

Empower Everyone for Data-Driven Action



Forward Looking Statement

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features; our ability to execute our business plans; the pace of change and innovation in enterprise cloud computing services; and our ability to maintain and enhance our brands.

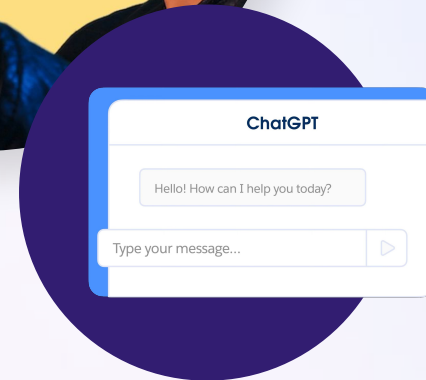
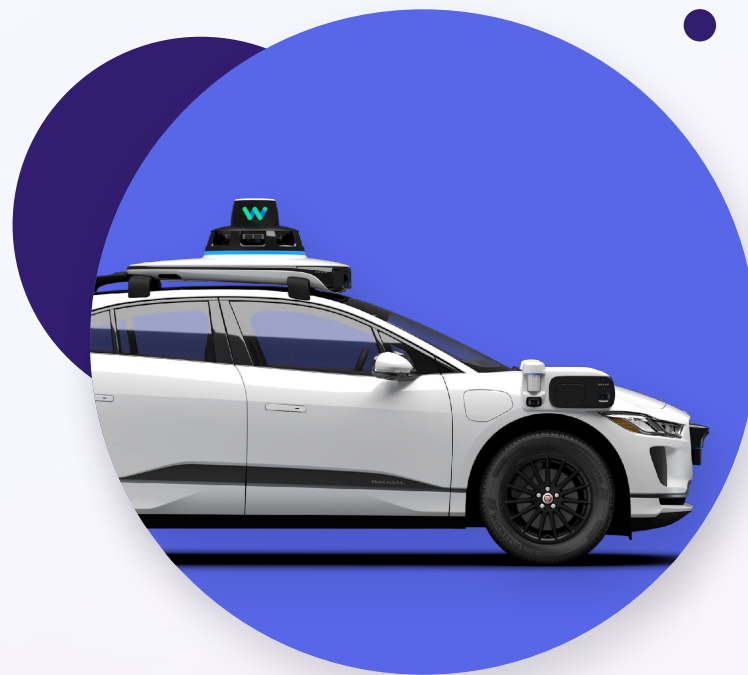
Last updated: April 25, 2024



Thank You



We Are in an Era of Change



New Paradigm Presents a Significant **Data Paradox**



zettabytes
global data creation
by 2028



of business leaders feel their
organization should be getting
more value out of its data

