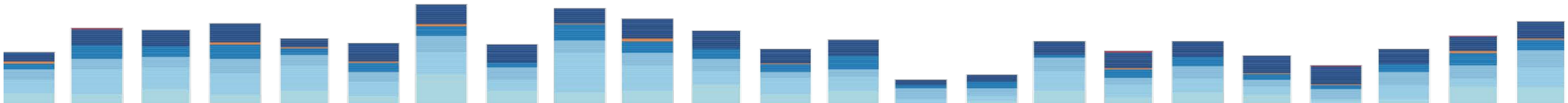
Empowering the business with trusted data for self-service analytics at GoDaddy

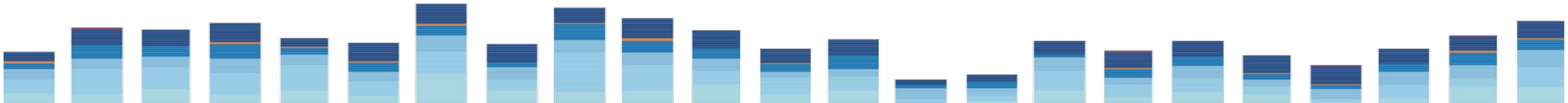


Your speakers today

Sharon Graves – Enterprise Data & BI Tools Evangelist | GoDaddy
shgraves@godaddy.com
linkedin.com/in/sharongravesscottsdaleaz

Stephanie McReynolds - Vice President of Marketing | Alation
@slangenfeld

Dan Kogan – Director, Product Marketing | Tableau



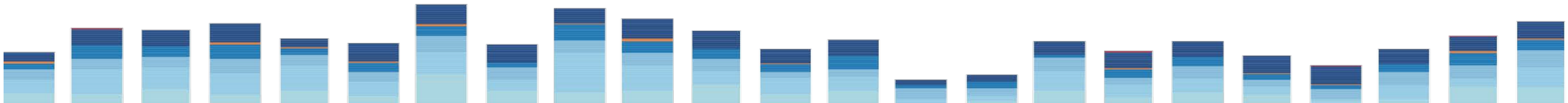
Agenda

The Modern Approach to Enterprise Analytics

GoDaddy's Data Environment

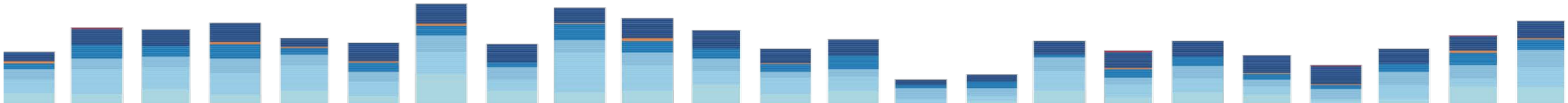
Governance-for-Insights

Q&A

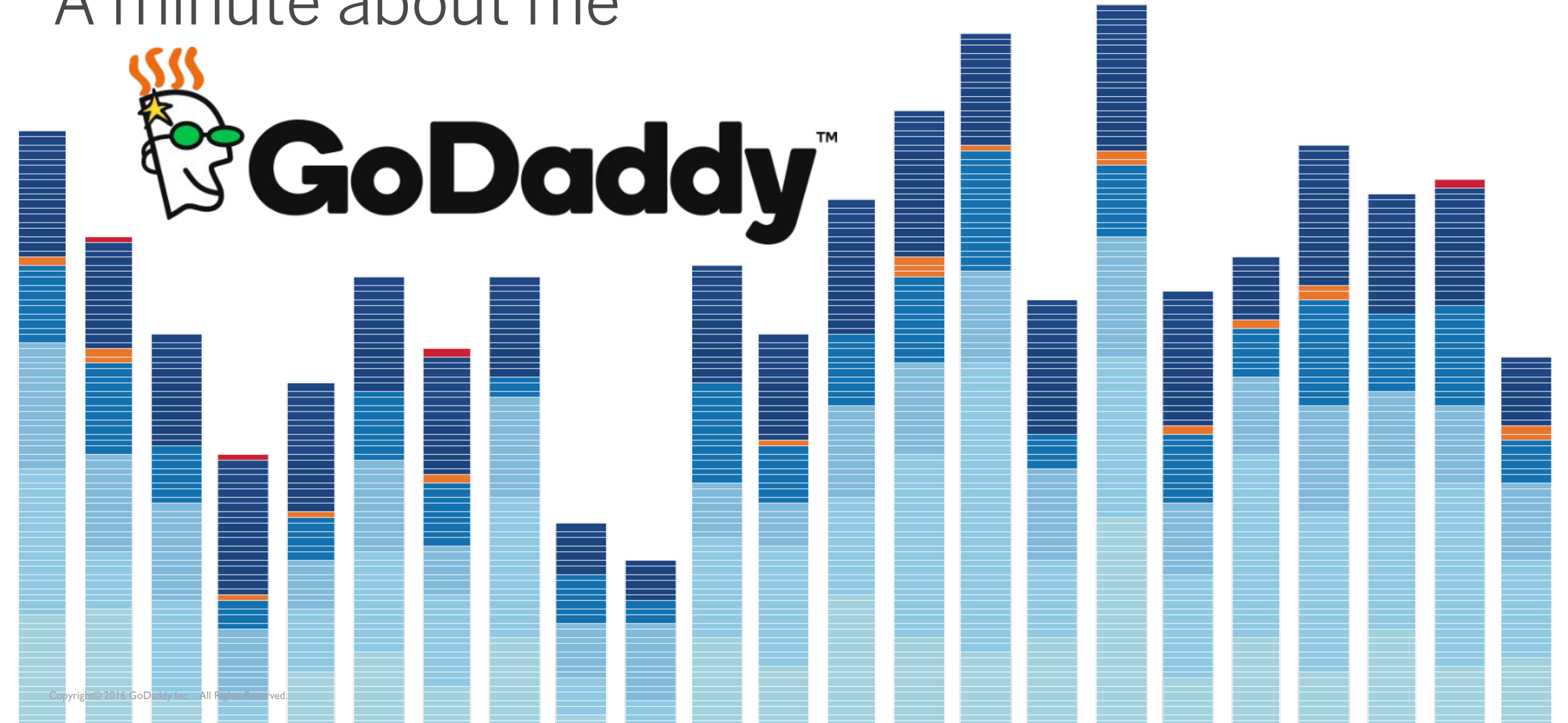


Data Governance & the Modern Approach to Enterprise Analytics

- Historical reporting landscape
- Partnership between the business and IT
- Trusted data for the entire organization
- Analytical accuracy & decision making for all



A minute about me



Then Reality Sets In

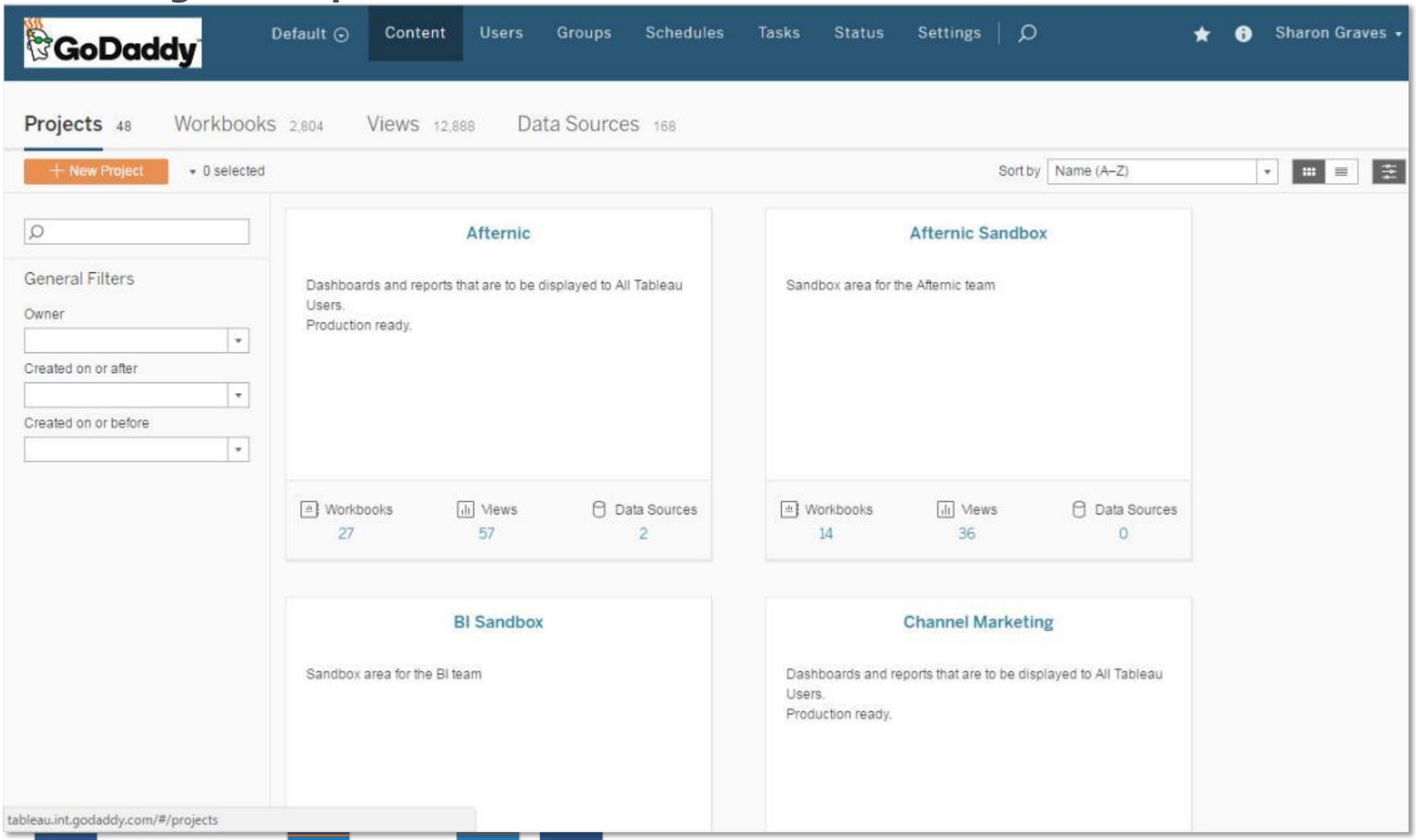
- The reality of ‘a ton of data’ sets in
- GoDaddy had and continues to grow at an incredibly rapid rate with terabytes of data coming in daily.
- It wasn’t always a priority to use best practice to ingest it.
- Multiple Server Platforms, multiple copies, various refresh schedules, various content duration…

What do we do now

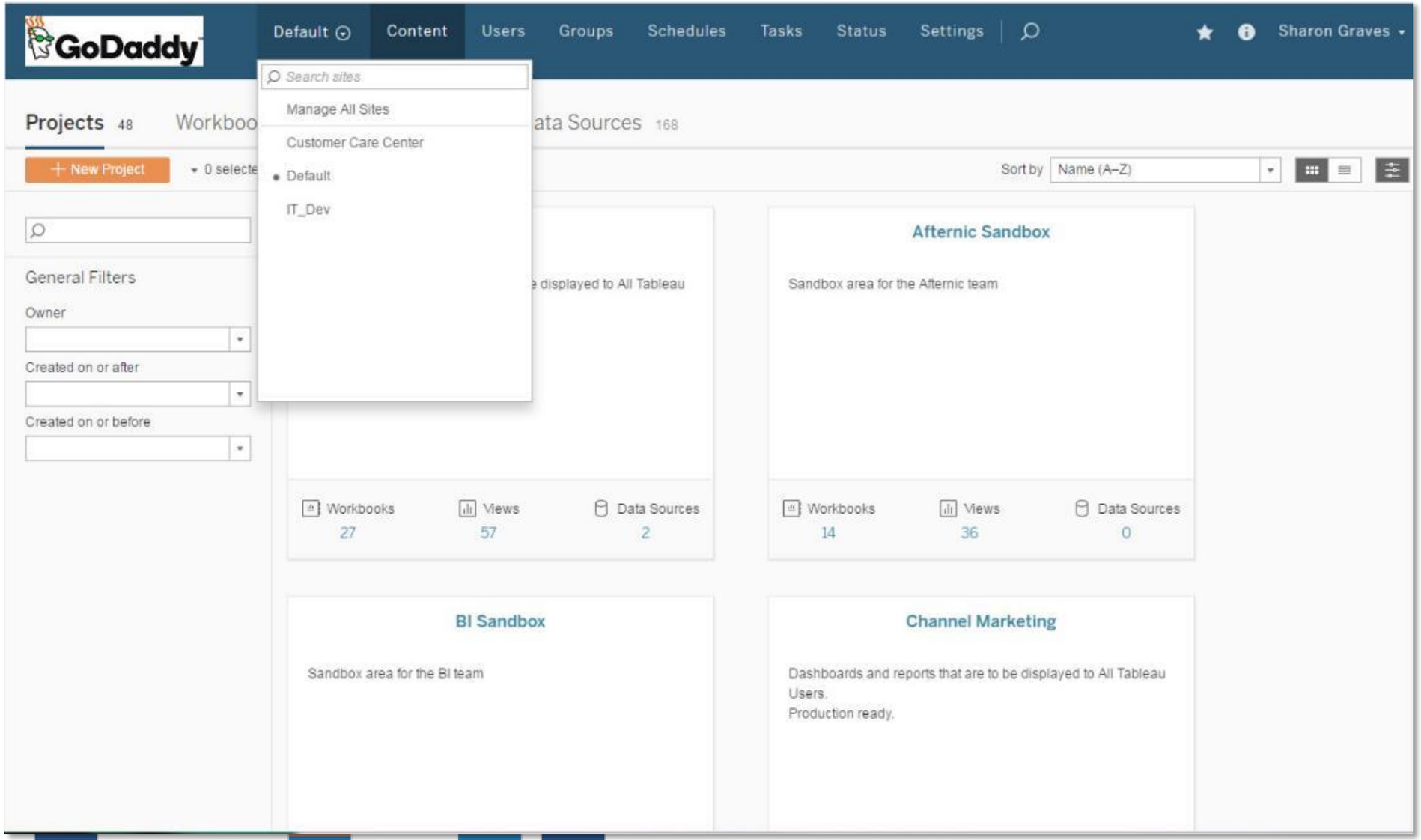
Because of this…

- Analytics was not what you'd think
- Hunter / Gatherer
- The majority of our Analysis time was spent on finding the right data and simplistic reporting
- We needed to organize our data and enable our users for self service.

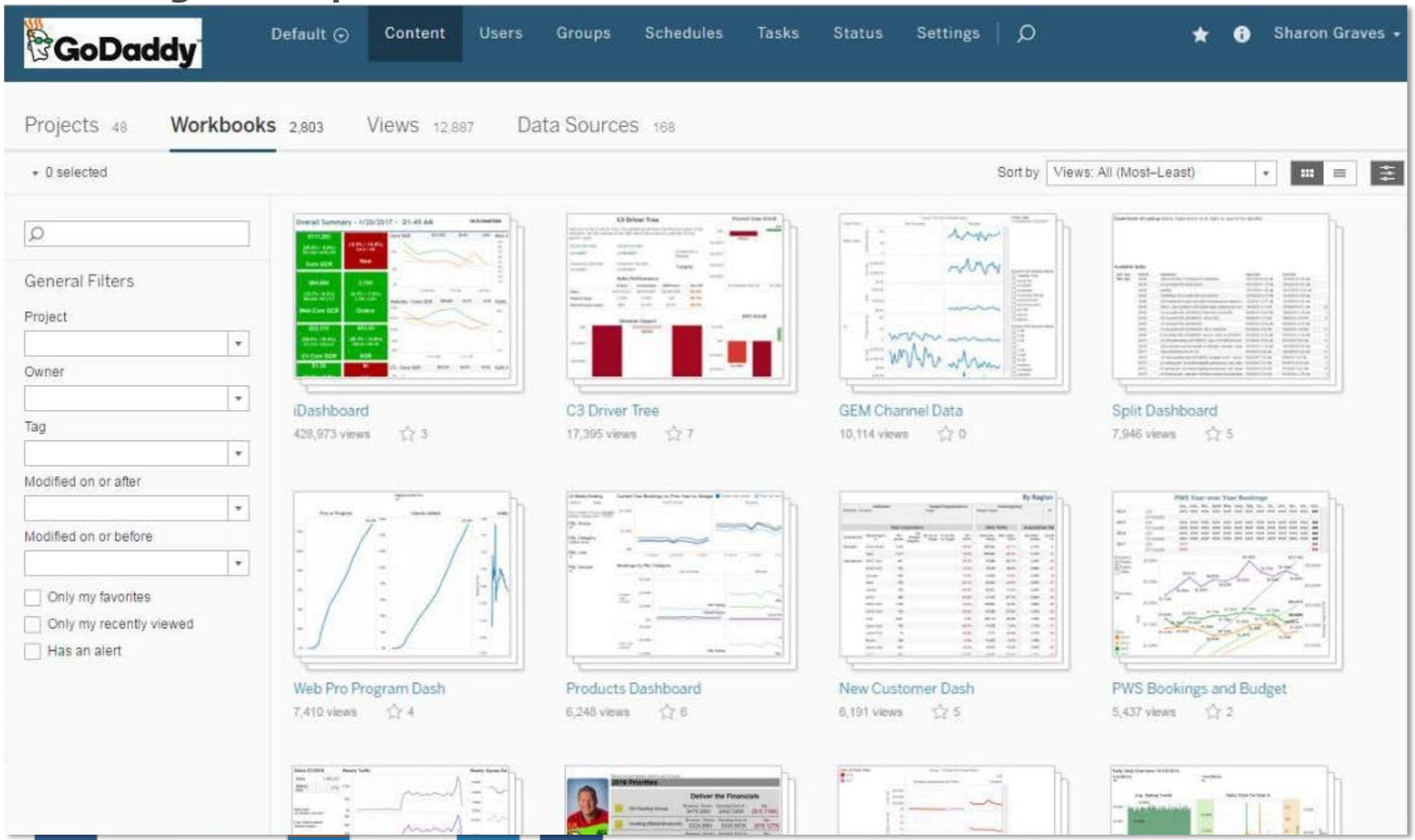
GoDaddy Implements Tableau!!



