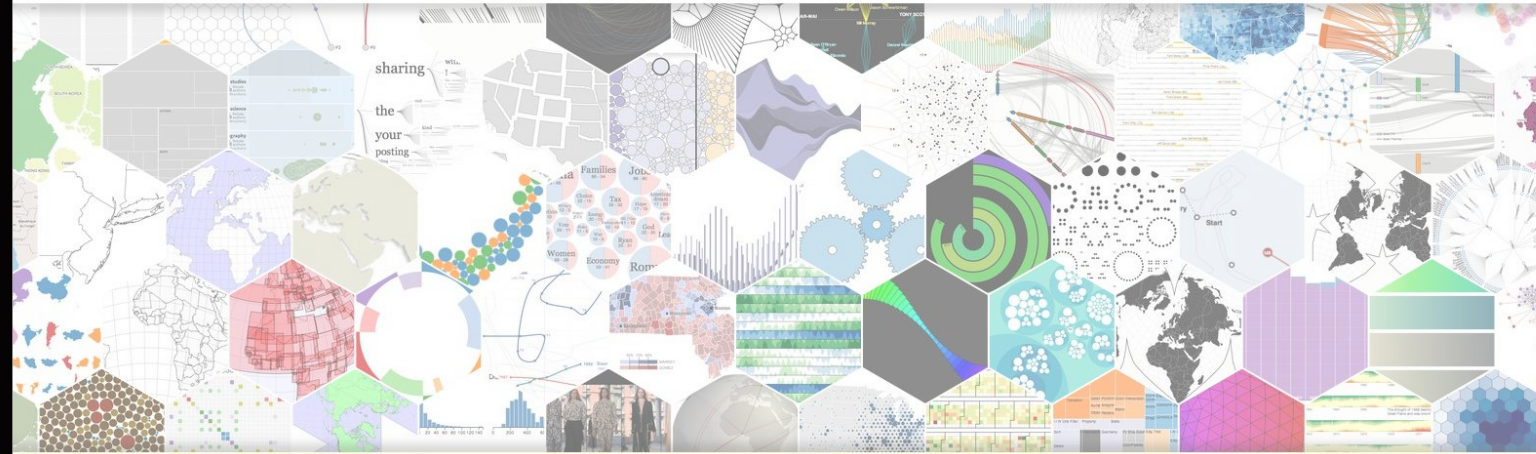
Donation Amount by State (\$)



# MAKE

- Initial Development Effort
- Programming Expertise for Adjustments
- Data Connection
- Security
- Monitoring
- Bug Fixes
- Ongoing Feature Development

## D3 Data-Driven Documents



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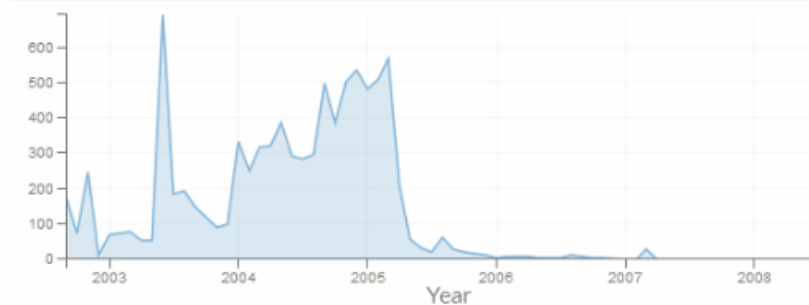
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<script src="https://d3js.org/d3.v5.min.js"></script>
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Number of Donations



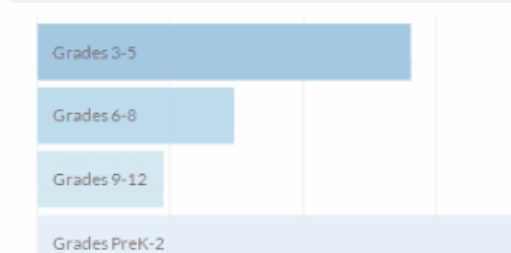
Donation Count for Resources



Funding Status



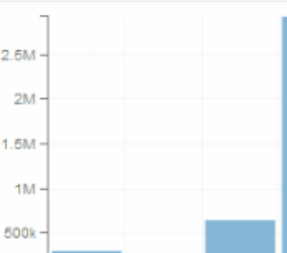
Donation Count by Grade



Donation Count by Poverty Level



Donation Amount by State (\$)