Data Rich & Insights Poor

Intelligent Insights & Data-Driven Actions



**Legacy
organizations**

86%

of IT leaders
believe data quality makes or
breaks AI effectiveness



**Agentic
organizations**

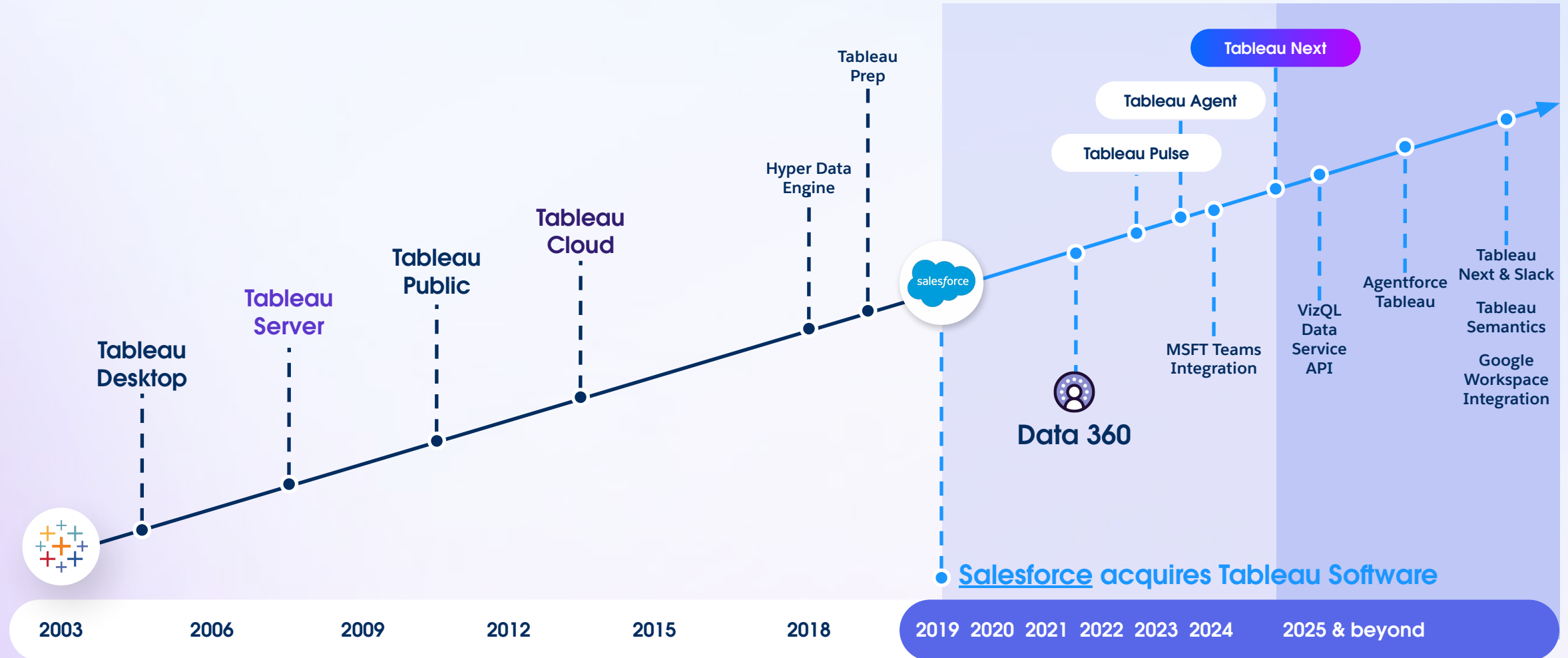


Our Mission

**We help people see,
understand, and
act on data.**



Tableau: Leading and Innovating in Data and Analytics Since 2003



Tableau's Unified Analytics Platform and Trusted AI Accelerate Data-driven Actions