GoDaddy Implements Tableau!!



GoDaddy Implements Tableau!!



GoDaddy Implements Tableau!!

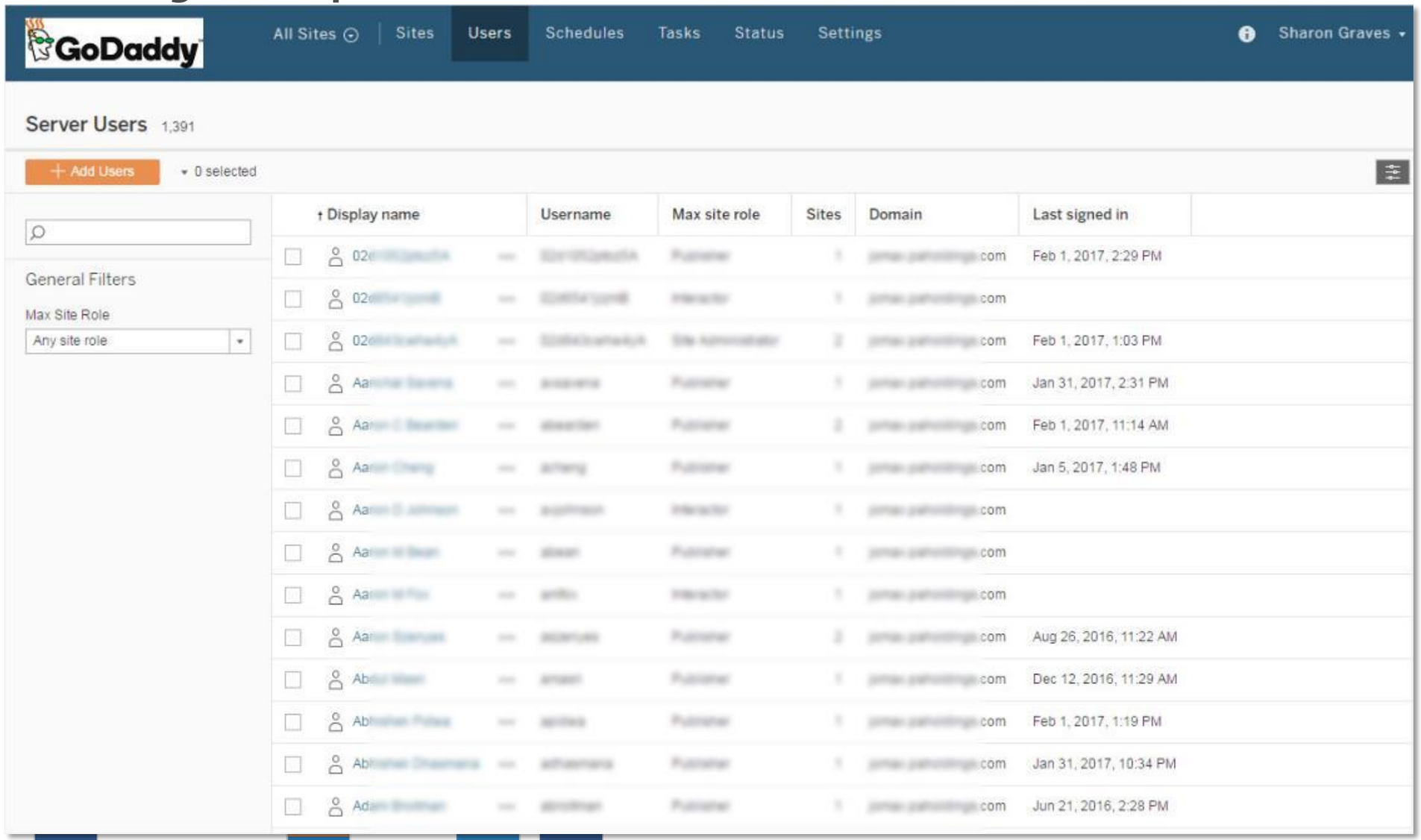
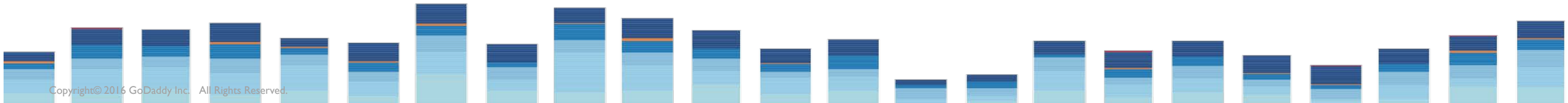


Tableau / Alation User Roles (~1400 Users)

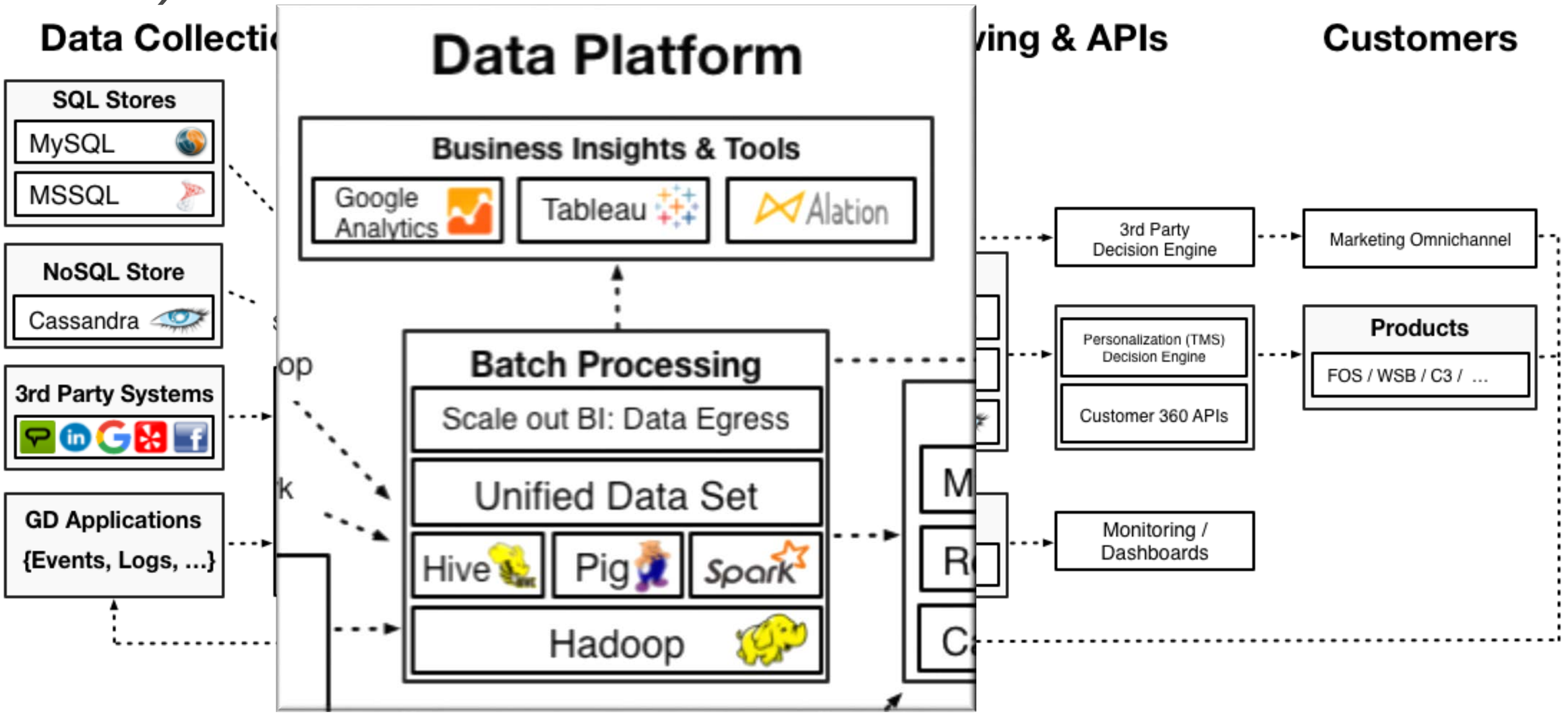
- Tableau Desktop Power User (120)
  - At least some SQL experience
  - Typically use Alation Compose for data discovery
  - Can publish their own data sources to Tableau
  - Publish advanced Dashboards in Tableau
  - **Business Analytics (~30) / Business Intelligence Analyst (~10)**
    - Advanced SQL skills
    - Typically perform data discovery using Alation Compose
    - Can create their own data marts / publish data sources
    - Create and publish Advanced Dashboards using Tableau

- Data Stewards (15)
  - Build and Manage the data sources
  - Responsible for Alation Data Dictionary as well as endorsing, dialogue monitoring
  - DBA's, Product BI SME's and out BI Tools Admin

- Tableau Server User (the balance)
  - Limited to no SQL knowledge
  - Uses Tableau published data sources to perform product / website analytics
  - May modify existing workbooks to suit their specific needs



Enterprise Data Environment.. Our Future (Now)

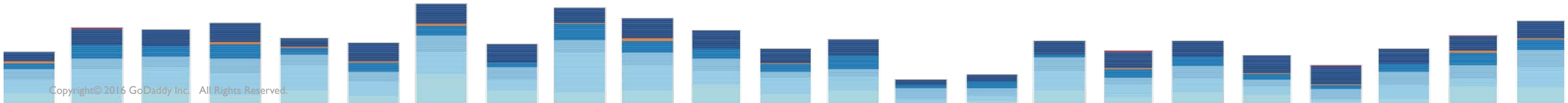


Unified Data Set (UDS) – Single source of Reference

- Detail Level Data to address 80% of our end user questions
- Business Rules applied during processing
- Easily accessible/usable by all business units (Alation and Tableau)
- Performant to encourage wide-spread use
- Enterprise managed and maintained (data quality, change control, alerting, etc.)
- Definitions are standardized and documented and surfaced to end users

The Result….

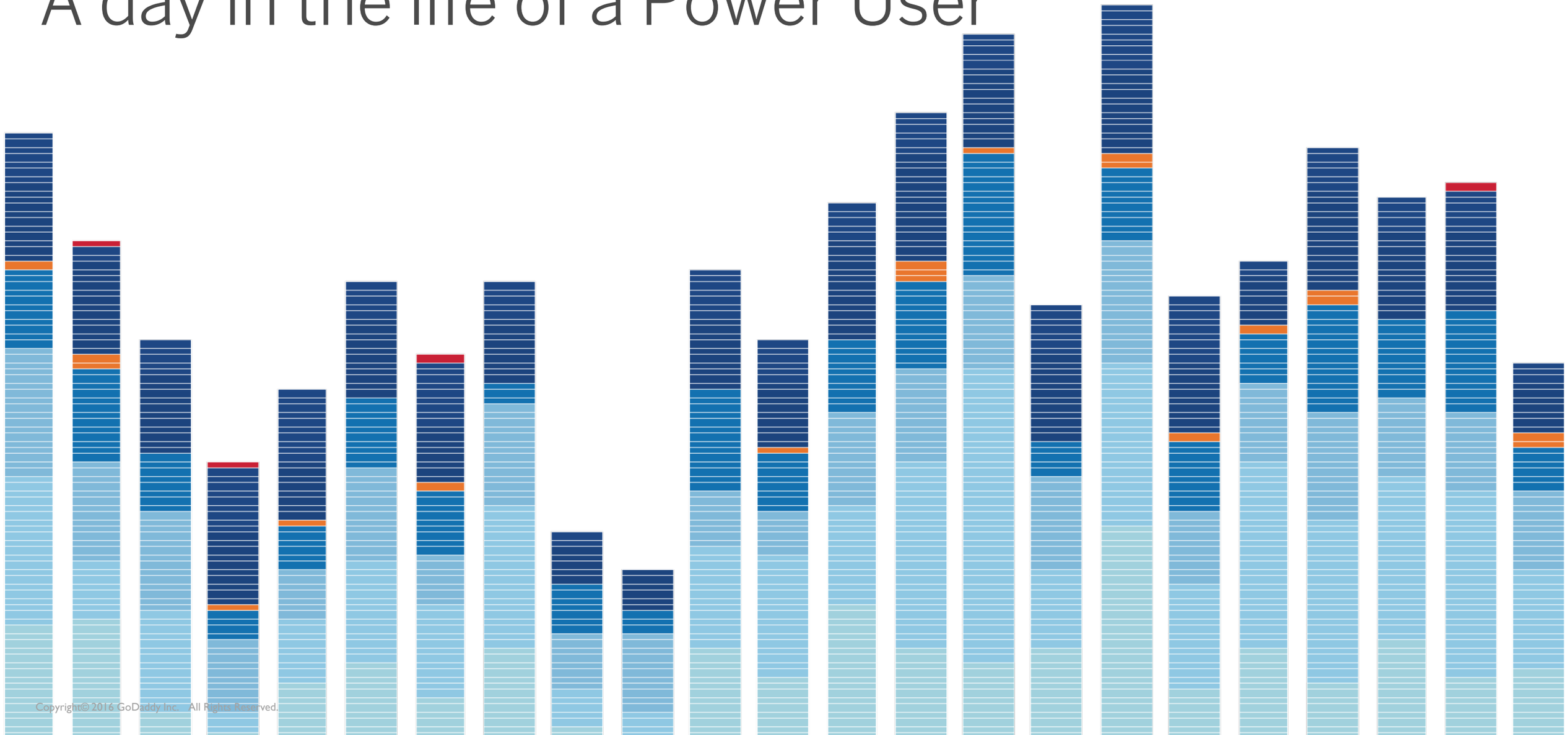
- More Accurate reporting
- End-user access via Tableau has increased; users are building their own reports
- Power users are now able to work in Tableau and Alation thanks to the simple data structure; reducing Analysts workload allowing them to address ‘hard’ questions.

