

## StrategicOne Delivers Business Dashboards to CRM Clients Using Tableau's Rapid Fire Business Intelligence Software

**SEATTLE — May 4, 2009 — Tableau Software** (<http://www.tableausoftware.com>), the global leader in rapid fire [business intelligence software](http://www.tableausoftware.com/business-intelligence-software) and [data visualization software](http://www.tableausoftware.com/data-visualization-software), today announced that **StrategicOne** implemented Tableau to provide client-facing business dashboards and customer relationship management (CRM) analytics. StrategicOne is a proven leader in CRM analytics and serves clients including The Salvation Army, American Red Cross, Focus on the Family, Hallmark, Payless ShoeSource and Coca-Cola. A free seminar titled "[Implementing Effective and Affordable BI](http://www.tableausoftware.com/strategicone)" will take place Thursday May 7 in Overland Park, Kan. to showcase how StrategicOne leveraged best practices in data visualization and rapid BI deployment to provide better results for clients.

"Helping companies unlock the power of their data is fundamental to our business—as a result of our analytics and models, our clients make better marketing and operational decisions. But we needed a way to help our clients easily see and understand their data and our models," said StrategicOne's CEO Mike Rogers. "We sought a web-based solution that could provide each client with customizable, easy-to-understand reports and dashboards, that could deploy quickly, and that clients would actually love using. We knew it was a tall order but Tableau fit our needs perfectly—nothing else came close. With Tableau, our clients get truly useful, easy-to-use data visualizations and business dashboards that help them see and understand their data better than ever before. All this came at a total cost of ownership that was economical both in terms of dollars invested and resources used."

StrategicOne is building personalized customer portals enabling online analytics and collaboration via embedded configurable reports, business dashboards and visualizations from [Tableau Server](http://www.tableausoftware.com/products/server). Customers can also access data directly. Tableau's award-winning software connects directly to datasources, enabling people to understand data through engaging reports, business dashboards and visualizations. Tableau also allows organizations to share and explore their data via a browser.

"No company can afford to use expensive, bloated business intelligence (BI) platforms in front of their customers – they're expensive, cumbersome to deploy, and people don't use them," said Christian Chabot, CEO of Tableau Software. "StrategicOne was looking for a new kind of BI – rapid fire BI that would be fast and easy to deploy, train and use. Tableau delivered."

### About Tableau Software

Tableau Software is the leading provider of fast analytics and data visualization software and one of the 50 fastest growing software companies in the U.S. Its award-winning, rapid fire business intelligence software applications can be downloaded at <http://www.tableausoftware.com/trial> and enable anyone to create and share interactive data visualizations, business dashboards and visual analytics quickly and easily. Information regarding Tableau's popular data visualization conference July 20-23 is available at <http://conference.tableausoftware.com>.

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