Trusted, Always-on Data

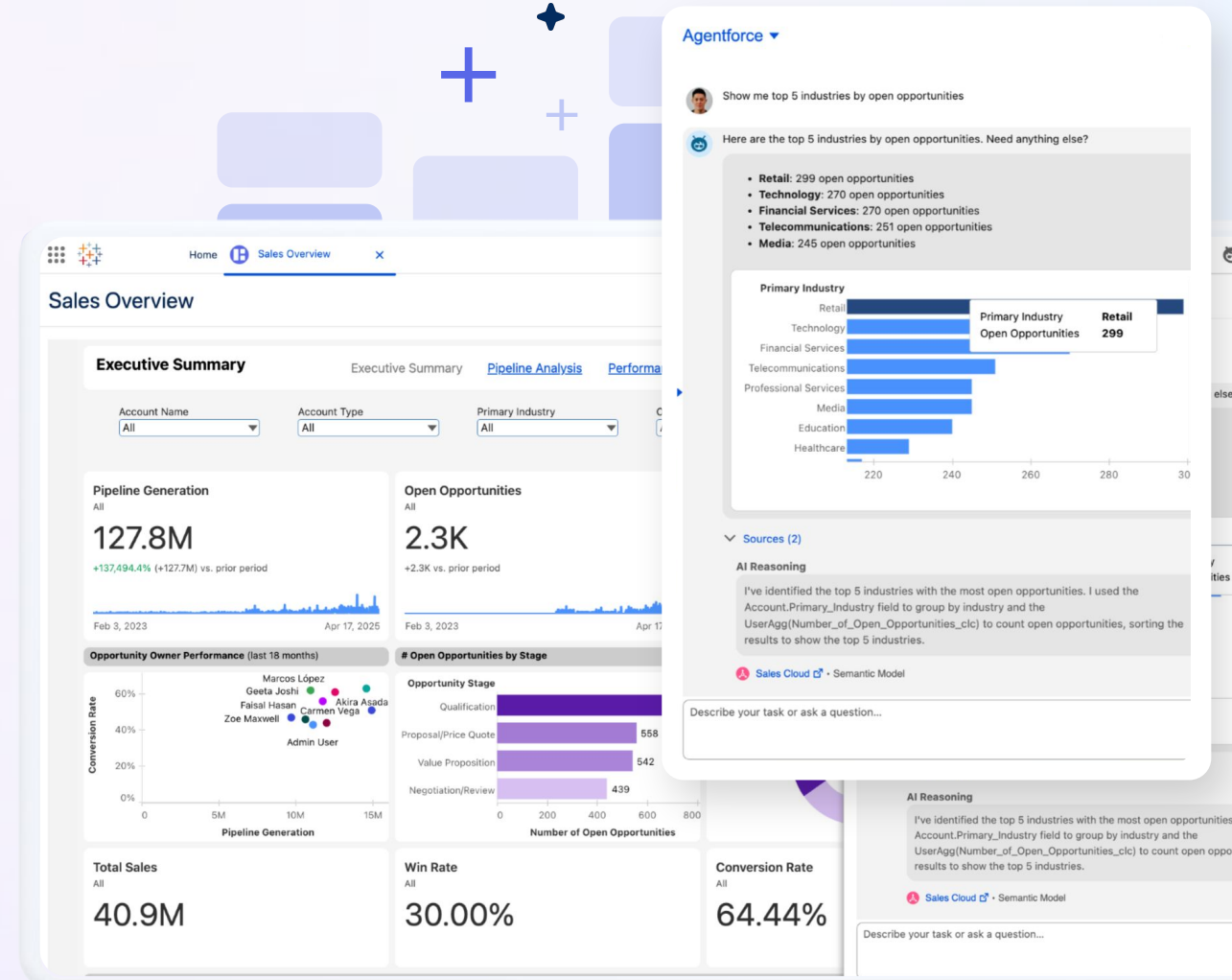
Make critical decisions with confidence on a trusted, always-available platform