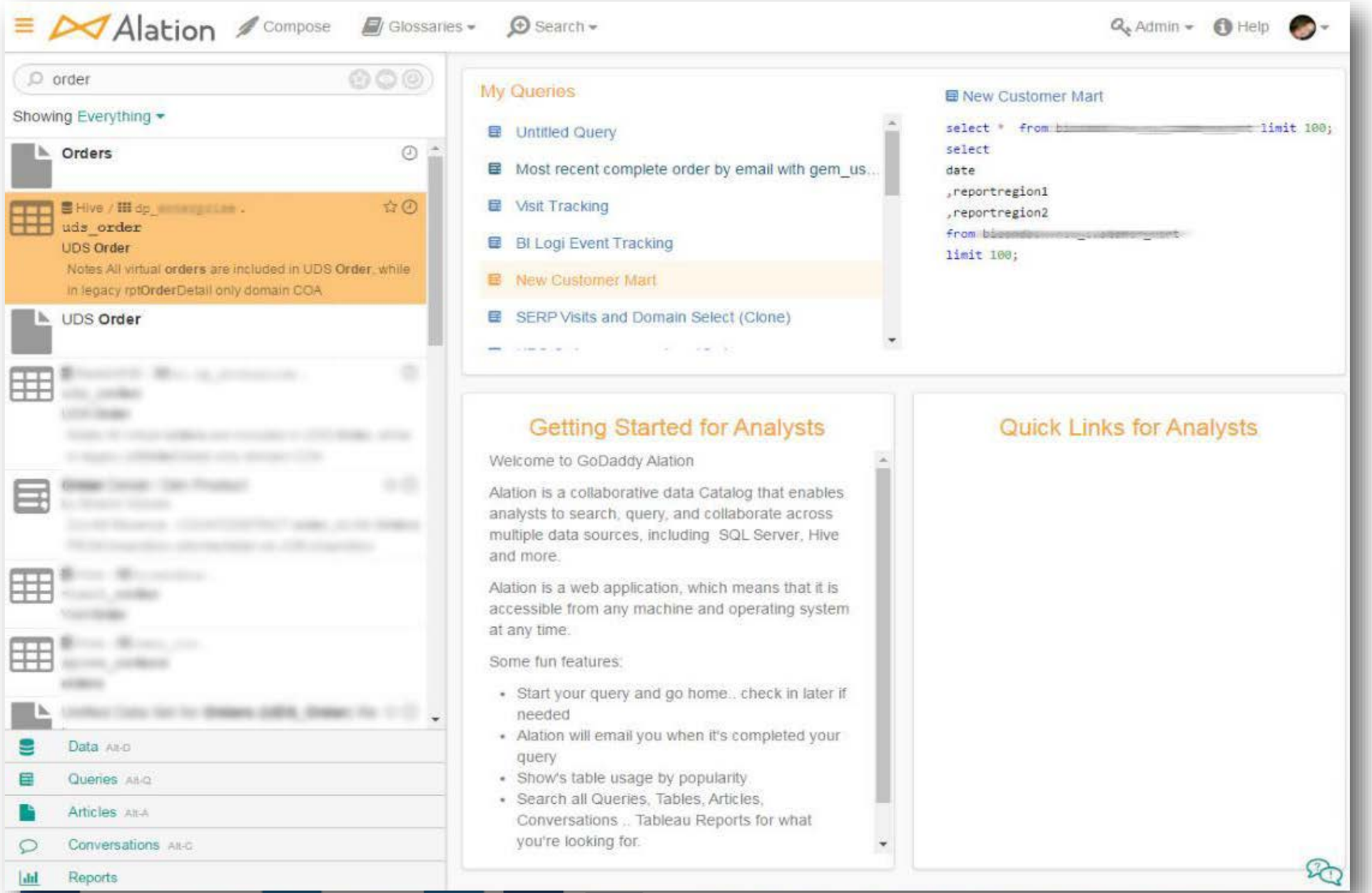


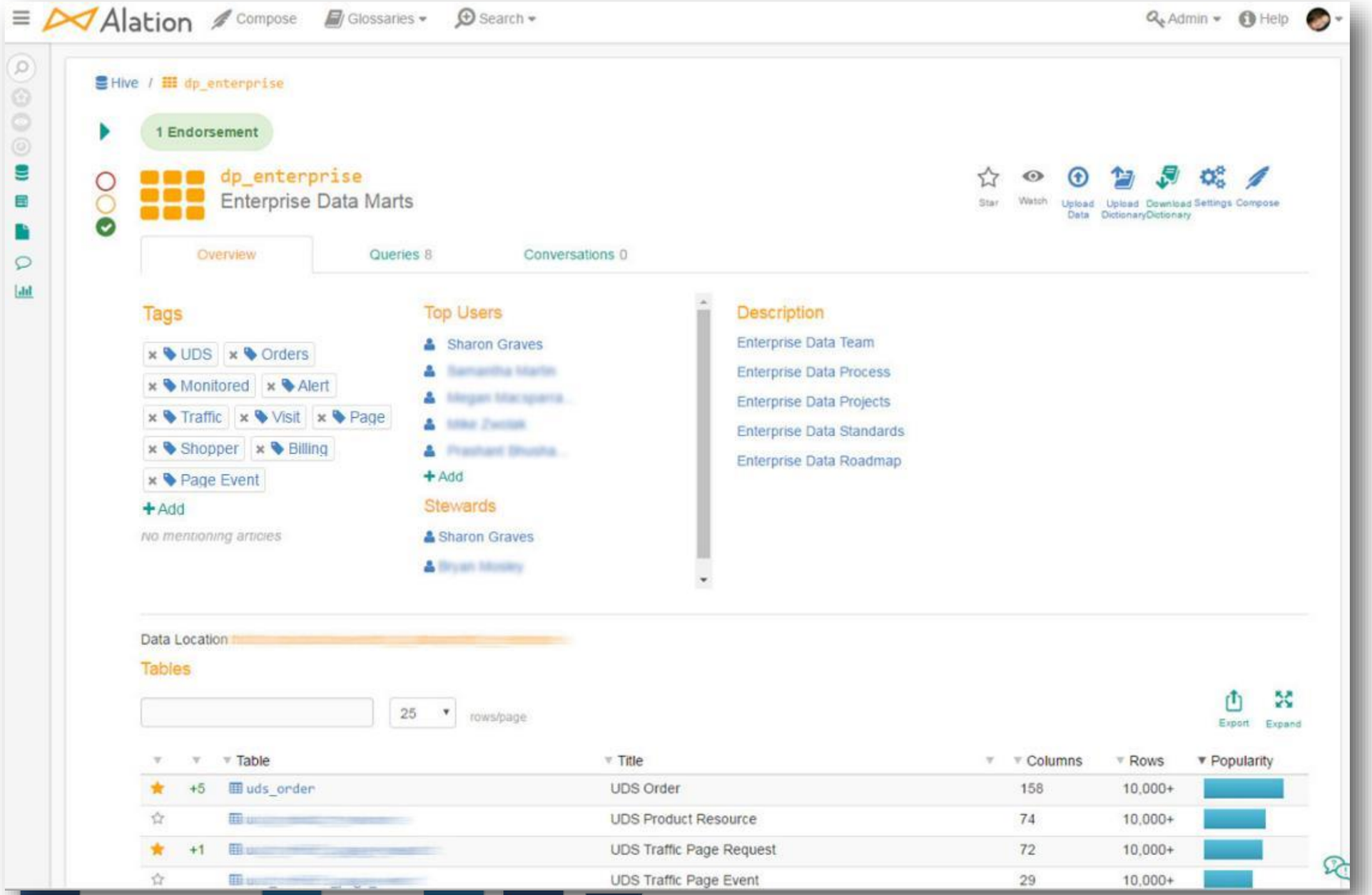
The Files are in the Computer

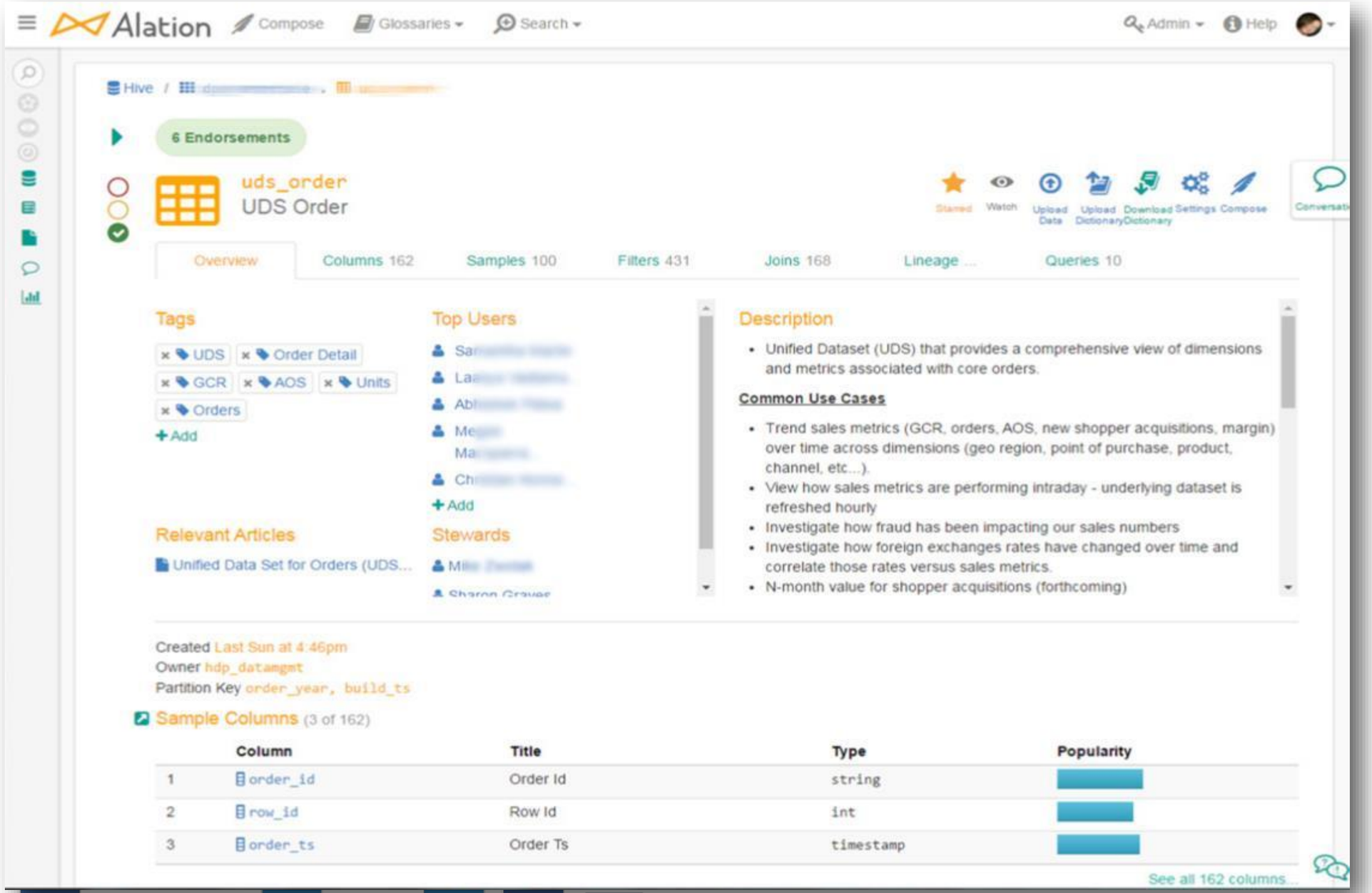
So.. Now we have great data.. How do we let them know what / where it is..