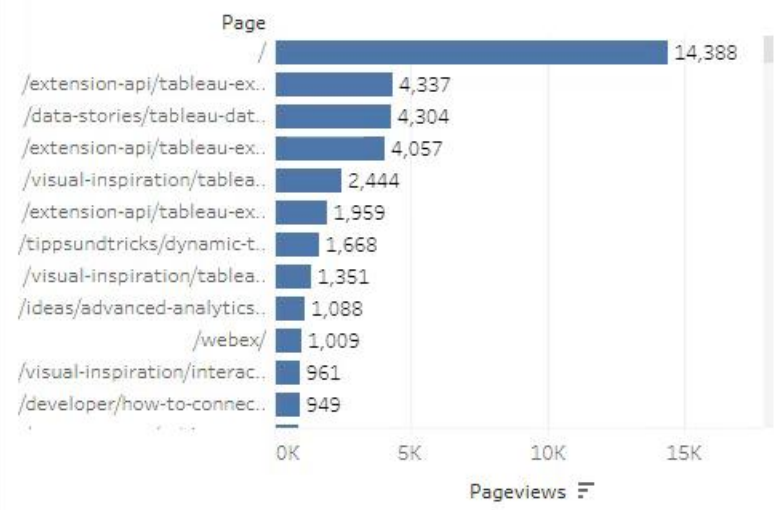


# Website Analysis

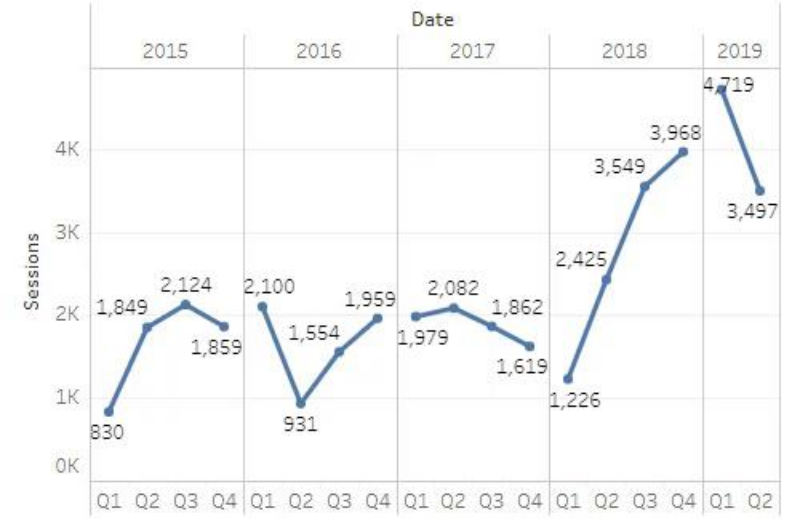
## Where?



## What?



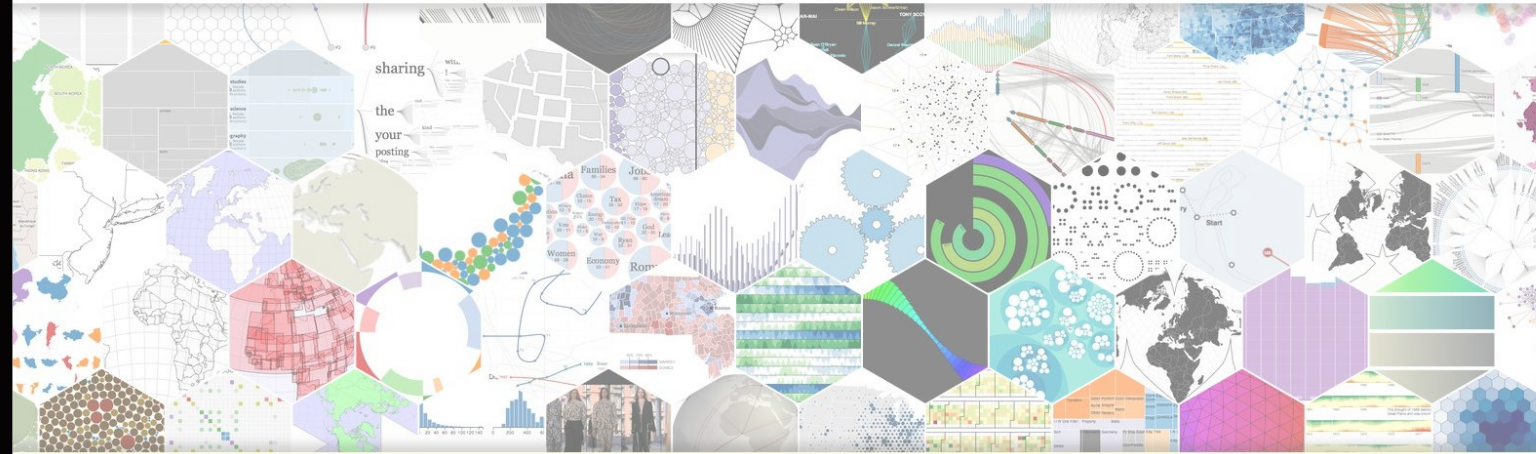
## When?