Open, Adaptable Analytics

Innovate faster with a connected and adaptable analytics platform

Smart Insights, Effortless Action

Empower everyone with proactive insights and effortless analysis

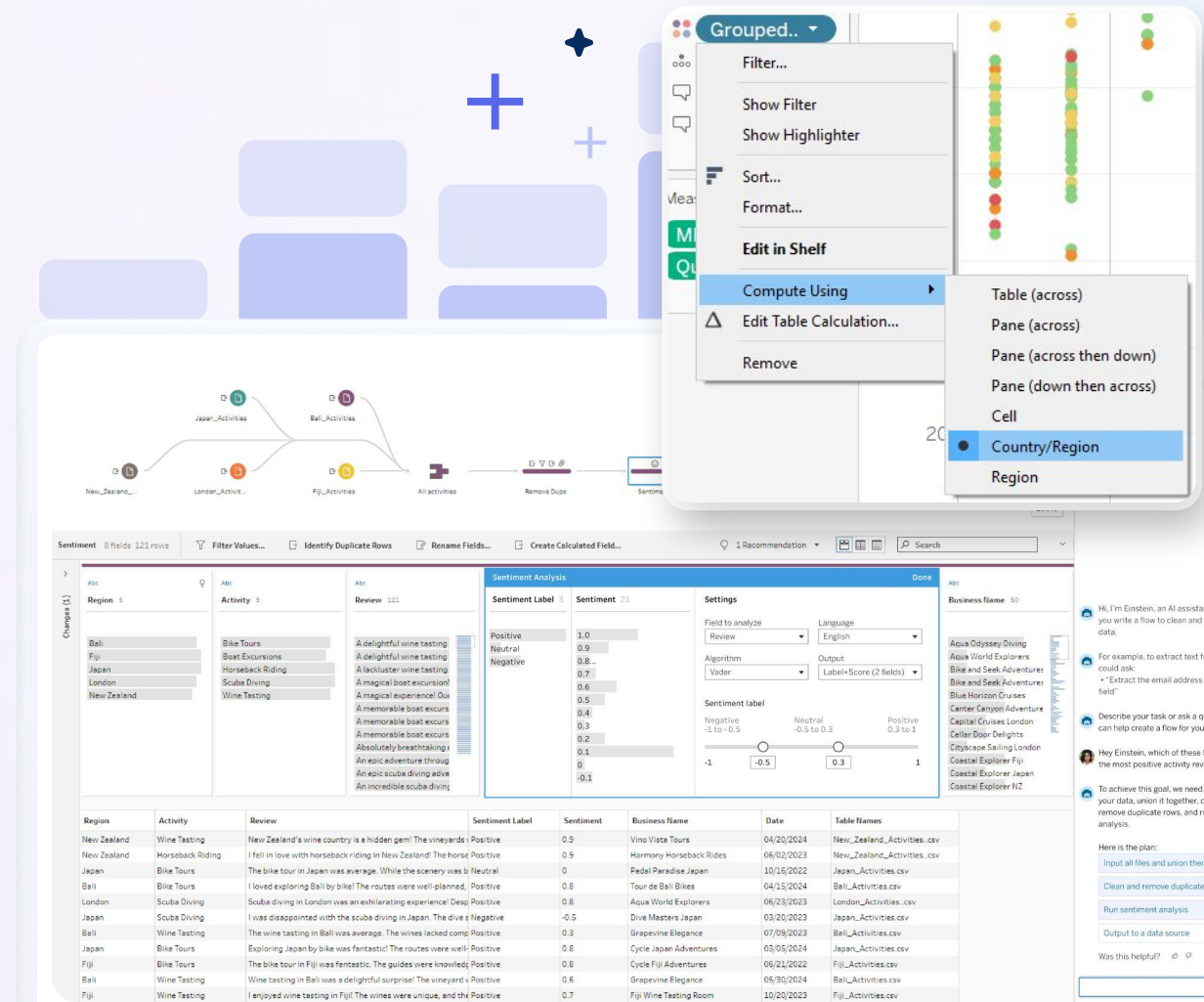


Prepare Your Data Fast for Accurate Analysis

Get flexible connectivity, predictive modeling, and agentic capabilities

Build trust with easy data cleansing, management, and automation

Tableau data management capabilities include an analytics data catalog and data governance and security controls



The screenshot illustrates the Tableau data management workflow. At the top, a diagram shows data sources (New Zealand, London, Japan, Fiji) being combined into 'All Activities', with a 'Remove Dups' step. Below this, the 'Sentiment Analysis' settings are shown, including a 'Sentiment Label' bar chart and a 'Settings' panel for field analysis. The main view displays a data table with columns for Region, Activity, Review, Sentiment Label, Sentiment, Business Name, Date, and Table Names.

