

QG@TC16: Qral Group at Tableau Conference 2016 - General Observations

Not meant to be an comprehensive run-down of the conference and every, detailed implication for Pharma Commercial. But this was a big, high profile event— officially more than 10,000 attendees at the Tableau conference, plus a competitive Domo conference across the street. The technology in business reporting is changing so rapidly, that we wanted to share our initial impressions with our clients.

Major observations and implications as we look ahead 2-3 years

Observation

HOT

NOT

Tableau announces key new features including a high-speed performance database (HyPer) and a new, visual ETL capability (Project Maestro)

- Big-data analytics seamlessly integrated into the Business Reporting platform

- Hard separation of “ETL” and “data visualization”

Shift to integrate sophisticated, mobile-friendly, reporting capabilities in a "one-stop shop" portal

- Third-Party platforms like Tableau, Domo, Microsoft Power BI, and Amazon QuickSight

- Proprietary, single-purpose dashboards

Gone are the days of limited, pre-built views — instead, interactive models with easy to read visuals to allow for interactive meetings, discussions, and on-the-fly scenario modeling

- Business analysts who understand business content and drive interactive business review

- Static PowerPoint slide review with an elegant, pyramid-principle storyline

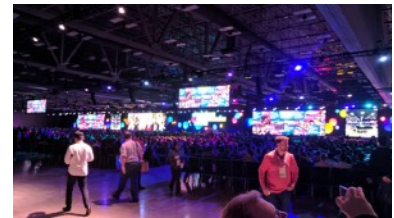
The Makers Movement has come to business reporting; professional design concepts are becoming the norm

- Maybe not “hot” but the business need is for vendors who understand the business

- A beautiful dashboard designed for all industries

Interesting examples from other industries

- An interactive forecasting model from the credit industry sparked potential ideas for more interactive market entry models, allowing the user to toggle pre-set scenario options and see live variations in market penetration



- A leading medical device firm shared a solution for reporting live instrument usage and product sales to over 800 users in an embedded Tableau dashboard within their existing SFDC portal

Implications for Qral and our clients...

With Qral Group’s already powerful and innovative reporting suite, including data integration and Tableau-based dashboard and reporting capabilities, these upcoming technological advancements and paradigm shift will only further our ability to provide cutting-edge, cost-effective commercial analytics and reporting in life sciences.



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