# MAKE

- Initial Development Effort
- Programming Expertise for Adjustments
- Data Connection
- Security
- Monitoring
- Bug Fixes
- Ongoing Feature Development

## D3 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:

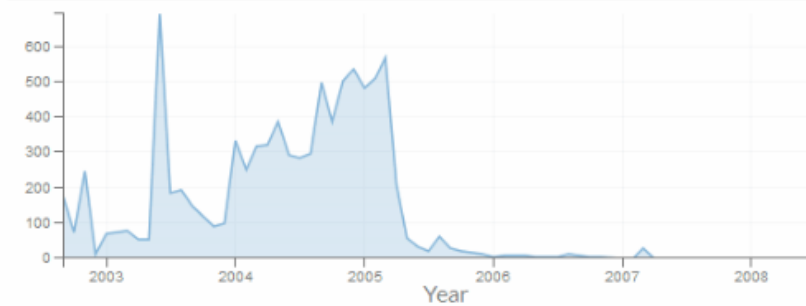
- [d3.zip](#)

To link directly to the latest release, copy this snippet:

```
<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



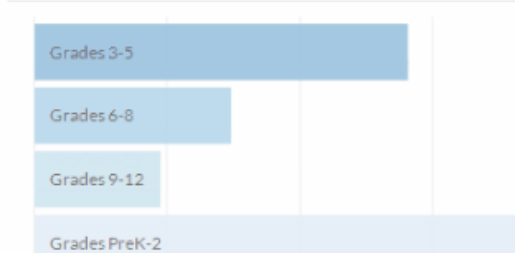
Donation Count for Resources



Funding Status



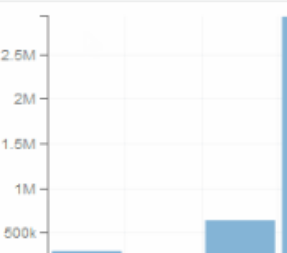
Donation Count by Grade



Donation Count by Poverty Level



Donation Amount by State (\$)



---

# 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

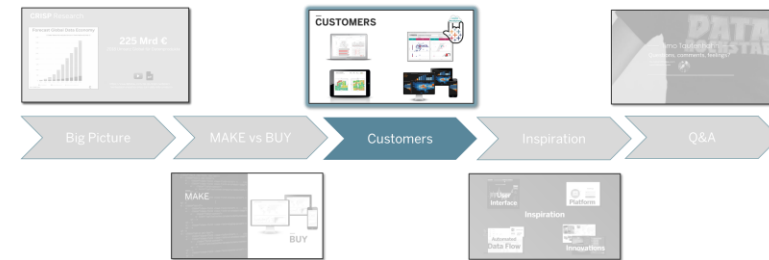
- Fast Deployment
- Adjustments made by Business Unit
- Security
- Monitoring
- Mobile