Region	Activity	Review	Sentiment Label	Sentiment	Business Name	Date	Table Names
New Zealand	Wine Tasting	New Zealand's wine country is a hidden gem! The vineyards	Positive	0.9	Vino Vista Tours	04/20/2024	New_Zealand_Activities.csv
New Zealand	Horseback Riding	I fell in love with horseback riding in New Zealand! The horse	Positive	0.9	Harmony Horseback Rides	06/02/2023	New_Zealand_Activities.csv
Japan	Bike Tours	The bike tour in Japan was average. While the scenery was b	Neutral	0	Pedal Paradise Japan	10/16/2022	Japan_Activities.csv
Bali	Bike Tours	I loved exploring Bali by bike! The routes were well-planned,	Positive	0.8	Tour de Bali Bikes	04/15/2024	Bali_Activities.csv
London	Scuba Diving	Scuba diving in London was an exhilarating experience! Desp	Positive	0.8	Aqua World Explorers	06/23/2023	London_Activities.csv
Japan	Scuba Diving	I was disappointed with the scuba diving in Japan. The dive	Negative	-0.5	Dive Masters Japan	03/20/2023	Japan_Activities.csv
Bali	Wine Tasting	The wine tasting in Bali was average. The wines lacked comp	Positive	0.3	Grapevine Elegance	07/09/2023	Bali_Activities.csv
Japan	Bike Tours	Exploring Japan by bike was fantastic! The routes were well-	Positive	0.8	Cycle Japan Adventures	03/05/2024	Japan_Activities.csv
Fiji	Bike Tours	The bike tour in Fiji was fantastic. The guides were knowledg	Positive	0.8	Cycle Fiji Adventures	06/21/2022	Fiji_Activities.csv
Bali	Wine Tasting	Wine tasting in Bali was a delightful surprise! The vineyard	Positive	0.6	Grapevine Elegance	06/30/2024	Bali_Activities.csv
Fiji	Wine Tasting	I enjoyed wine tasting in Fiji! The wines were unique, and the	Positive	0.7	Fiji Wine Tasting Room	10/20/2023	Fiji_Activities.csv

Create Visualizations with Adaptable Analytics

Help your teams tell the right story
and share information easily

Drag and drop data to
explore and find answers to
your business questions

Tableau visualizations and
dashboards help you uncover
insights and accelerate
data-driven actions