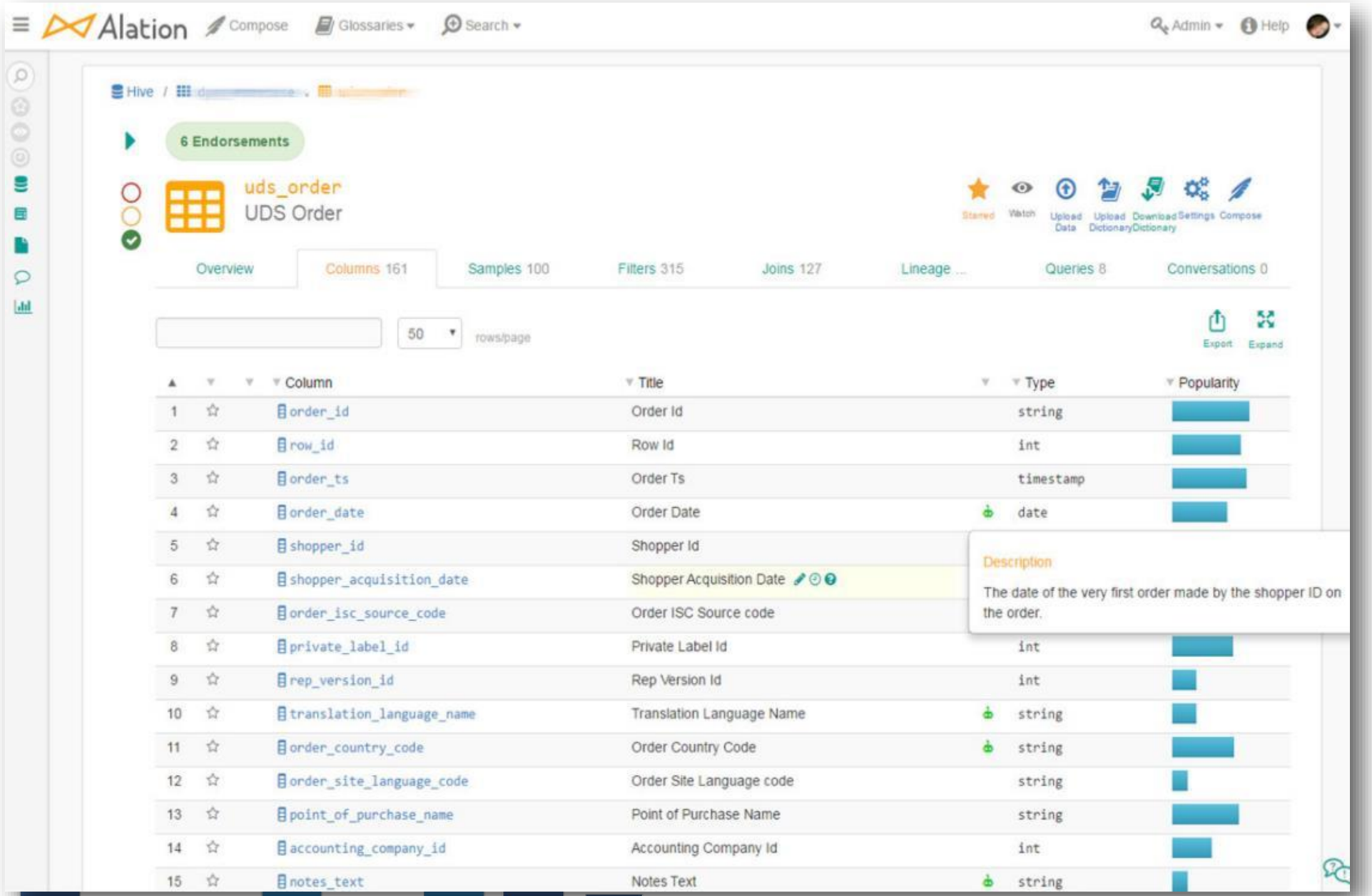
A day in the life of a Power User

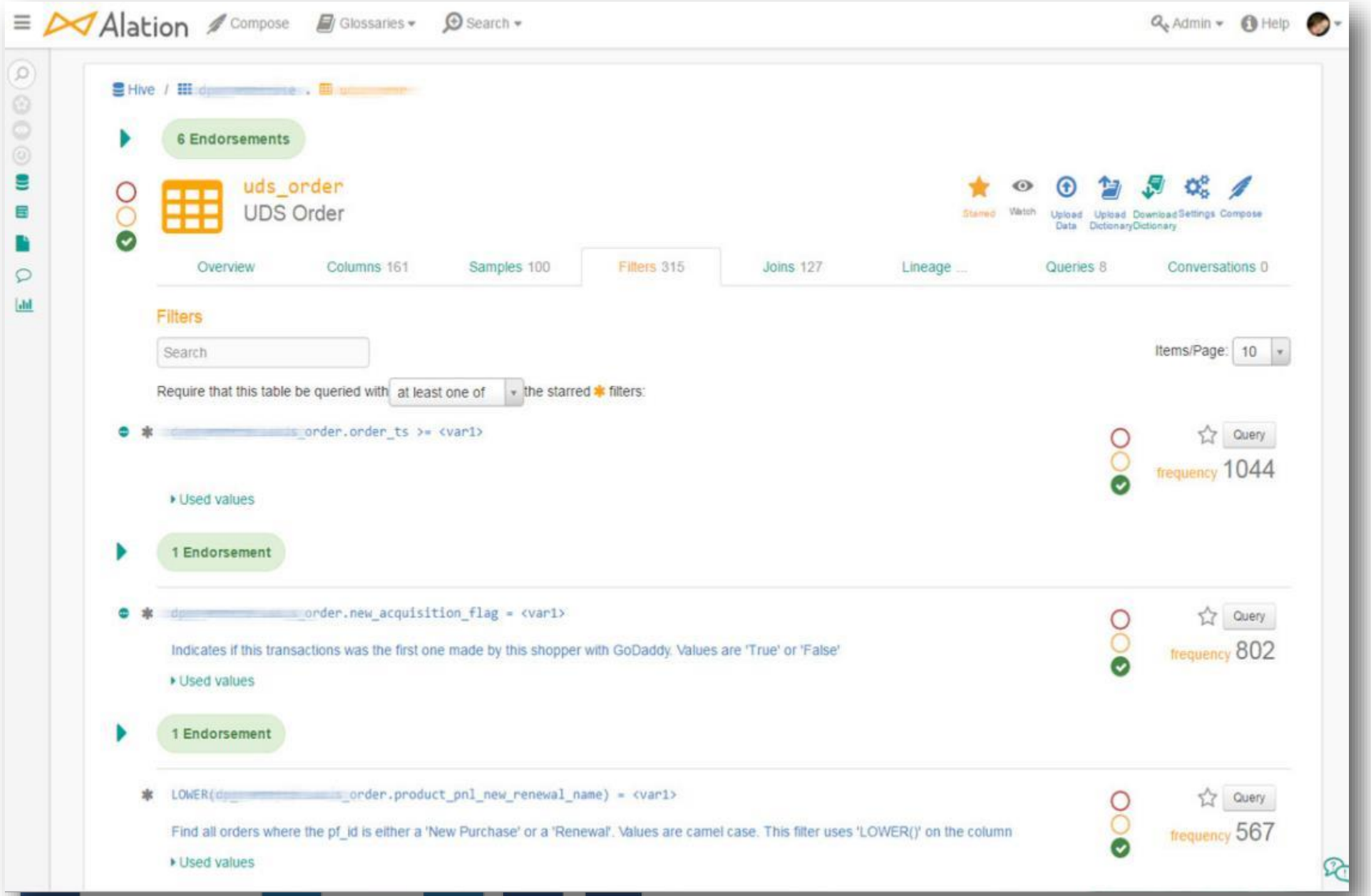


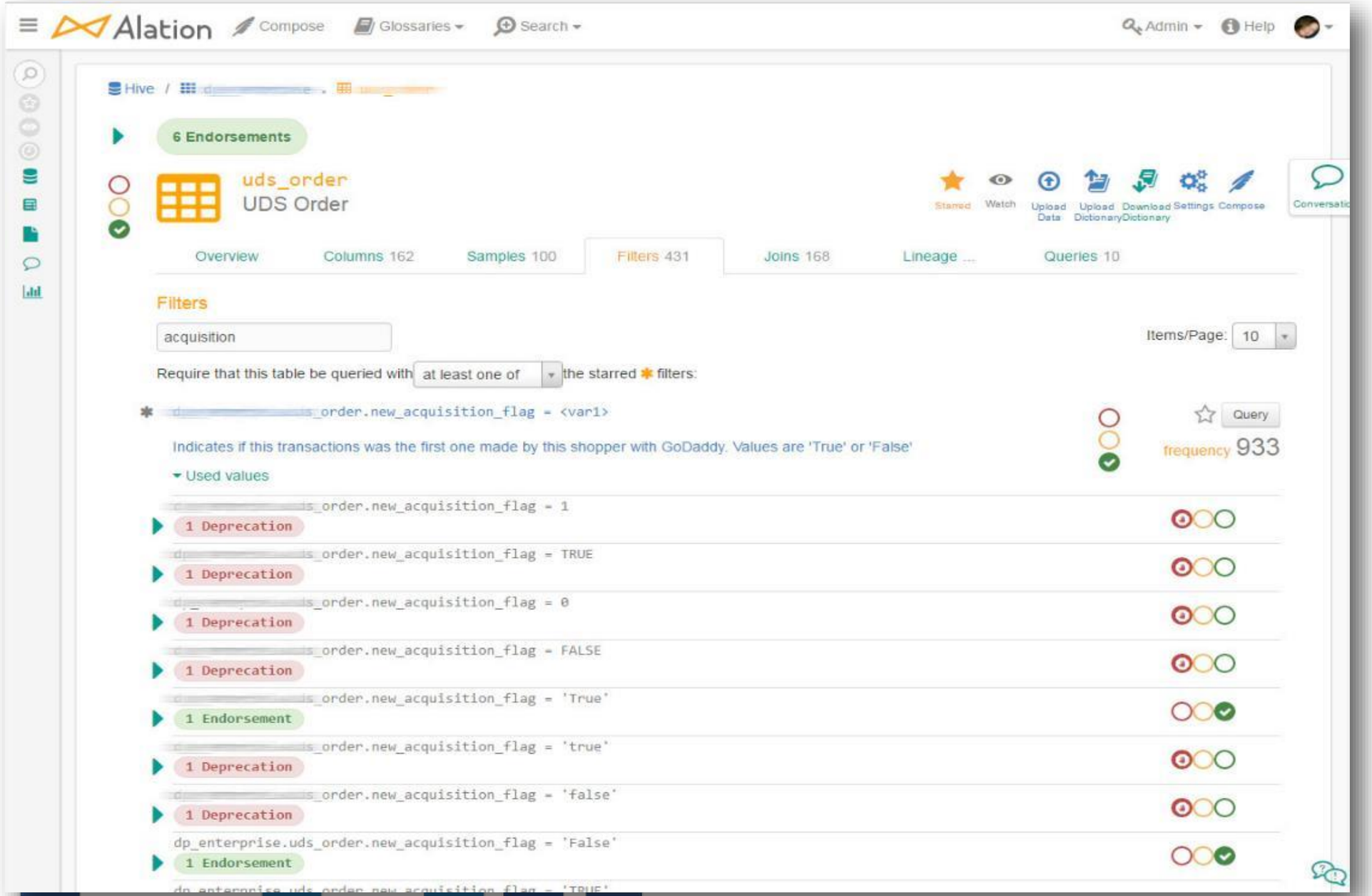


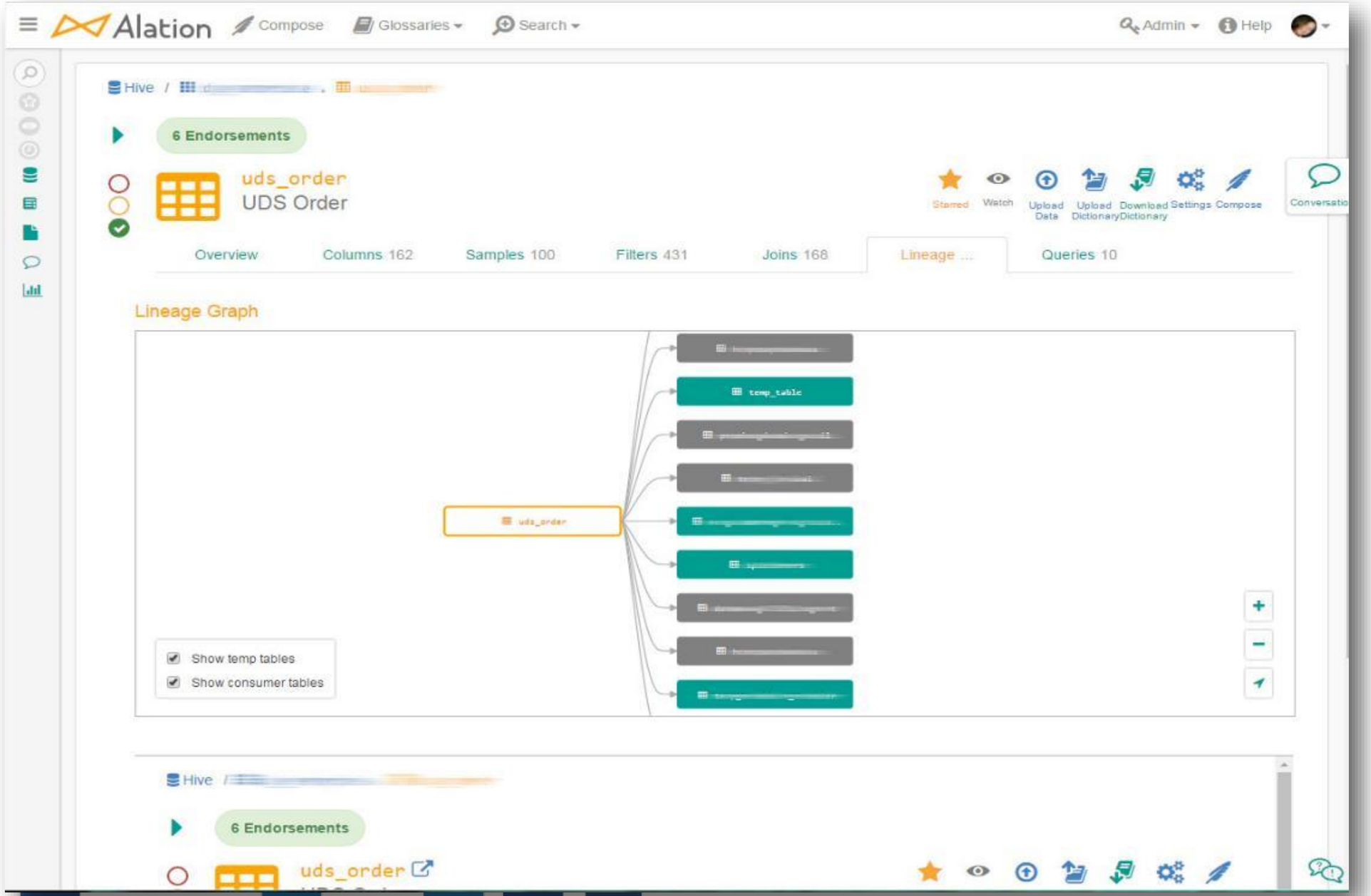