- Scalability
- +100k User**
- Time-to-Market



 **questback**

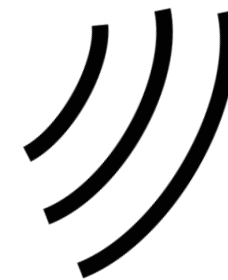
MAKE

BUY





# Minodes





Minodes

A *Telefónica* NEXT COMPANY





Username

Password

Sign In →

# Analytics



## YOUR APP Login

Email

Password

LOGINS

Forgot Username / Password?

Create your Account →

Home

Welcome to your Tableau site

Manage Projects | Manage Users | Download Tableau Desktop | Download Tableau Prep Builder

Favorites

- Tableauers Oktoberfest Extr...
- Spylyze feedback dashboard

Recents

- Spylyze feedback dashboard
- Light
- Website Traffic
- Stock Price (Embedding)
- Participant Overview
- Writeback
- Sales Director Overview (witho...

Others are viewing

- issu
- Participant Overview
- Stock Price (Embedding)
- Writeback
- Light

Customer Relationship

Settings Account Messages 5 Favorites Me

MENU BOX

- Messages 24
- Invites 3
- Events 5
- Account Settings
- Statistics

Product Categories

- Prep 4.70M (57.93%)
- Server 1.93M (23.80%)
- Online 1.21M

Customer Activities

Buying Behaviour

Last Activities

Activity Details

Date	Activity	Person
2.12.18	Webex	Varga
30.11.18	Marketing Event	Varga
31.10.18	TC	Varga
30.10.18	Meeting	Varga
29.9.18	Trial	Lehnert
	Whitepaper	Jorgensen
25.9.18	Fair	Jorgensen
24.9.18	2018.1	Herrmann
	Alpha	Lehnert
	Beta	Lehnert

Timo Tautenhahn

Lufthansa

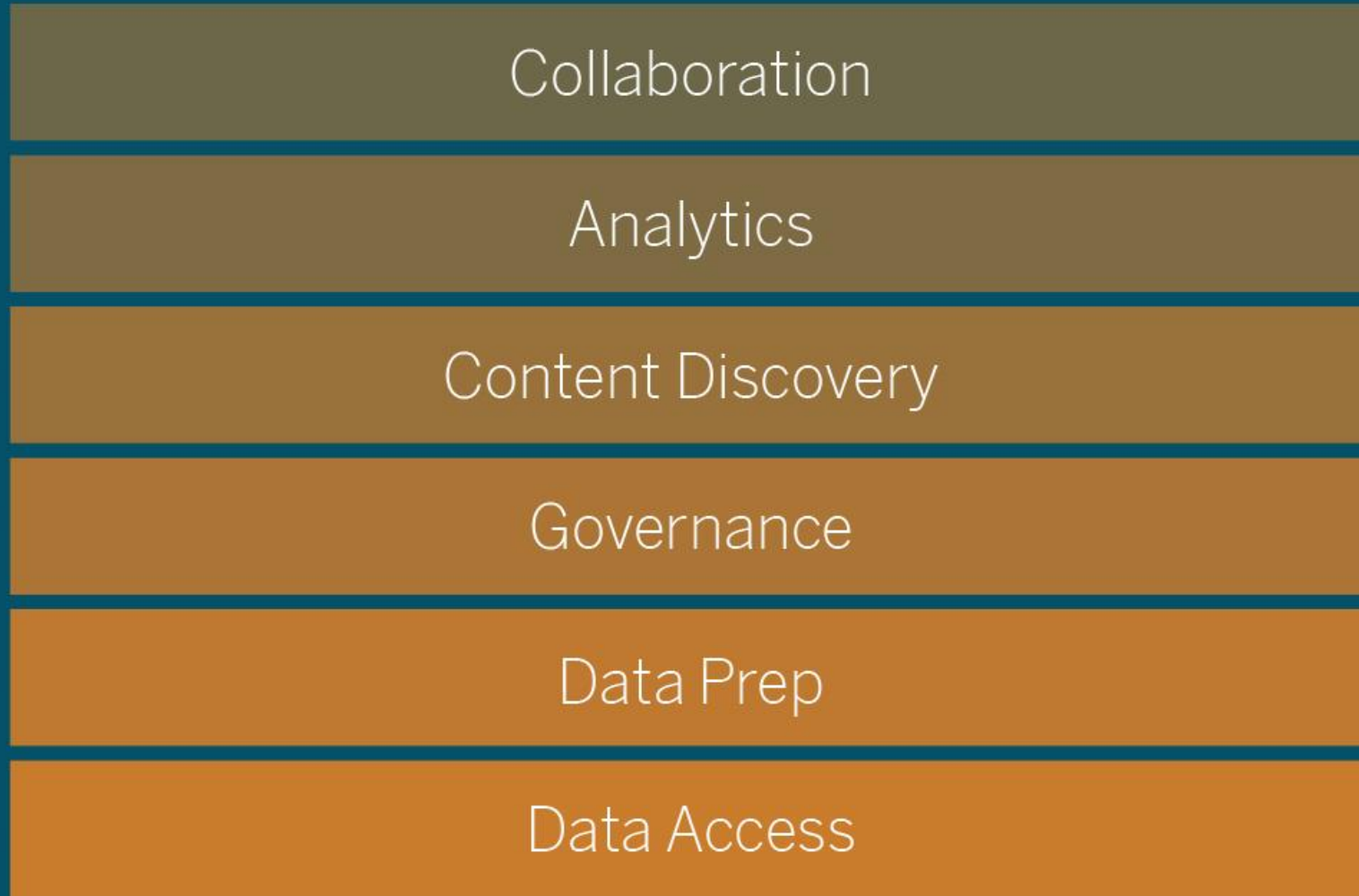
Netsales 8,099,025

Products sold 1,321

INTERACT

- DESKTOP
- BROWSER
- MOBILE
- EMBEDDED

Security & Compliance



Extensibility & APIs

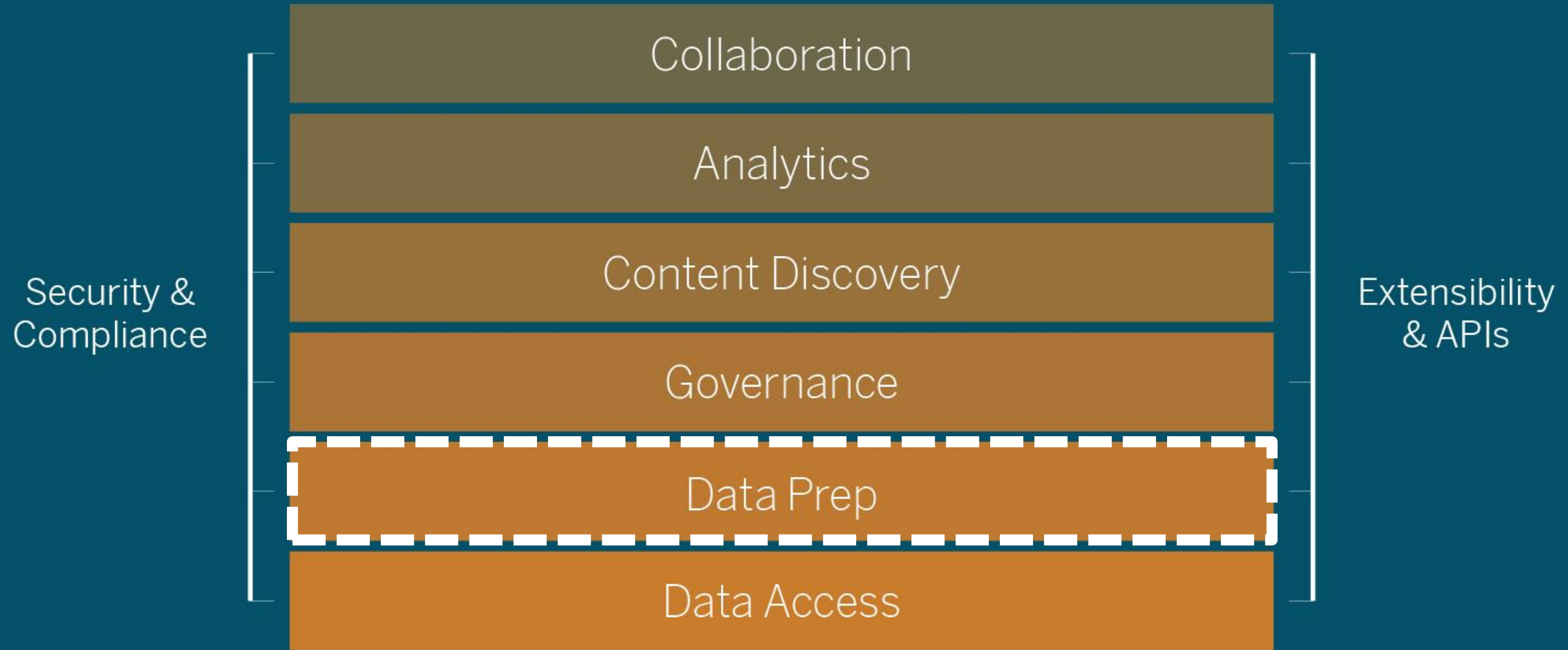
DEPLOYMENT

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