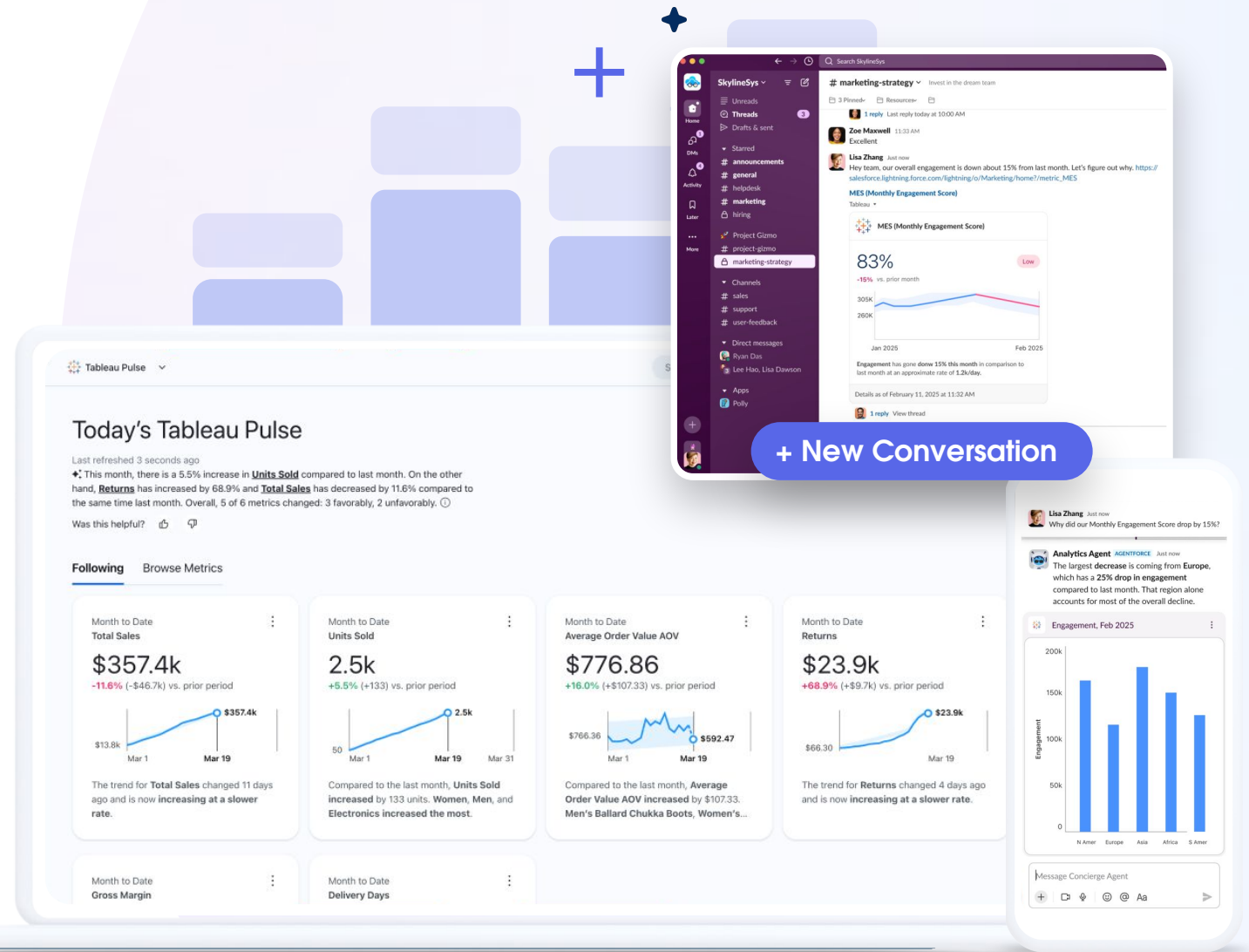


Increase Efficient Action with Smart Insights

Empower all your teams
with effortless analysis

Enrich your flow of work with
data insights to make informed
decisions faster

Tableau offers easy-to-use
conversational analytics and
agents for contextual insights and
actionable recommendations



Today's Tableau Pulse
 Last refreshed 3 seconds ago
 📈 This month, there is a 5.5% increase in **Units Sold** compared to last month. On the other hand, **Returns** has increased by 68.9% and **Total Sales** has decreased by 11.6% compared to the same time last month. Overall, 5 of 6 metrics changed: 3 favorably, 2 unfavorably. ⓘ

Was this helpful? 🗨️

Following Browse Metrics

Metric	Value	Change vs. prior period
Month to Date Total Sales	\$357.4k	-11.6% (-\$46.7k) vs. prior period
Month to Date Units Sold	2.5k	+5.5% (+133) vs. prior period
Month to Date Average Order Value AOV	\$776.86	+16.0% (+\$107.33) vs. prior period
Month to Date Returns	\$23.9k	+68.9% (+\$9.7k) vs. prior period

Slack Conversation:
 #marketing-strategy
 Lisa Zhang Just now
 Hey team, our overall engagement is down about 15% from last month. Let's figure out why. https://salesforce.lightning.force.com/lightning/o/Marketing/home/metric_MES
 MES (Monthly Engagement Score)
 83%
 -15% vs. prior month
 Engagement has gone down 15% this month in comparison to last month at an approximate rate of 1.2k/day.

Analytics Agent AGENTFORCE:
 Why did our Monthly Engagement Score drop by 15%?
 The largest decrease is coming from Europe, which has a 25% drop in engagement compared to last month. That region alone accounts for most of the overall decline.

Engagement, Feb 2025
 Bar chart showing engagement levels across regions: N.Amer, Europe, Asia, Africa, S.Amer.

+ New Conversation

The Tableau Portfolio

Tableau Cloud

Deliver data-driven insights at scale with a fully hosted AI-powered analytics platform

Tableau Server

Deploy visual, self-service analytics with unmatched control and flexibility

Tableau Next

Turn data into action when humans and agents collaborate at scale

Tableau Cloud

Deliver data-driven insights at scale with a fully hosted AI-powered analytics platform

Turn data into smarter decisions with AI-powered analytics that streamlines your workflow and surfaces intuitive insights

Build with complete operational confidence on a secure, reliable, and always-up-to-date platform that delivers trusted insights globally

Unlock enterprise-wide analytics adoption with robust tools that empower admins to confidently manage the platform at scale