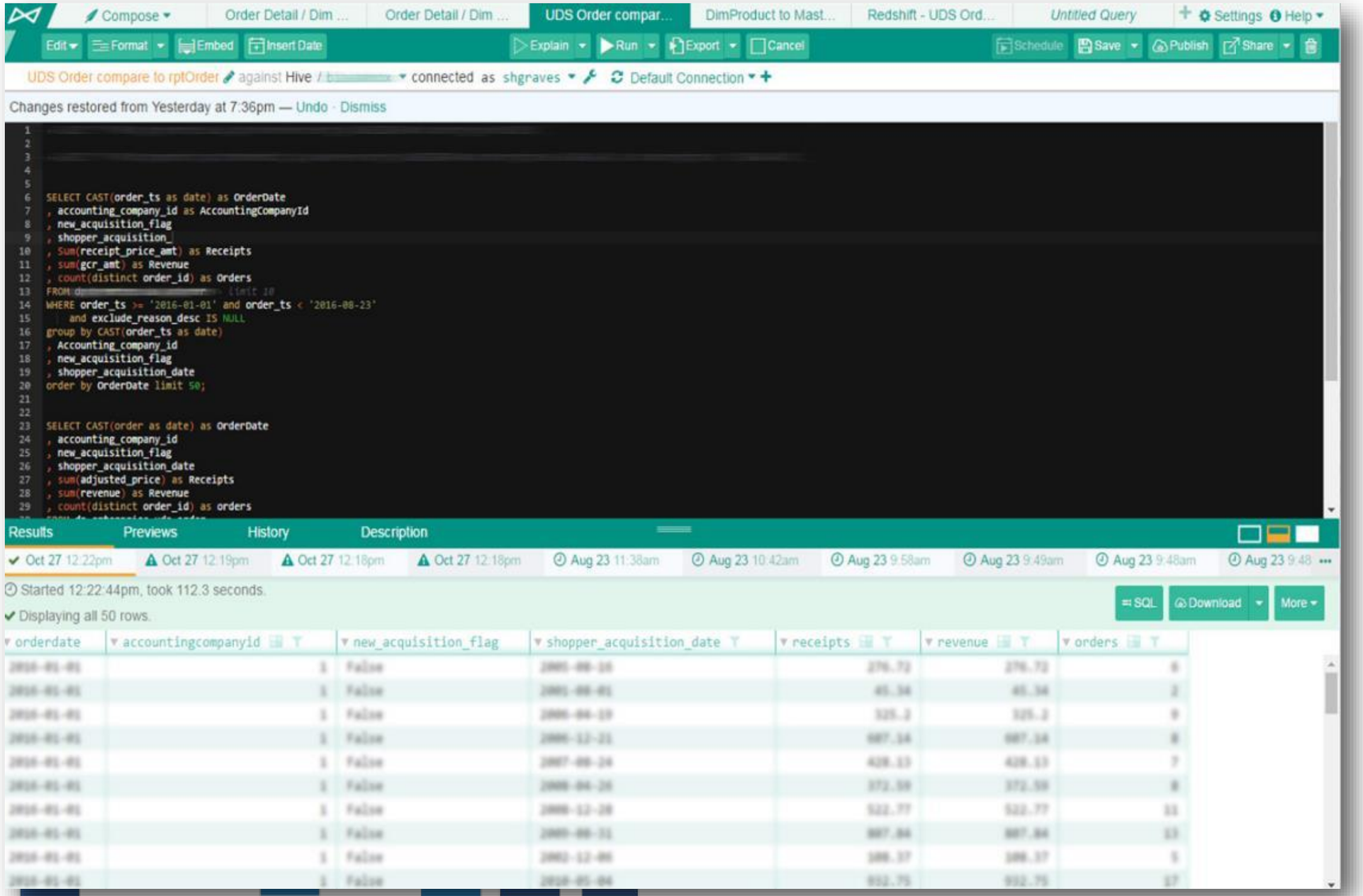


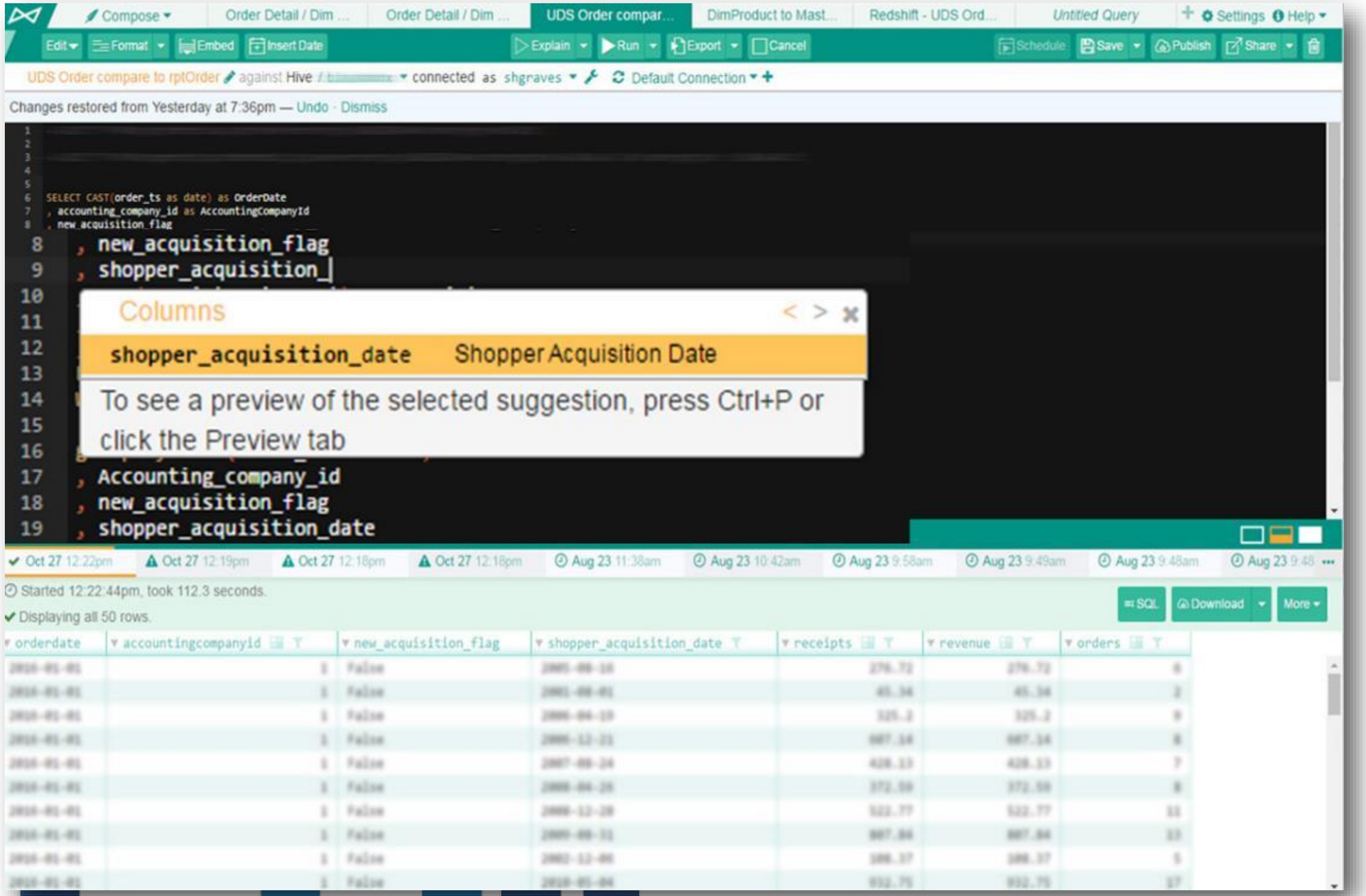


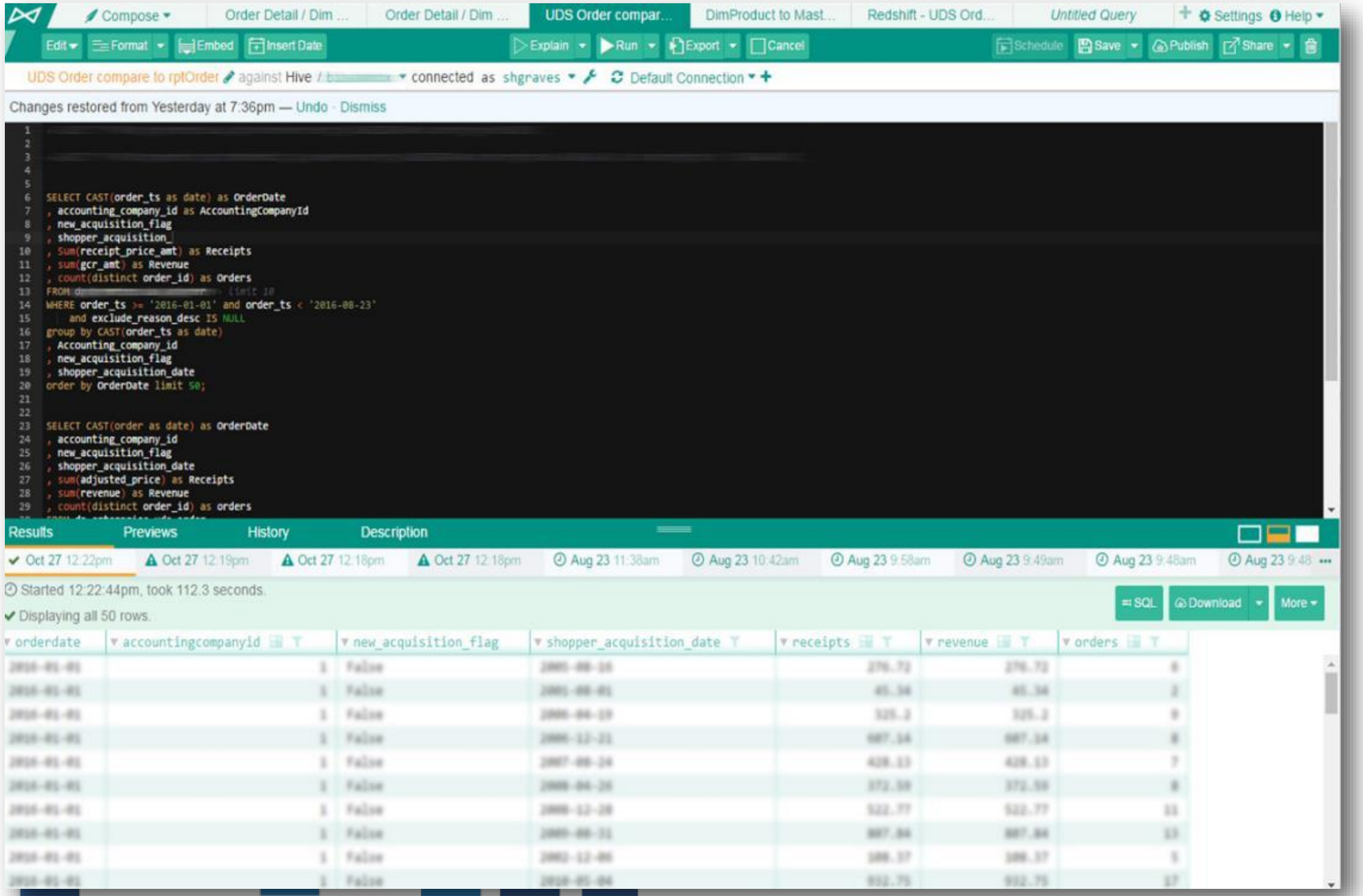


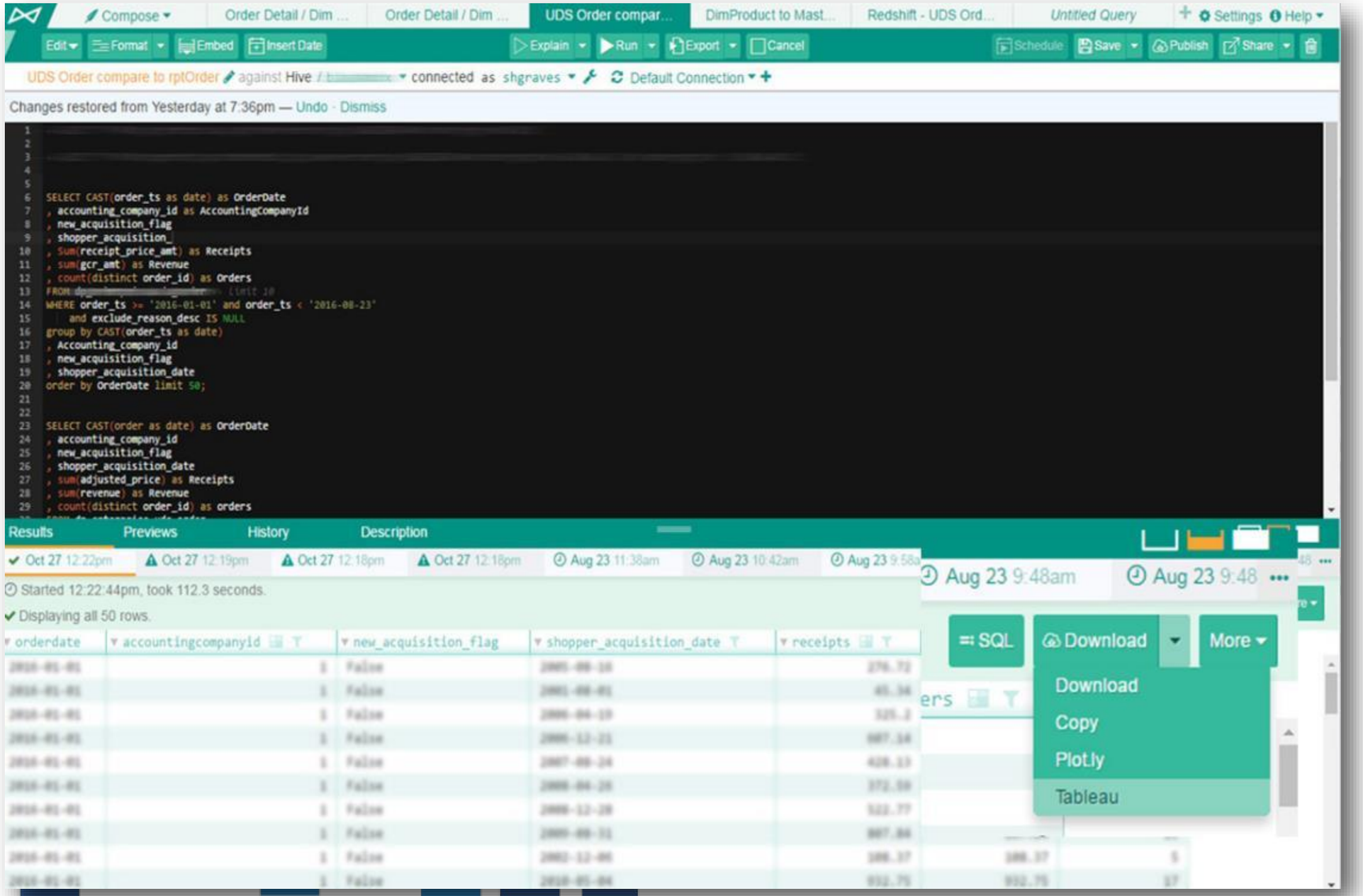