INTERACT

- DESKTOP
- BROWSER
- MOBILE
- EMBEDDED



DEPLOYMENT

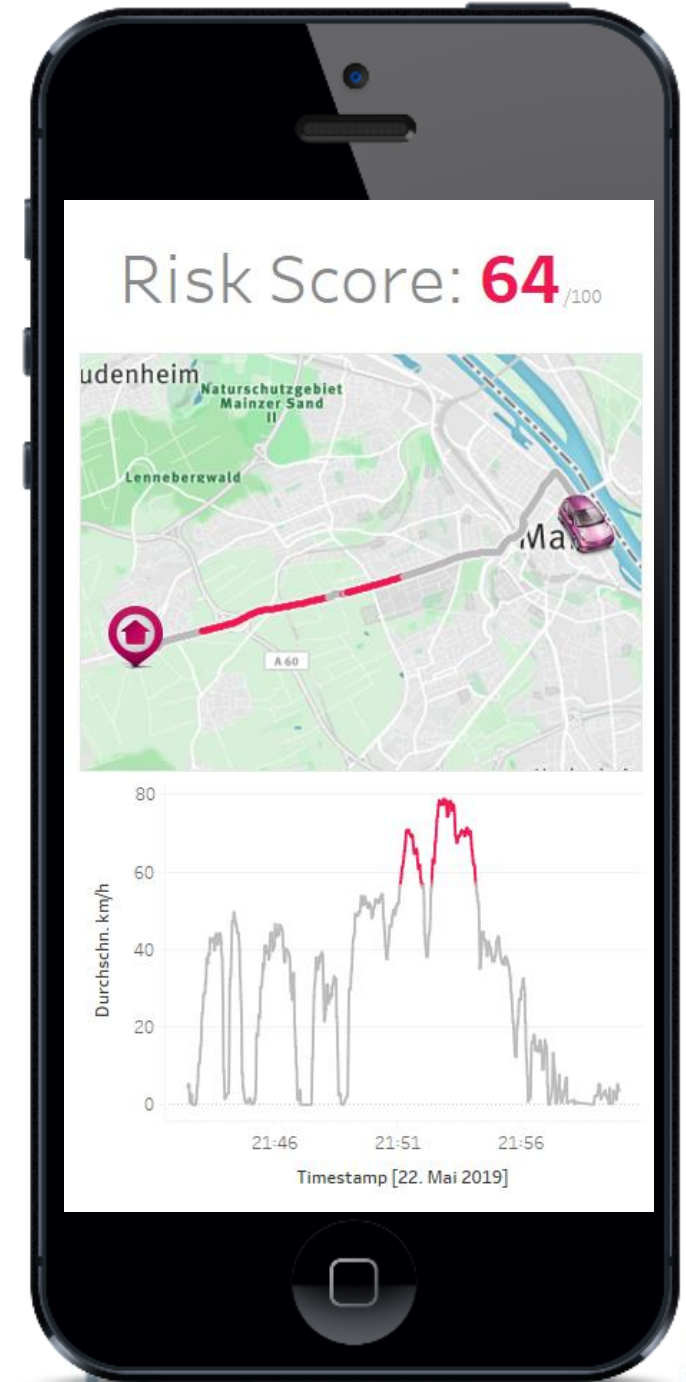
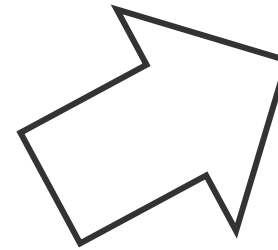
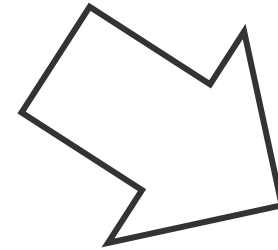
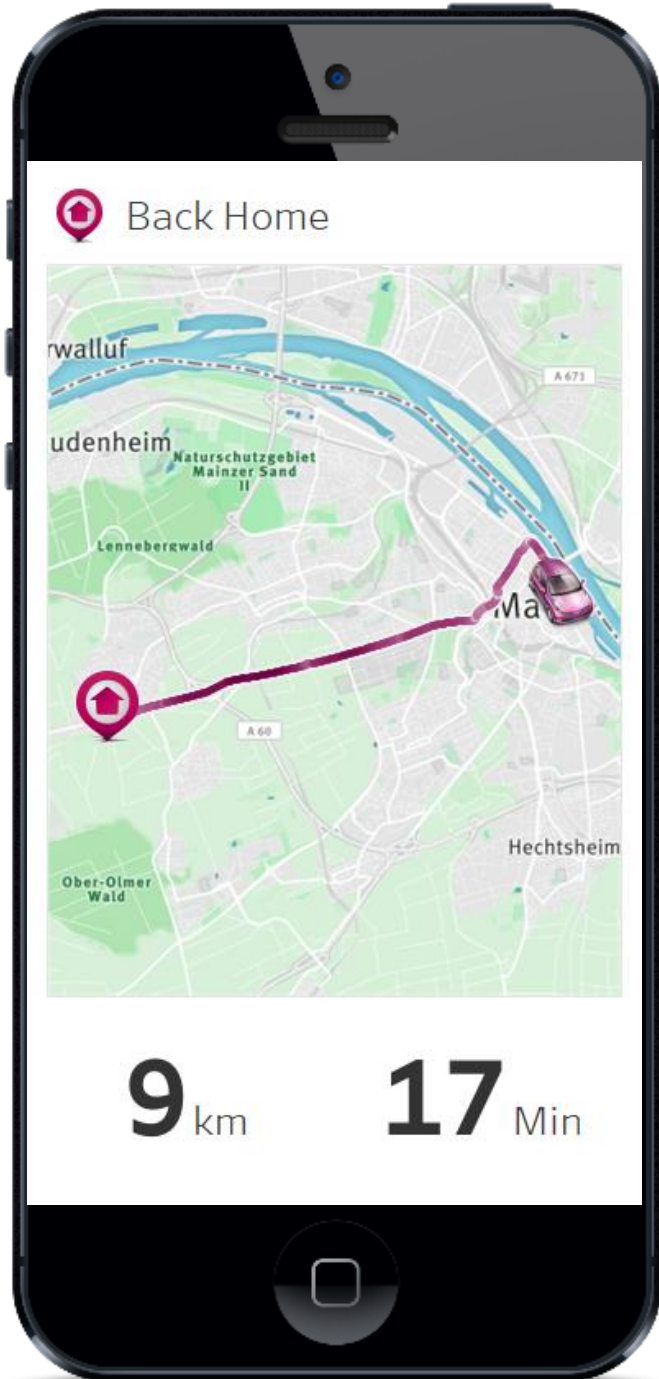
- ON-PREMISES
- CLOUD
- HOSTED
- WINDOWS
- LINUX
- MAC
- MULTI-TENANT

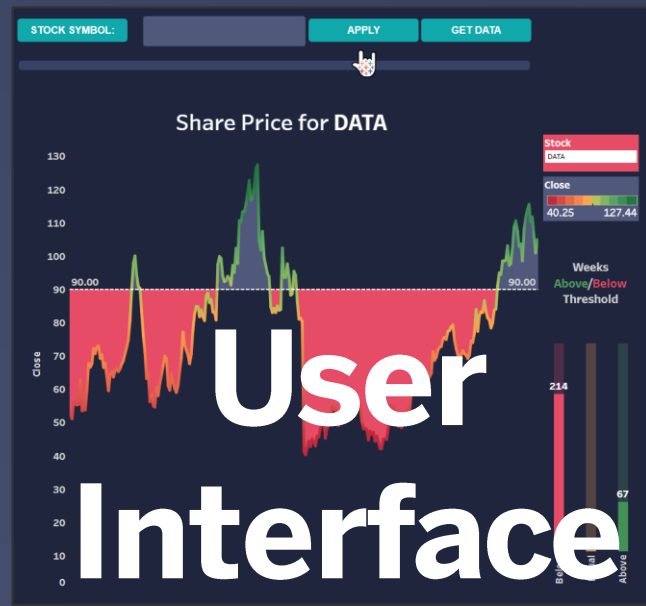
Tableau Prep helps people  
prepare data for analysis

The screenshot displays the Tableau Prep interface. At the top, a data flow diagram shows the process: 'Orders (East)', 'Orders (West)', 'Orders (Central)', and 'Orders (South)' are combined into 'All Orders'. This is followed by 'Orders + Returns', 'Split Customer', and finally 'Create 'All Order...'