Tableau Agent: Dashboards

Beta* | Dec. 2025

Tableau Semantics Connector

GA | Now

India, S. Korea, Switzerland Pods

GA | Now

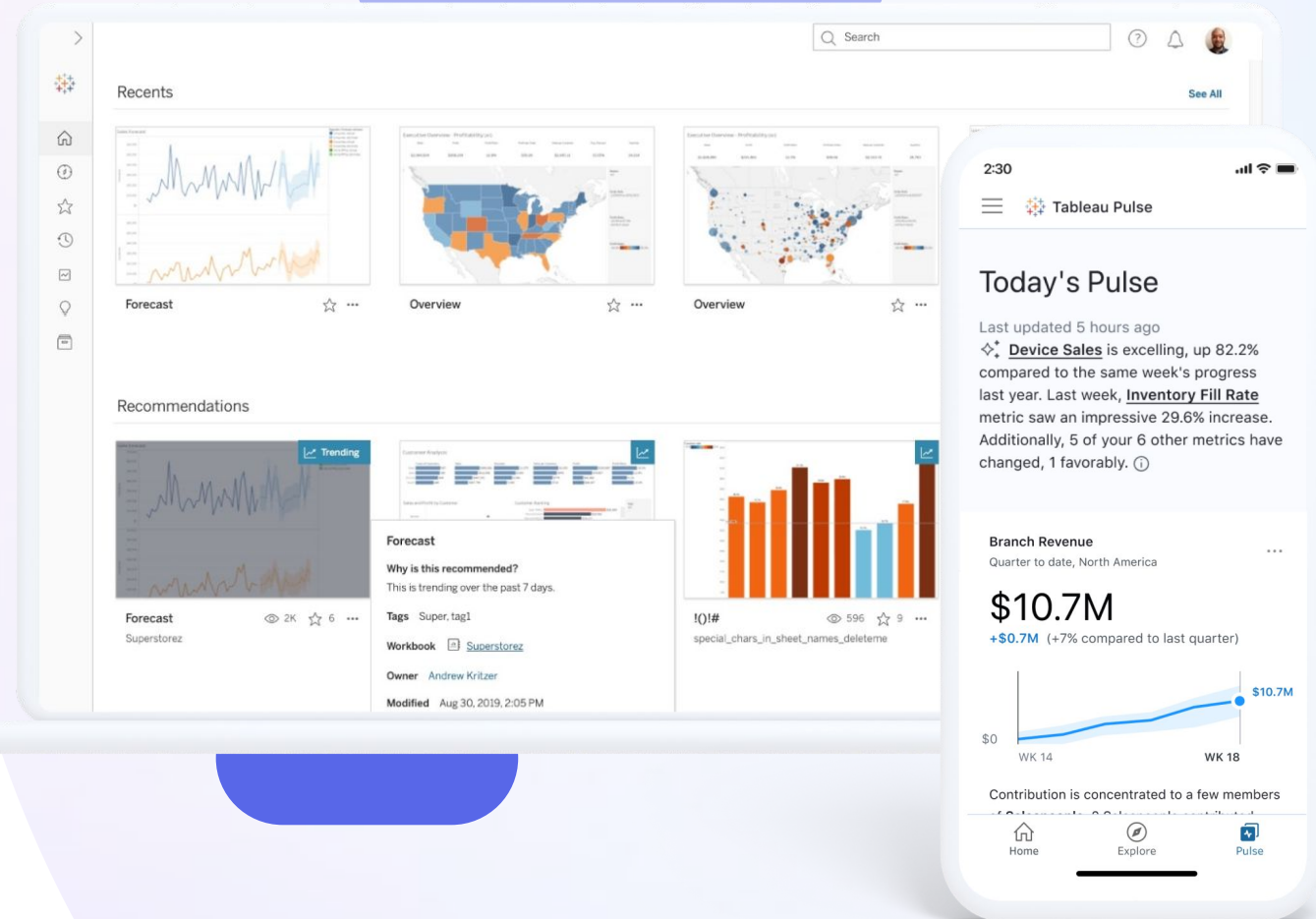


Tableau Server

Deploy visual, self-service analytics with unmatched control and flexibility

Empower data-driven decisions with trusted, self-service analytics that bring insights to every conversation