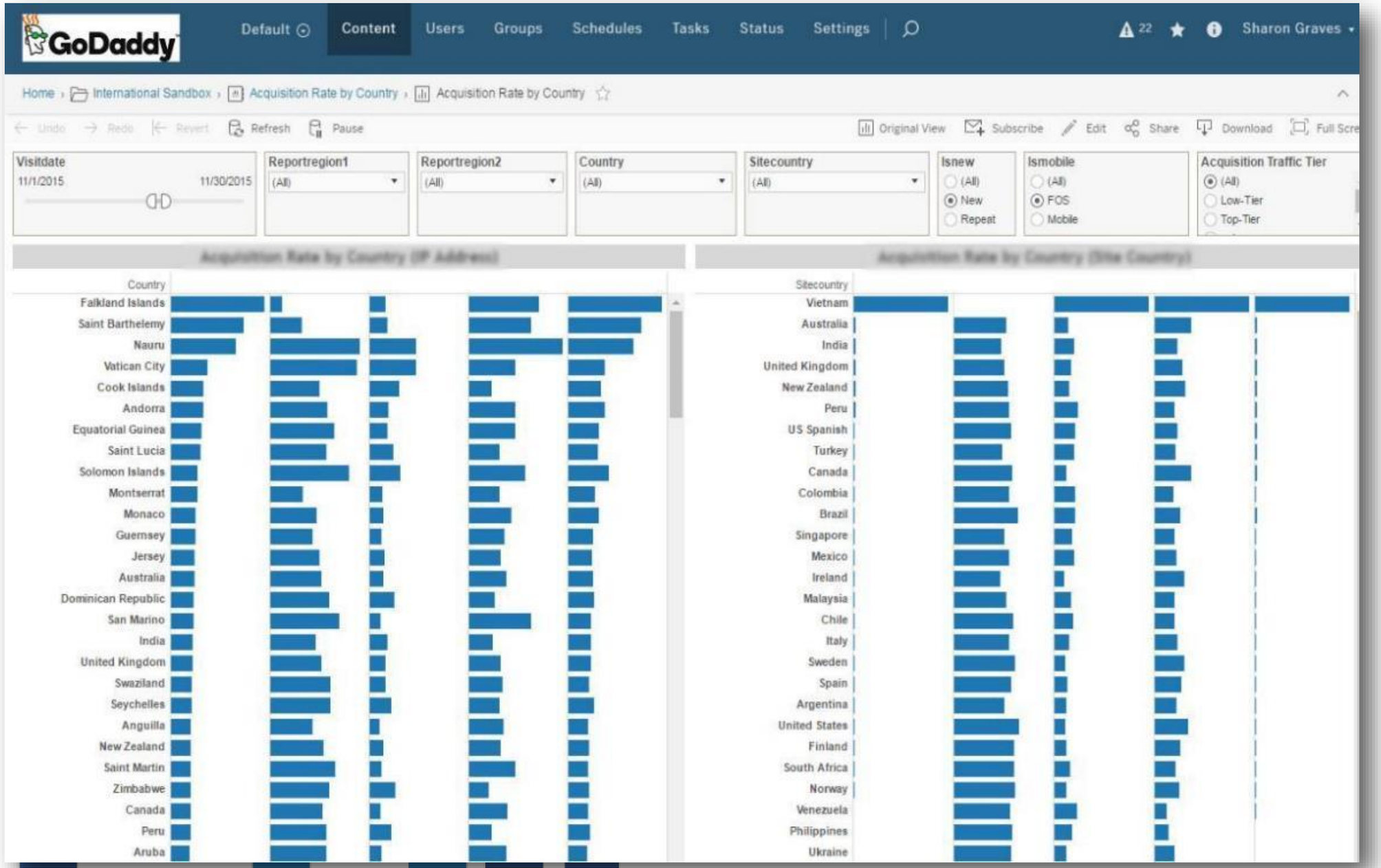
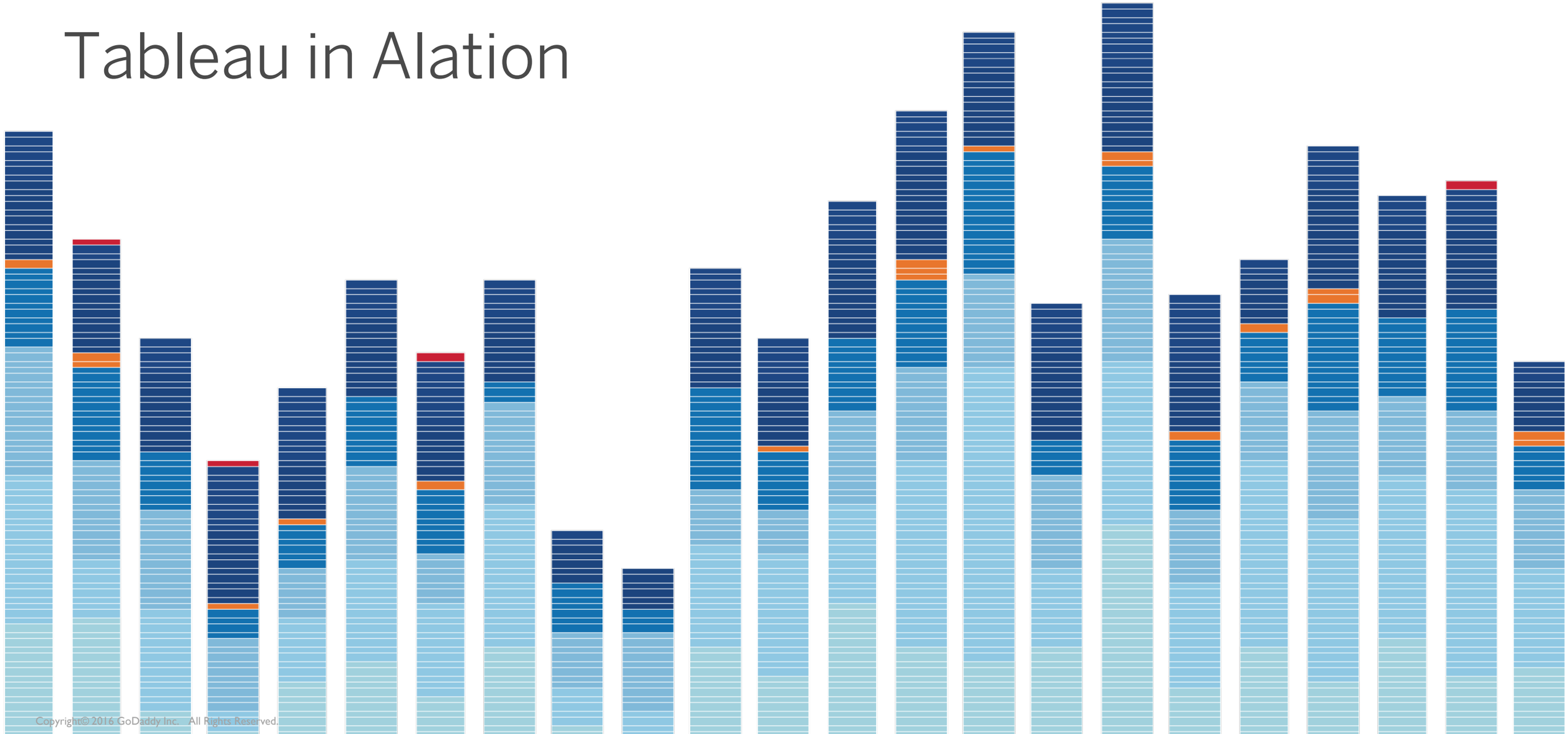
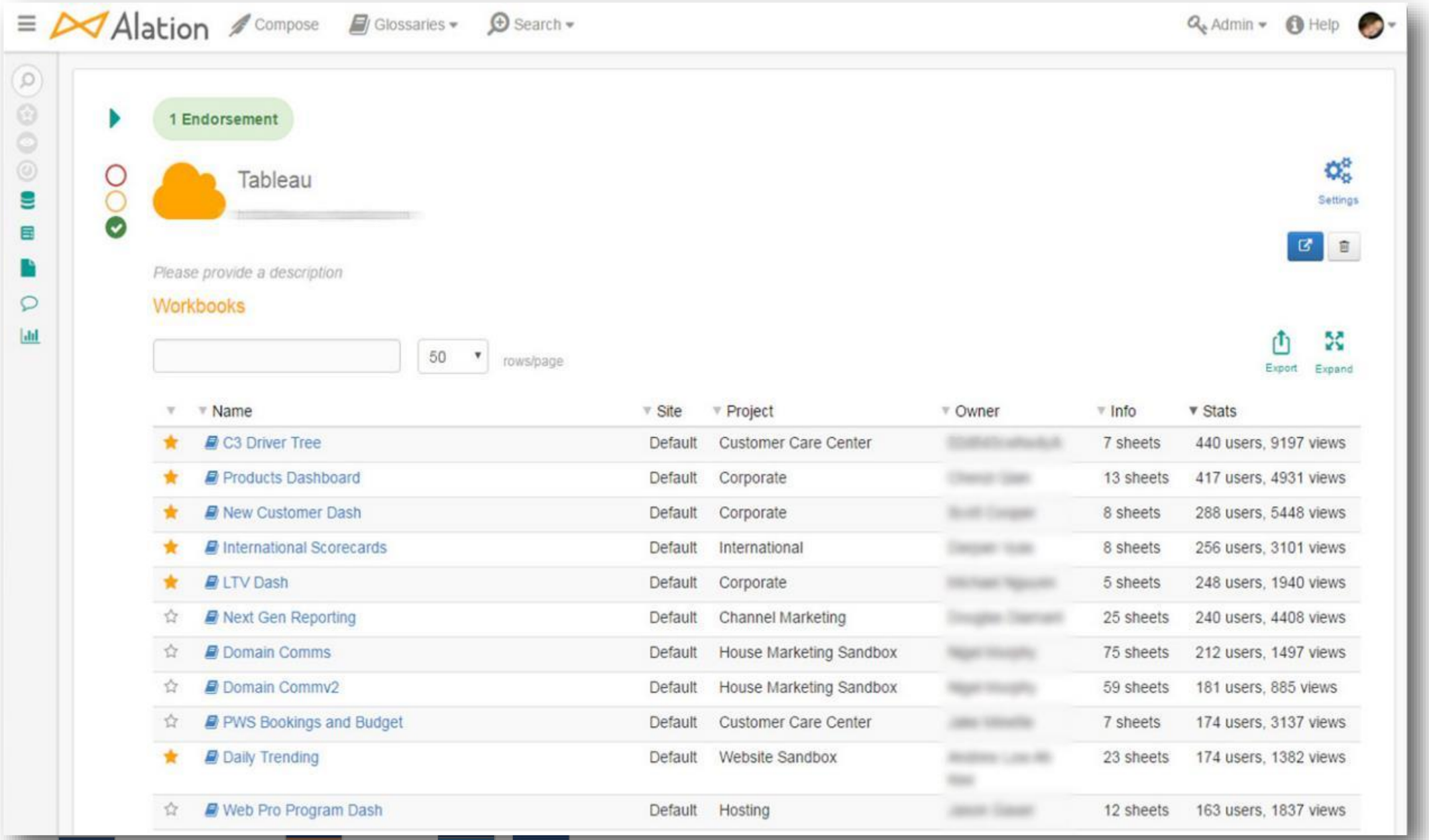
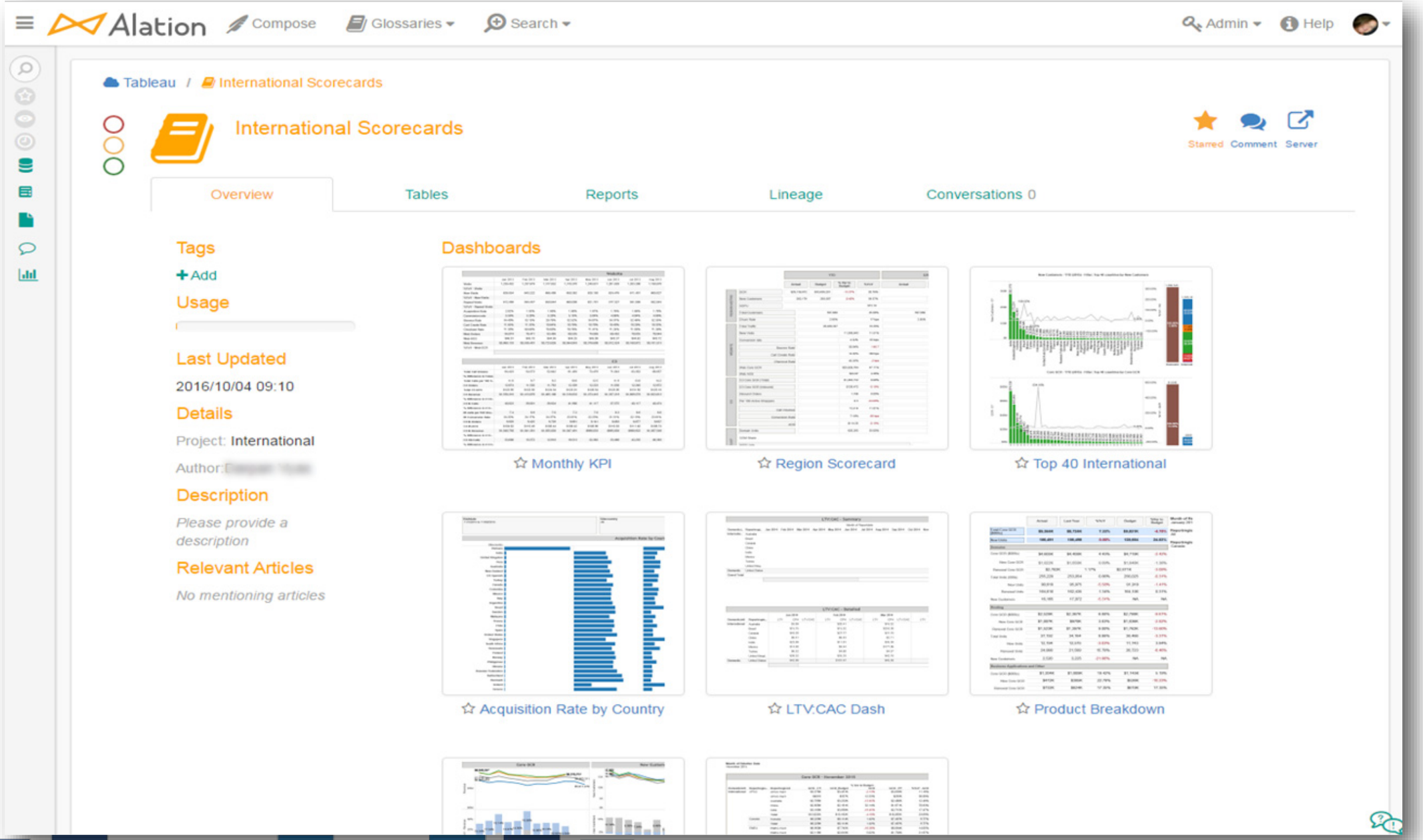
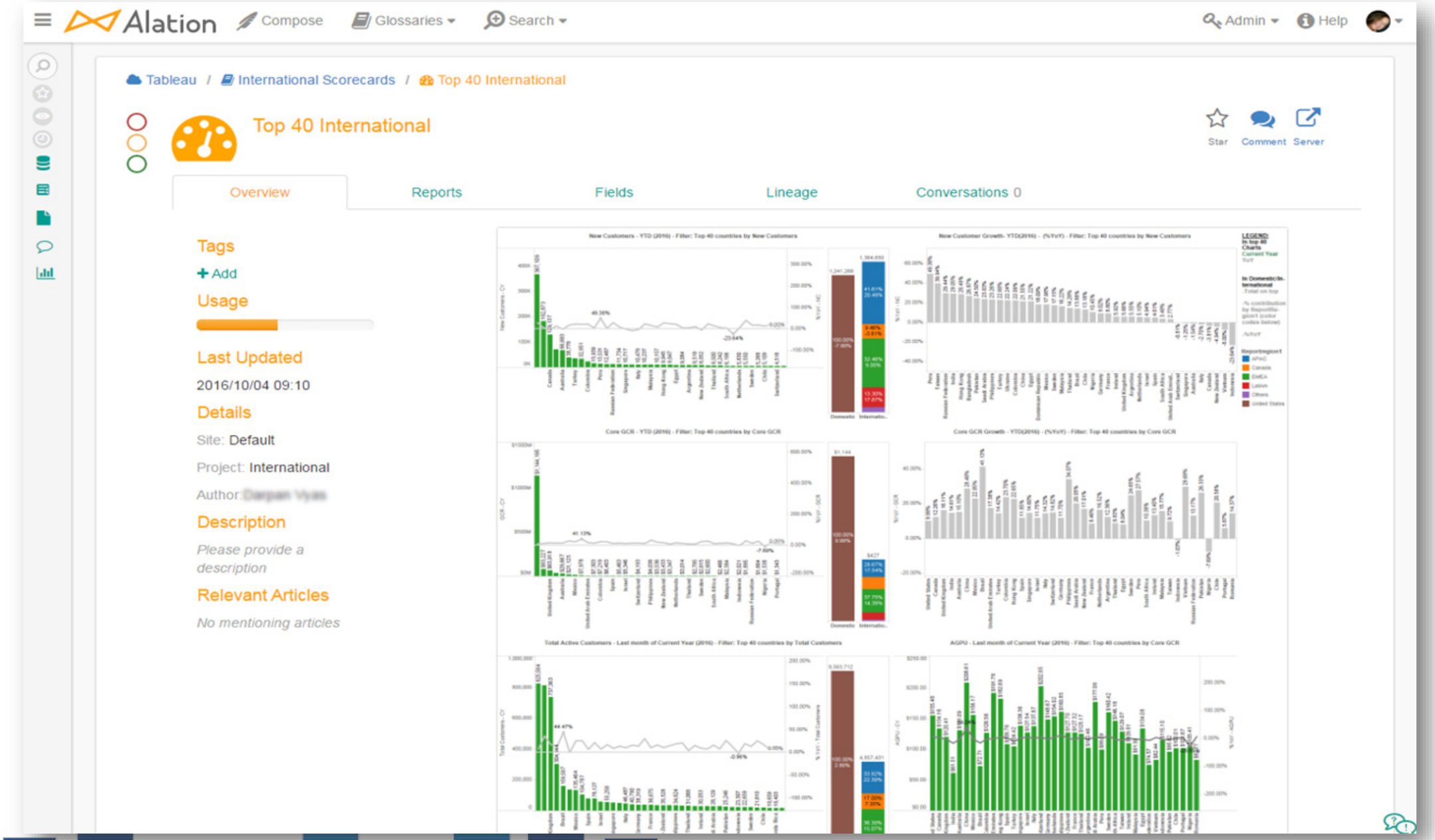