. Below the diagram, a toolbar includes options for 'Keep Only', 'Exclude', and 'Edit Value'. The main workspace is divided into several panes: 'State' (11 rows), 'Row ID' (2K rows), 'Order ID' (822 rows), 'Segment' (3 rows), and 'Customer ID'. A tooltip for the 'Corporate' segment shows 510 rows, all highlighted. At the bottom, a data table is visible with columns for Sales, Quantity, Profit, Discount, Region, State, Row ID, Order ID, Segment, and Customer ID.

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

# Tableau Prep

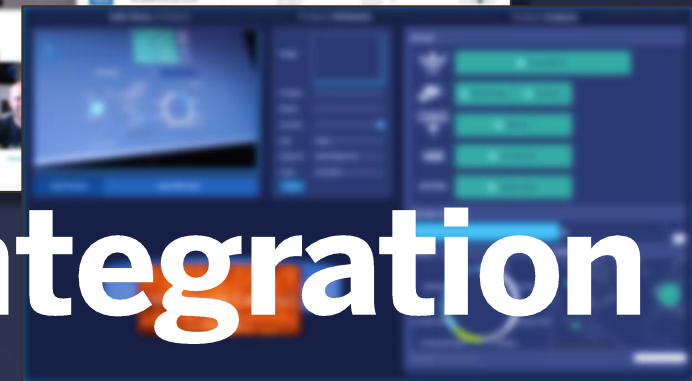
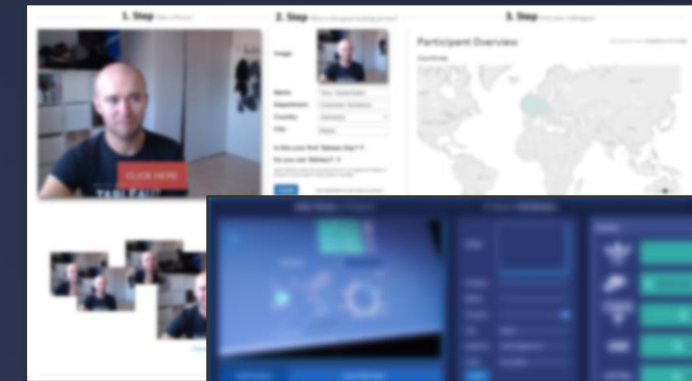




# User Interface



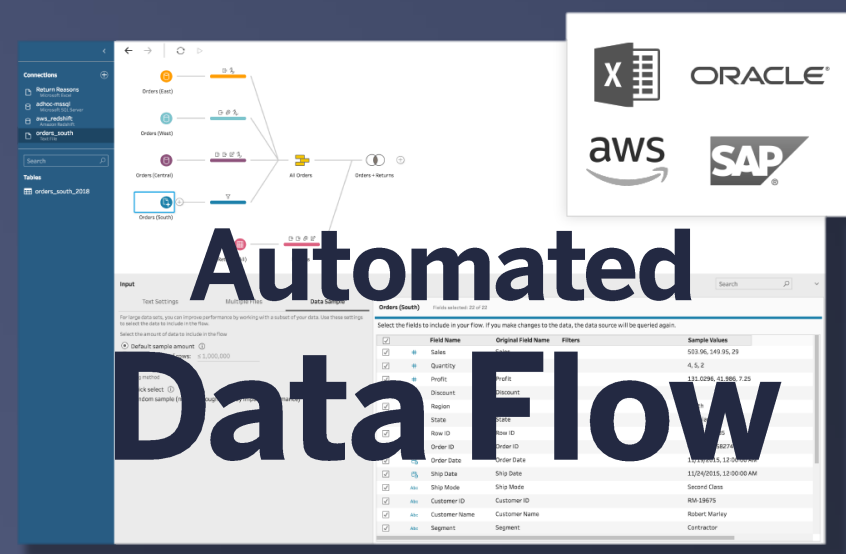
# Extensions



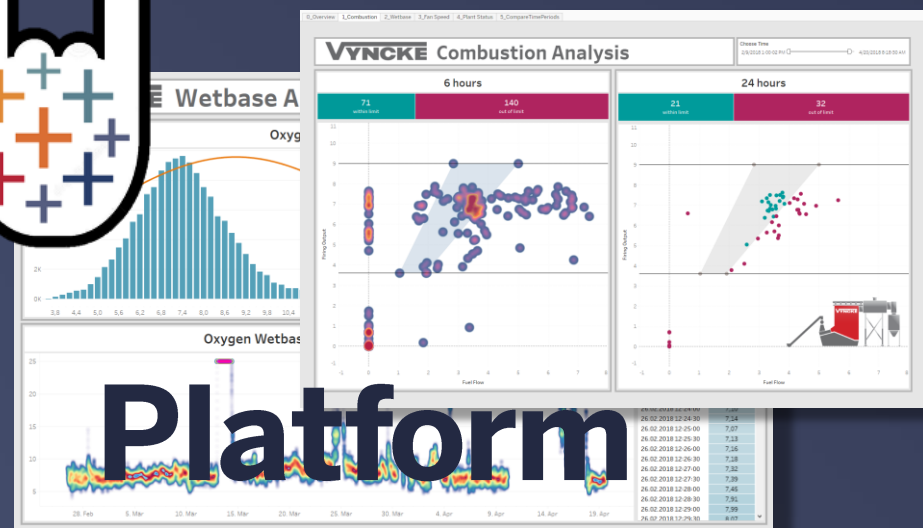
# Integration

# Tableaufans Demo Asset

Will be released at Tableau Conference Europe June 18th



# Automated Data Flow

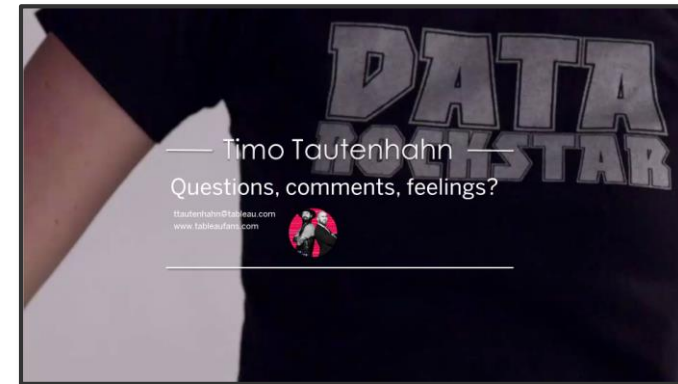


# Platform



# Mobile

# Session Flow



GET STARTED

BUY

Across Industries

Excited

Q&A



DATA  
ROCKSTAR

Thank you!

Questions, comments, feelings?

Timo Tautenhahn  
[www.tableufans.com](http://www.tableufans.com)



Slides?  
<https://tableufans.com/slides/data-monetization-june-2019.pdf>

How to **get started** with integrating / embedding Tableau quickly?  
<https://tableufans.com/tutorials/how-to-get-started-to-integrate-tableau-into-your-own-software-solution/>



[msaltenberger@tableau.com](mailto:msaltenberger@tableau.com)  
**Webinar: Data Monetisation**

DATA  
ROCKSTAR

Thank you!

Questions, comments, feelings?

Timo Tautenhahn  
[www.tableufans.com](http://www.tableufans.com)



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[jrantac@tableau.com](mailto:jrantac@tableau.com)  
**Webinar: Data Monetisation**