



Goldstone Analytics Bulletin

OCTOBER 2018



Goldstone -Tableau Data Day

Goldstone hosted a Tableau Data day in Chennai on 7th Sep'2018. Thank you for making it a success and we look forward to contributing to your journey in #Data #BI



2018 Tech Impact Awards, Enterprise: Tableau Software

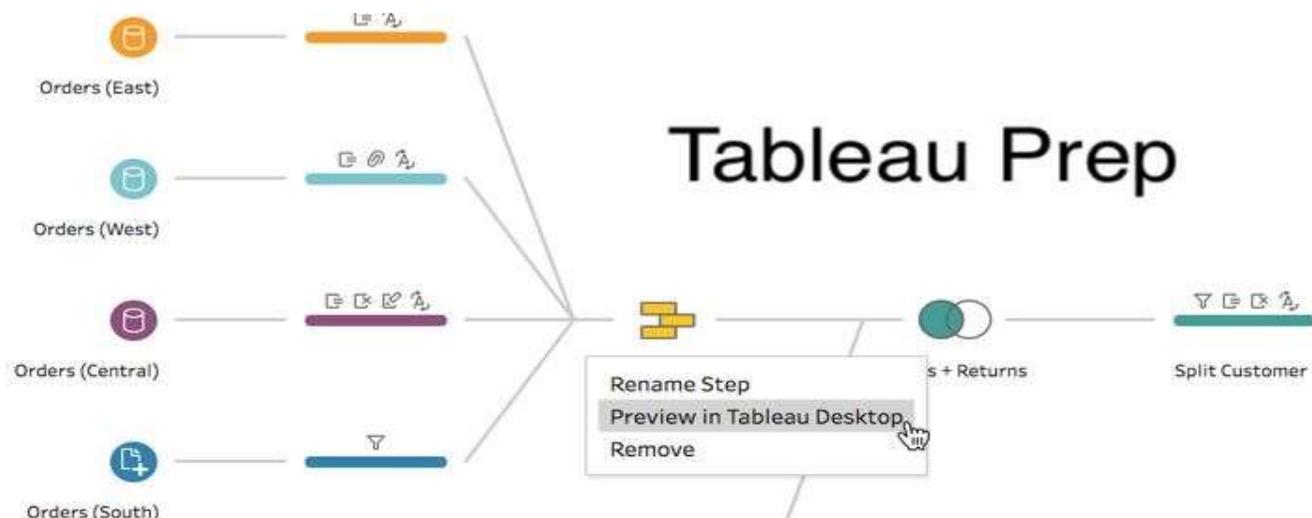
Seattle Business magazine's

**TECH
IMPACT
AWARDS**

Tableau is seeing Gold! Honored to be recognized by Seattle Business magazine in 2018 [#TechImpactAward](#)

The company that strives to “help people see and understand their data” saw the story its own numbers were telling, that its future growth lay in the enterprise market. Under new CEO Adam Selipsky, Tableau redoubled its efforts to bring security and governance features to its pioneering analytics software, to support scaling across thousands of machines. As customers demand more, Selipsky explains, “We’re doubling down on things already in motion.”

Tableau Prep Latest Release 2018.2.3



The newest release of Tableau Prep is here! In Tableau Prep 2018.2.3, automatically identify data quality issues with Data Roles.

This release of Tableau Prep also includes user experience improvements like the ability to directly fix join clauses and get better feedback when you rename or group values. Plus, you can now connect to data in MongoDB. [Read More](#)

Tableau : The ENTERTAINER Success Story



The ENTERTAINER, global loyalty and rewards solutions provider, uses Tableau insights to drive tangible ROI for 10,000 global merchant partners.

"Tableau has the capability to blend data from different sources. It doesn't need the strict data warehouse that most of the BI tools require, making it much more versatile."

- Vicki Gounari, Head of Information, The ENTERTAINER

[Read More](#)

"If the Statistics are boring, you've got the wrong numbers"

Edward Tufte - Statistician and Professor

Tableau Mobile Update

Tableau have announced support for both **Citrix Endpoint Management** and **Microsoft Intune** for Tableau Mobile using the AppConfig approach. For many of their enterprise customers, this means that they

can now securely deploy, configure, and manage Tableau Mobile through these mobile device-management (MDM) platforms, also commonly known as Enterprise Mobility Management (EMM) platforms.

With this announcement, alongside the recent release of the **Tableau Mobile for BlackBerry Dynamics Platform** and their long-standing support for MobileIron and VMware Airwatch, Tableau Mobile now supports the most prevalent **MDM platforms** in the industry, giving you more choices for which platform to take advantage of.

[Read More](#)

Tableau Use Case: Finance Sector



In banking, delivering a superior customer experience is the result of understanding the customer. From a visit to the branch loan officer, to an app-enabled digital deposit, every touch point generates data, and cumulatively, that data reveals a lot about what matters to your customer.

Customer success story:

JPMorgan Chase & Co. (JPMC) is a leading global financial services firm and one of the largest U.S. banks. Today, JPMC can shape and improve the customer experience with channel-level marketing metrics. Tableau helps JPMC achieve quick wins, instead of putting items on a road-map to eventually be addressed.

Charles Schwab Corporation is one of the largest publicly-traded financial services firms, based on client assets. With Tableau, Schwab is able to understand customer experience metrics from all sources and determine areas of opportunity, build strategic plans to optimize those opportunities, and drive better, more customized experiences that are relevant to customer needs.

BNP Paribas Group is an international banking group with over 190,000 employees in 75 countries, serving more than 30 million customers. The bank can now create Tableau visualizations of its regional data in minutes, making it easier and faster to make informed business decisions, including targeting convenient locations for ATMs, identifying prospects based on location and service needs, and measuring branch-level KPIs, such as internet banking adoption.

[Learn](#) how future-facing banks are using data analytics to create innovative and profitable products and services, while delivering the relevant experiences that customers expect.