

# Tableau Software

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## Background

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### Evaluation Methodology

Some of the BI products look increasingly similar, and yet beneath the covers, there are significant differences. At BI Scorecard, we want to make sure you buy the best business intelligence products for your company. We are the only analyst firm that tests BI products hands-on based on over 250+ detailed criteria and from the customer's perspective. Within each strategic and functional area, vendors and products are scored on various criteria that are based on:

- Features and aspects that customers often look for in evaluations
- Unique capabilities identified while evaluating products
- Vendor marketing claims that are either a point of differentiation or confusion

To evaluate products, we rely on customer references, feedback from partners and consultants, and vendor briefings and demonstrations. To ensure an objective, consistent comparison of products, we also evaluate the software hands-on.

Each feature is assigned an importance of 1 to 3 and scored based on the following out-of-the-box capabilities:

Score	Explanation
3	Exceptional capabilities.
2	Very good capabilities.
1	Limited capabilities, difficult to do, or may require a work around.
0	Minimal capabilities out of the box. The software may require customization or coding to accomplish.

This evaluation is based on initial hands-on testing of version 4.0 in 2007. Tableau Public and version 5.0 were tested in 2010. Tableau 6.0 was tested hands-on in December 2010. This report includes both the textual analysis and a spreadsheet of the detailed scores.