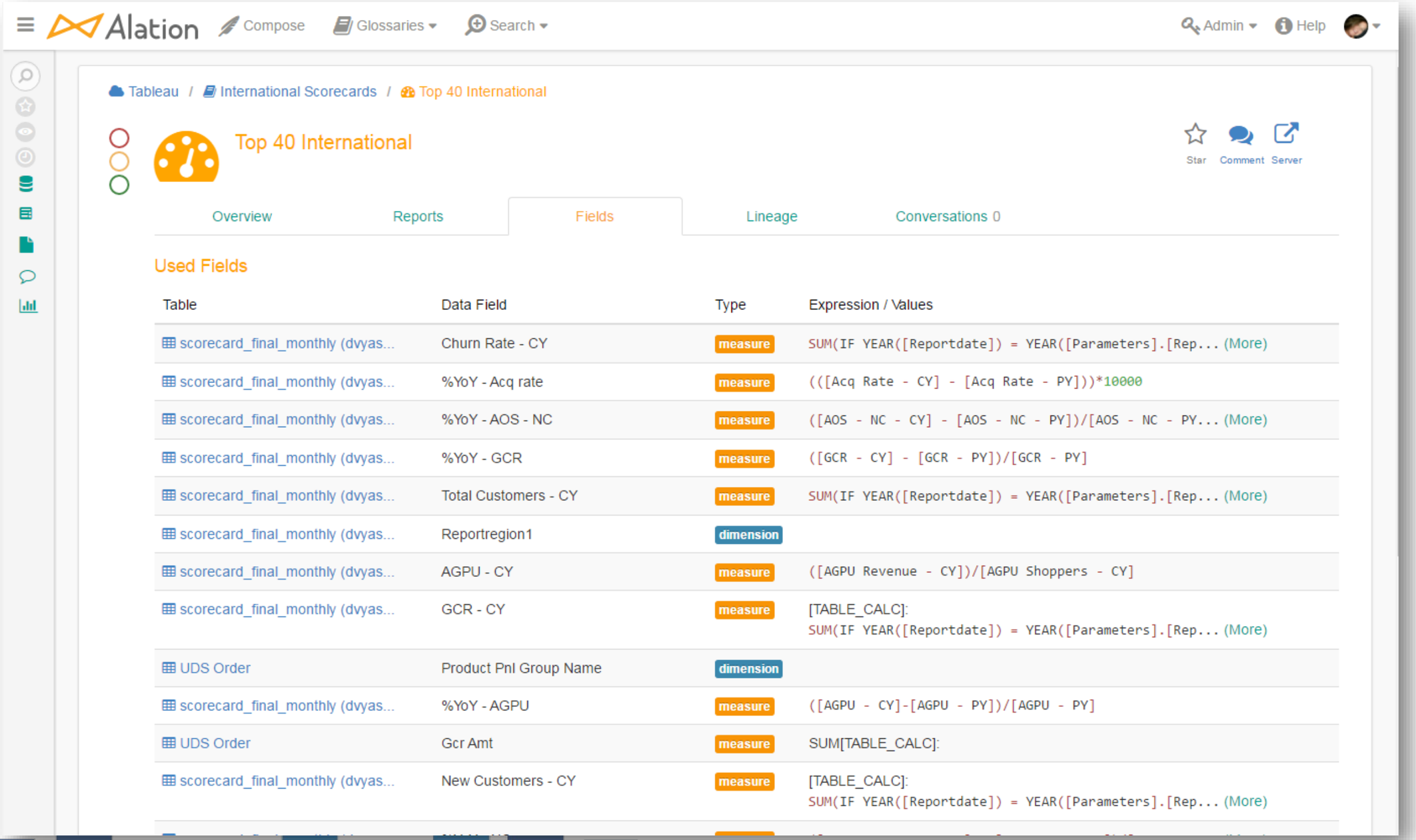
Tableau in Alation

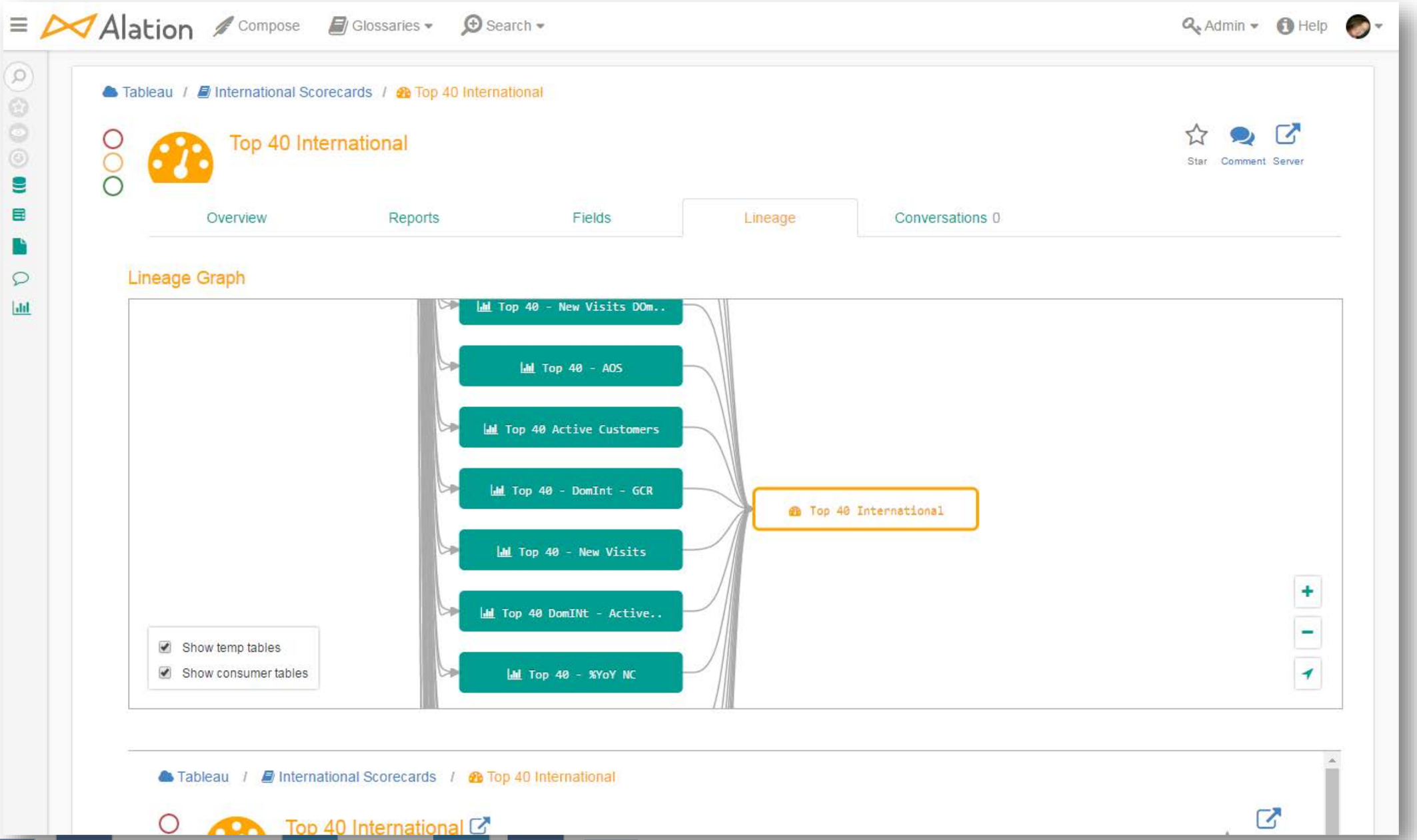




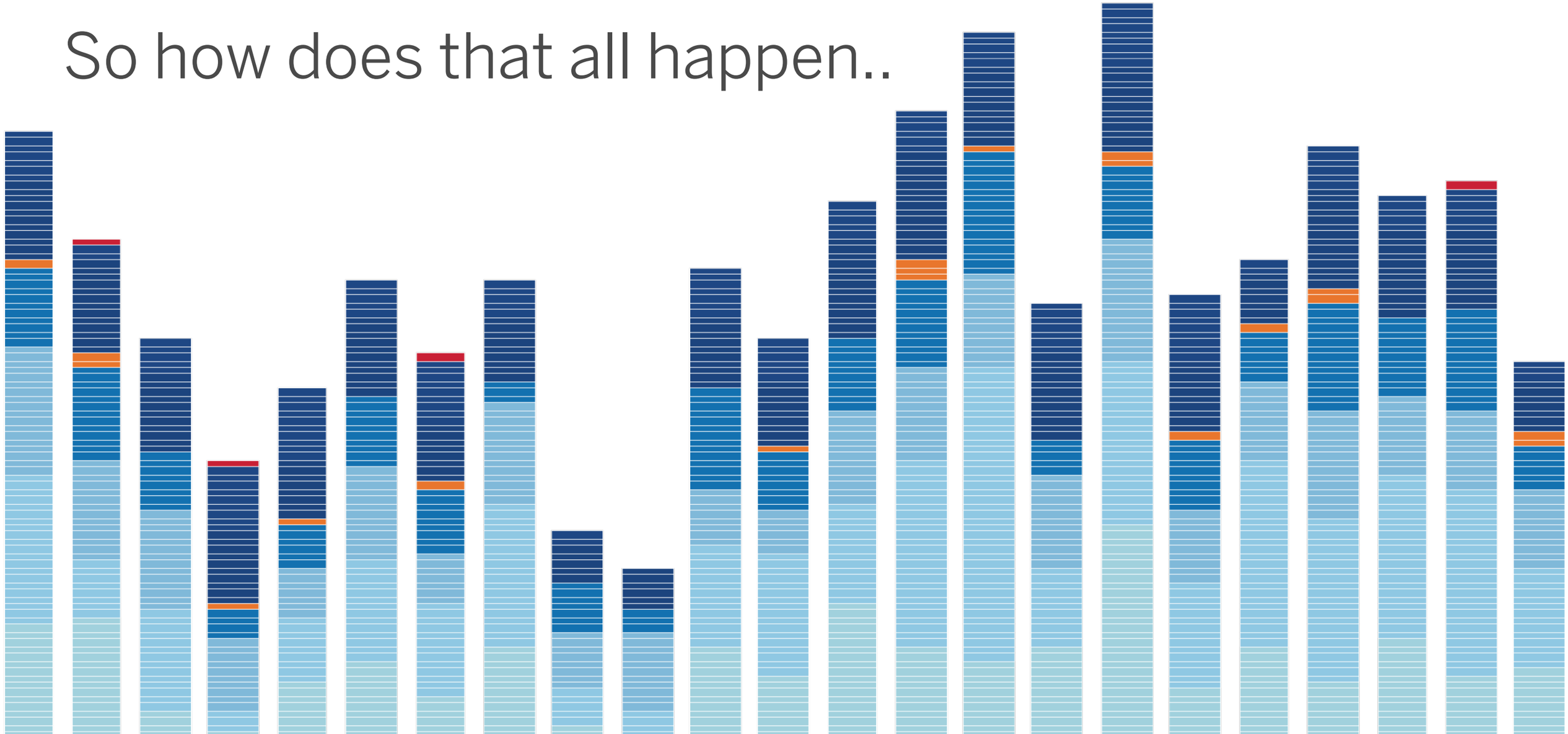


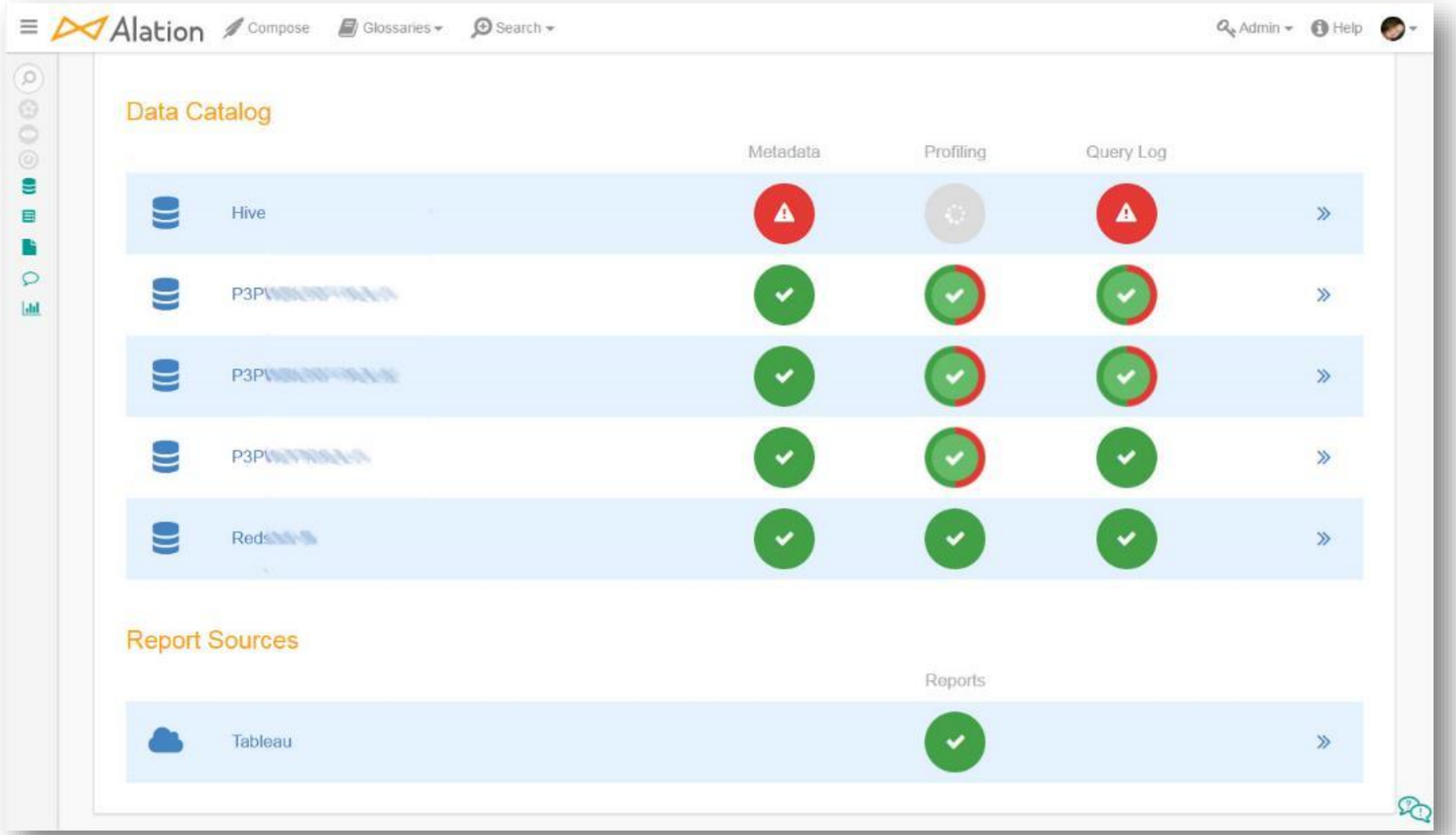


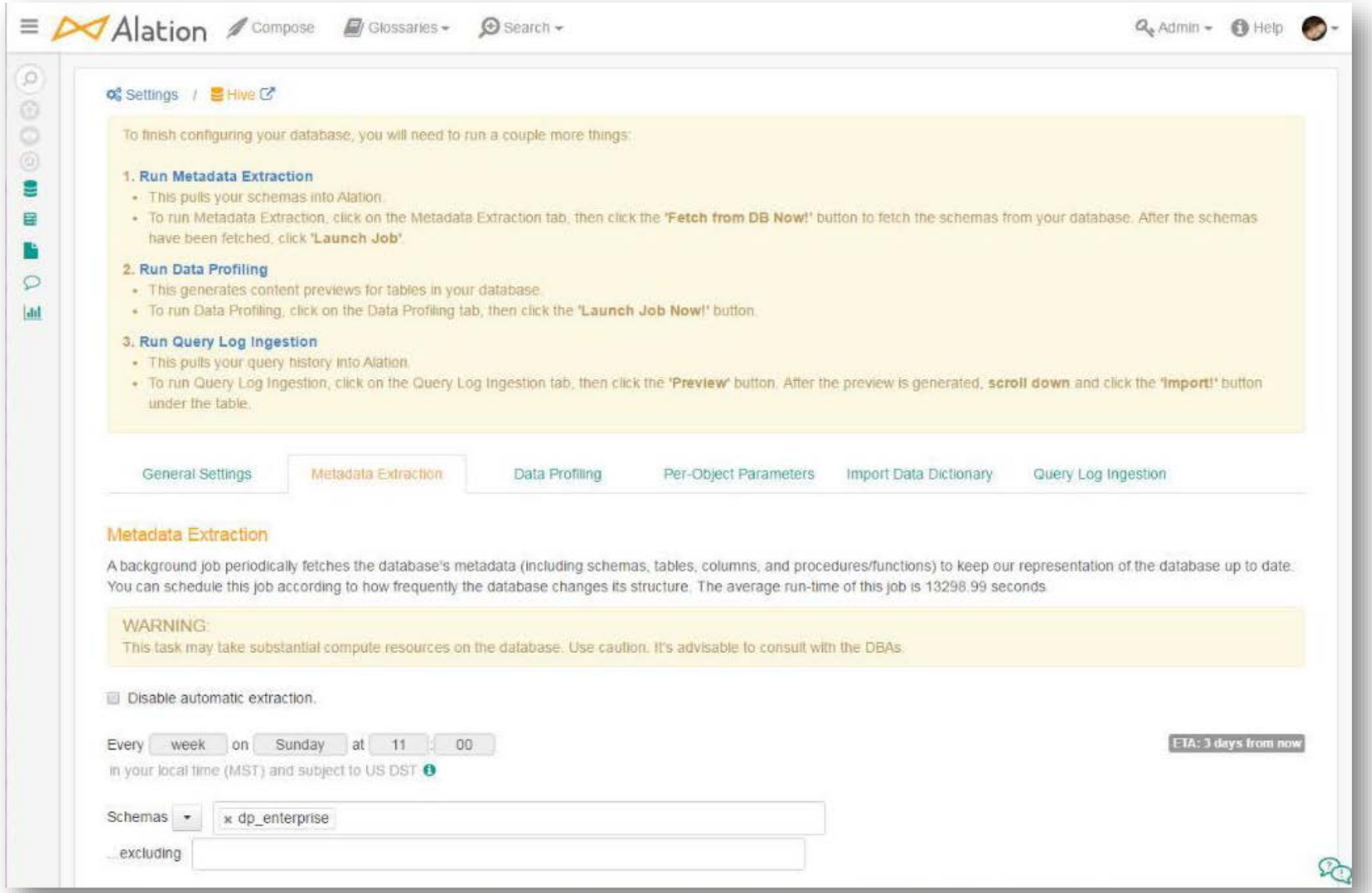


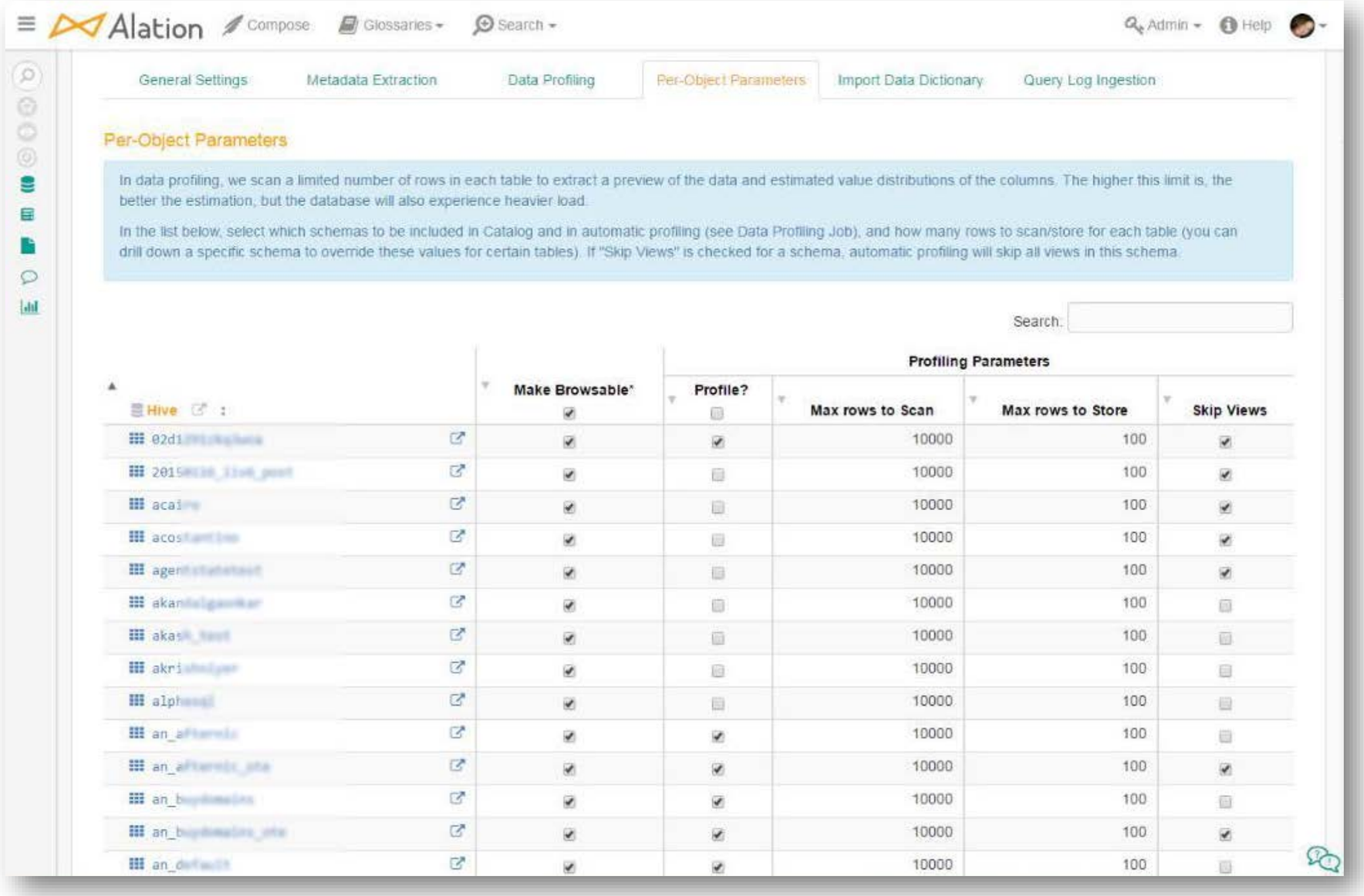


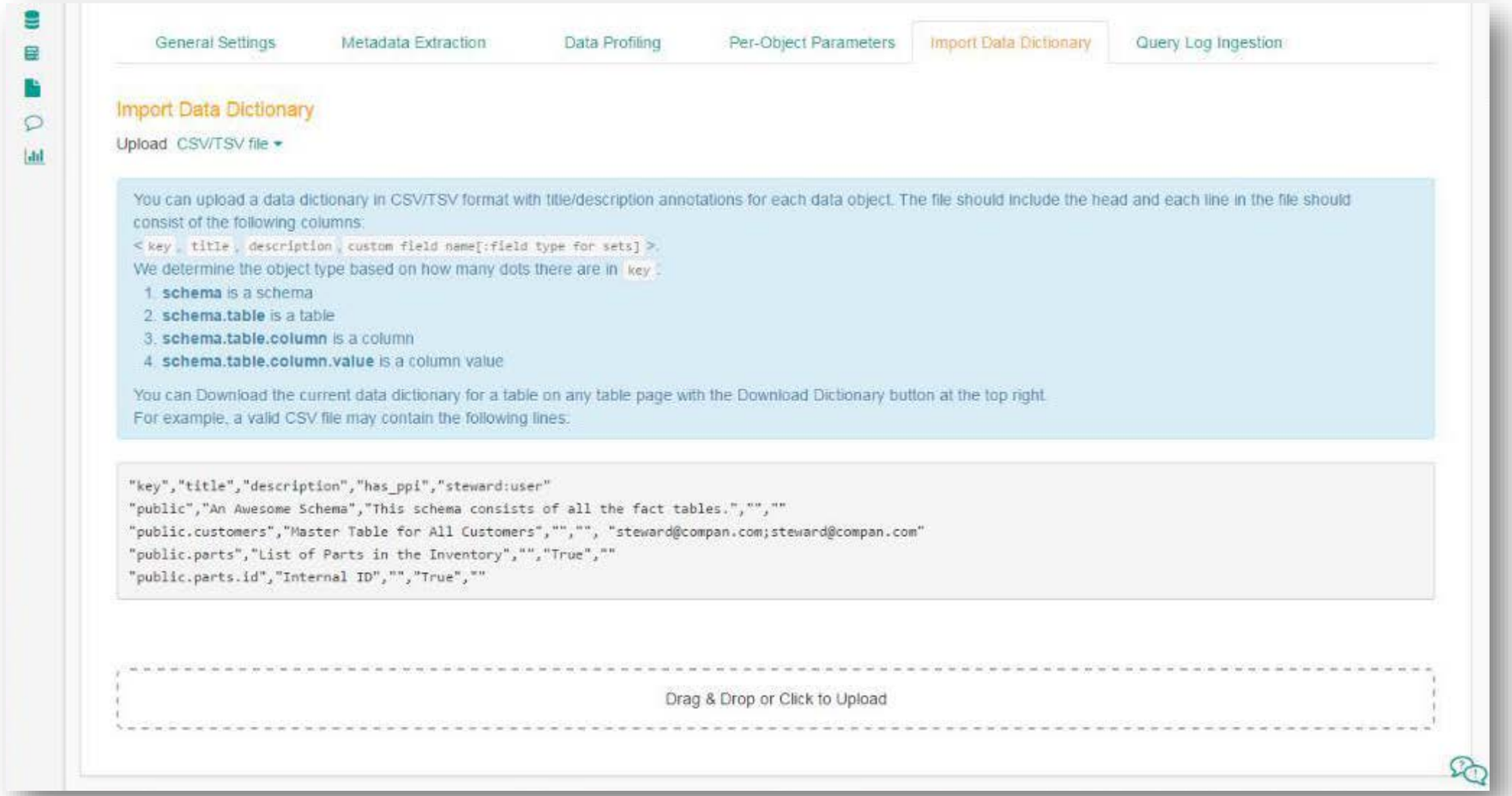
So how does that all happen..

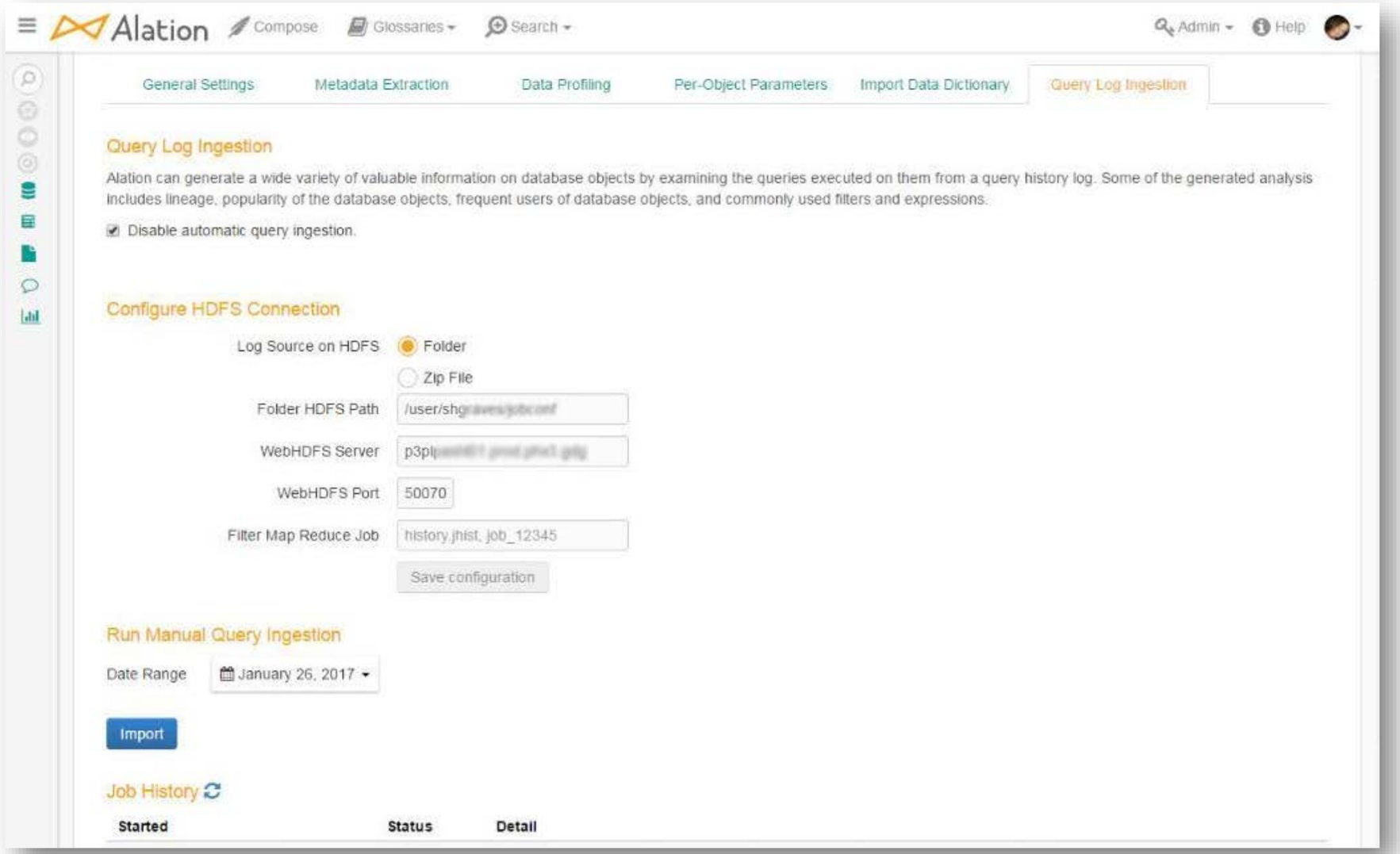




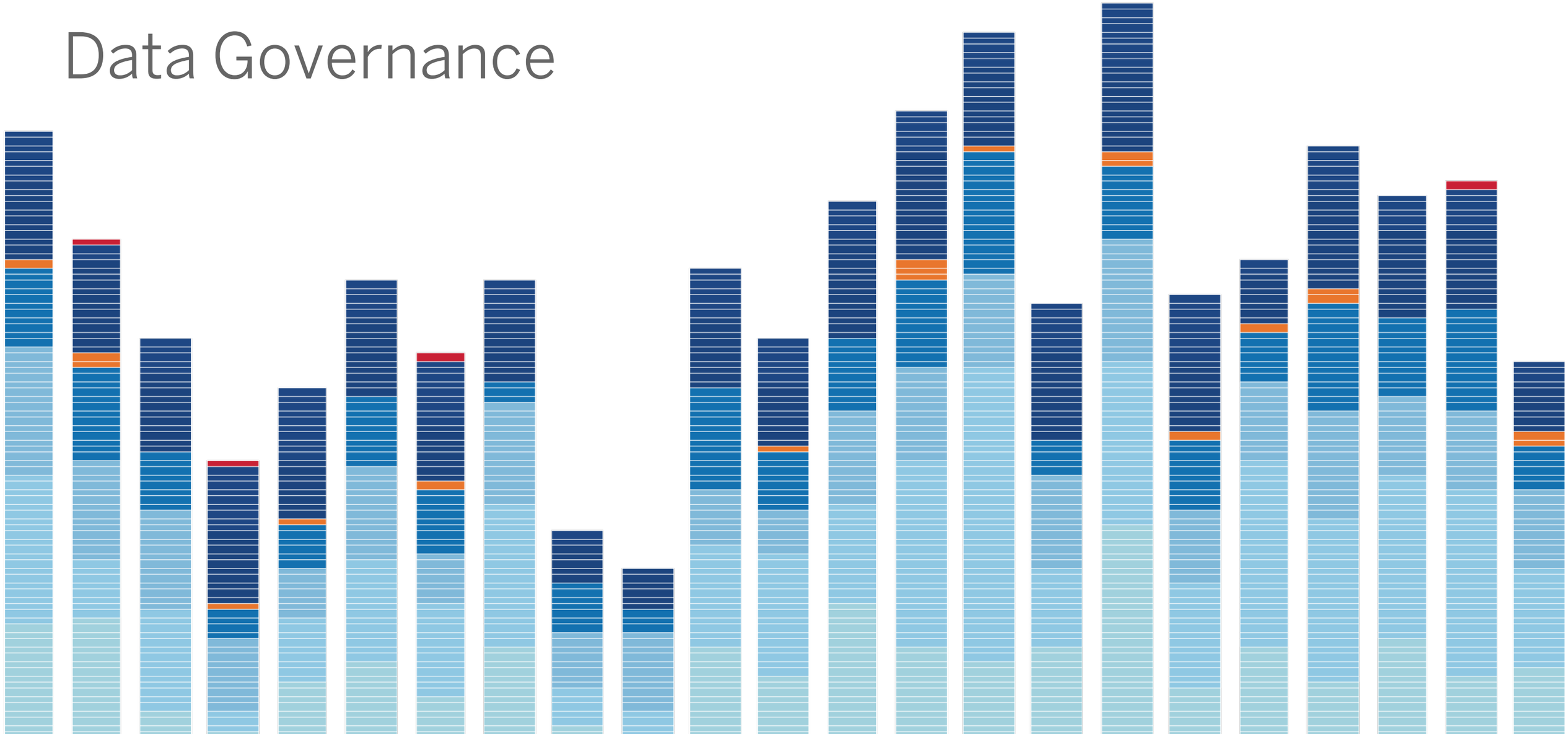








Data Governance



How Tableau bridges the divide

Visualize any data from any source

Ask questions and get answers easily

Share insights intuitively with others

Business users

Governed self-service

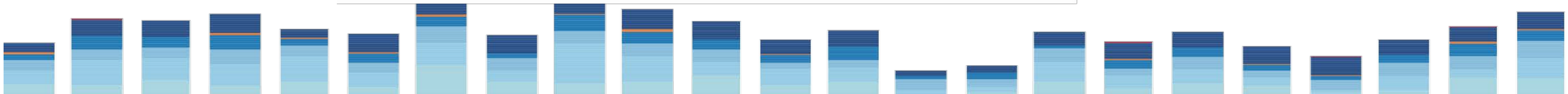
IT

Centrally manage and protect data and access

Maintain data integrity for a single version of truth

Deploy quickly and flexibly, scale easily

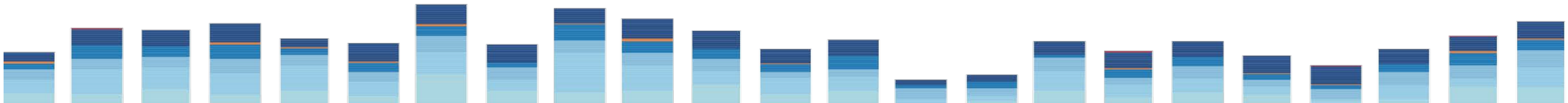
Spectrum of holistic enterprise BI governance



Steps to Success with Tableau

1. Set up the environment rapidly
2. Empower users to be self-reliant
3. Centralize data models to create a consistent source of truth
4. Monitor and audit actual day to day usage

...and establish a Governance-for-Insight framework



Traditional approach

Governance for Compliance

- **Response to government regulation**
- **Inventory of technical metadata**
- **Often business use or business semantics left behind**
- **Rule focused – "thou shalt not"…**

- **"Single source of truth" approach**
  - One single pre-modeled repository (defined during data modeling)
  - Rigid data access rules
  - IT point of control & slow to change

Modern approach

Governance for Insights

- **Best practices oriented**
- **Inventory + catalog of data usage**
- **Automatically created & updated**
- **Business Context gathered**
  - Through indexing, log parsing, & human curation

- **Becomes the “single point of reference"**
  - Rules applied for compliance
  - Usage recommends best practices
  - Collaboration is increased between IT & the business

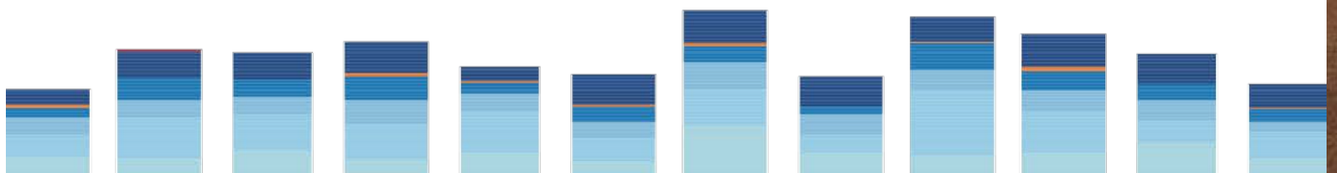


Tableau and Alation

Used at companies like:

Square

LinkedIn

GoDaddy

TESLA

TESCO

Chegg

ebay

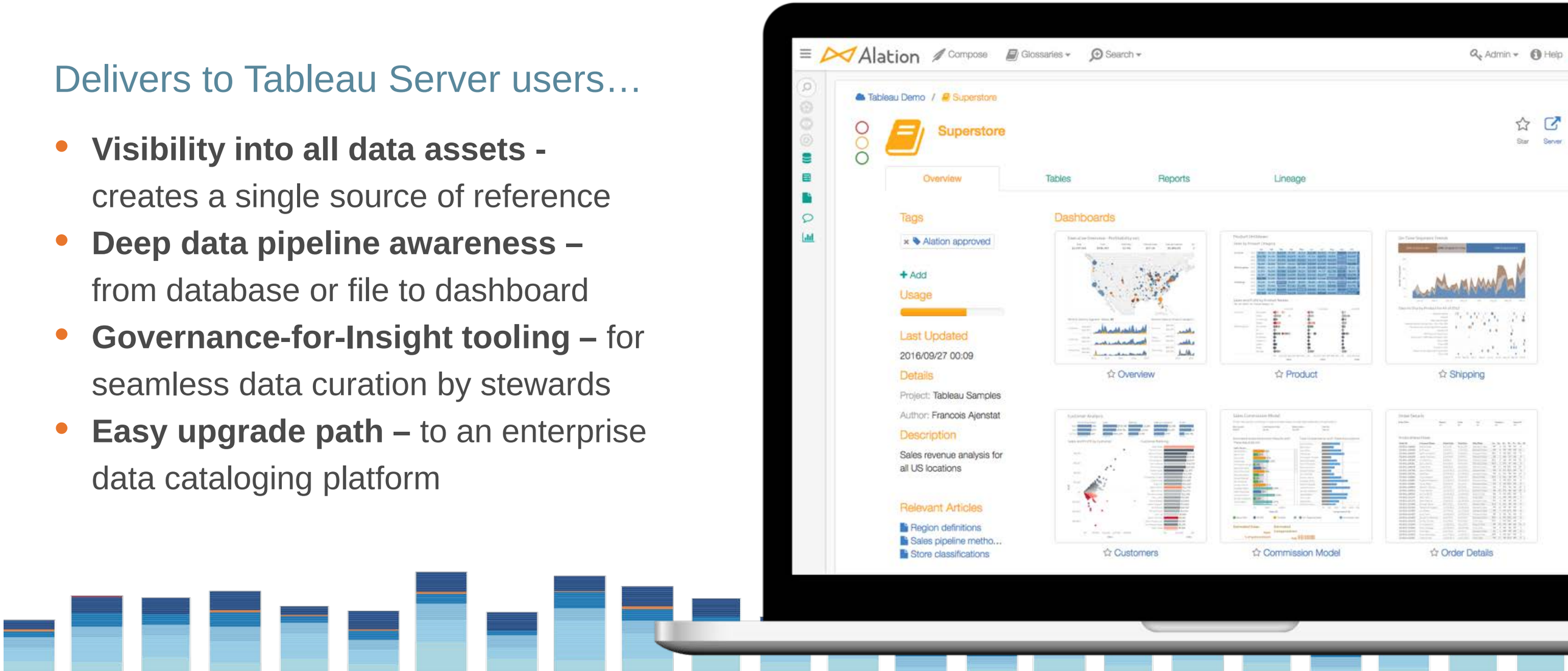
Used by people like:

Data Consumers
Data Creators
Data Curators

Alation increases analyst productivity for insight

Delivers to Tableau Server users…

- **Visibility into all data assets -** creates a single source of reference
- **Deep data pipeline awareness –** from database or file to dashboard
- **Governance-for-Insight tooling –** for seamless data curation by stewards
- **Easy upgrade path –** to an enterprise data cataloging platform



Trust in Tableau Data with Alation

Governance for Insight

- **All data assets are cataloged –** including queries, joins, filters, data sources, workbooks
- **Usage informs governance –** governed for compliance & best practice propogation
- **Collaborative -** engages data stewards, IT creators & business users of in data knowledge sharing

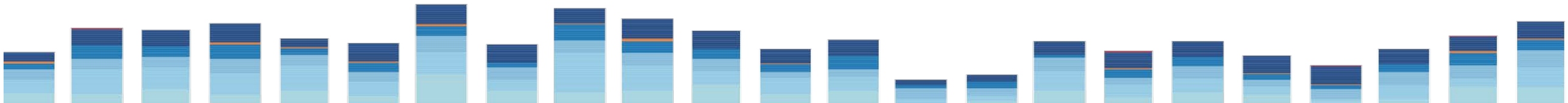
What's Next?

Tableau + Alation: tableau.com/tableau-alation

Tableau Trial: tableau.com/products/trial

Alation.com: go.alation.com/enabling-governance-for-insight-trust-in-data-for-tableau-with-a-data-catalog-a

Alation Trial: go.alation.com/tableau-and-alation-demo-request

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