Deploy anywhere with total flexibility to meet your compliance and regulatory requirements

Keep full control of your data and analytics at the scale you need for the highest security and performance

Tableau LangChain & MCP

GA | Now

Tableau Agent in Tableau Server

GA | Now

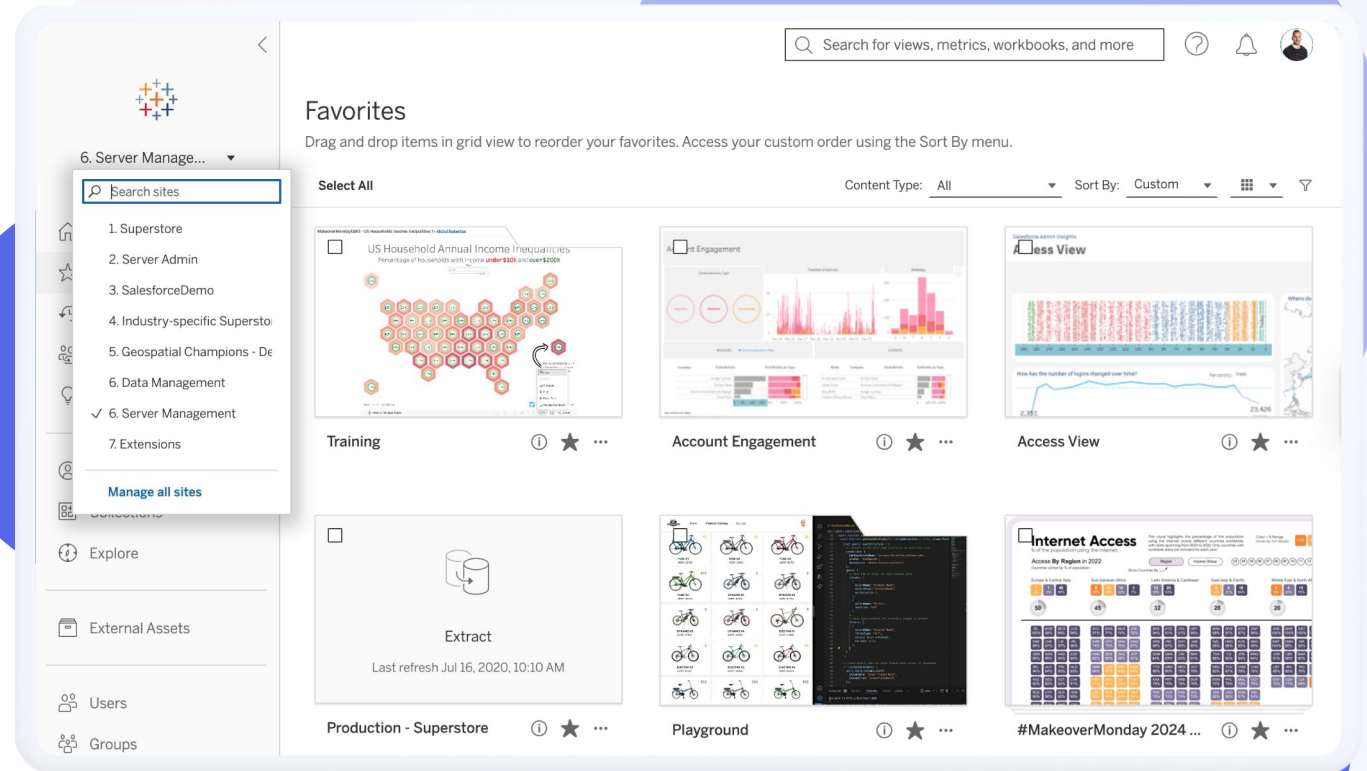


Tableau Next

Turn data into action
when humans and agents
collaborate at scale

Make better decisions with AI agents that understand your business context

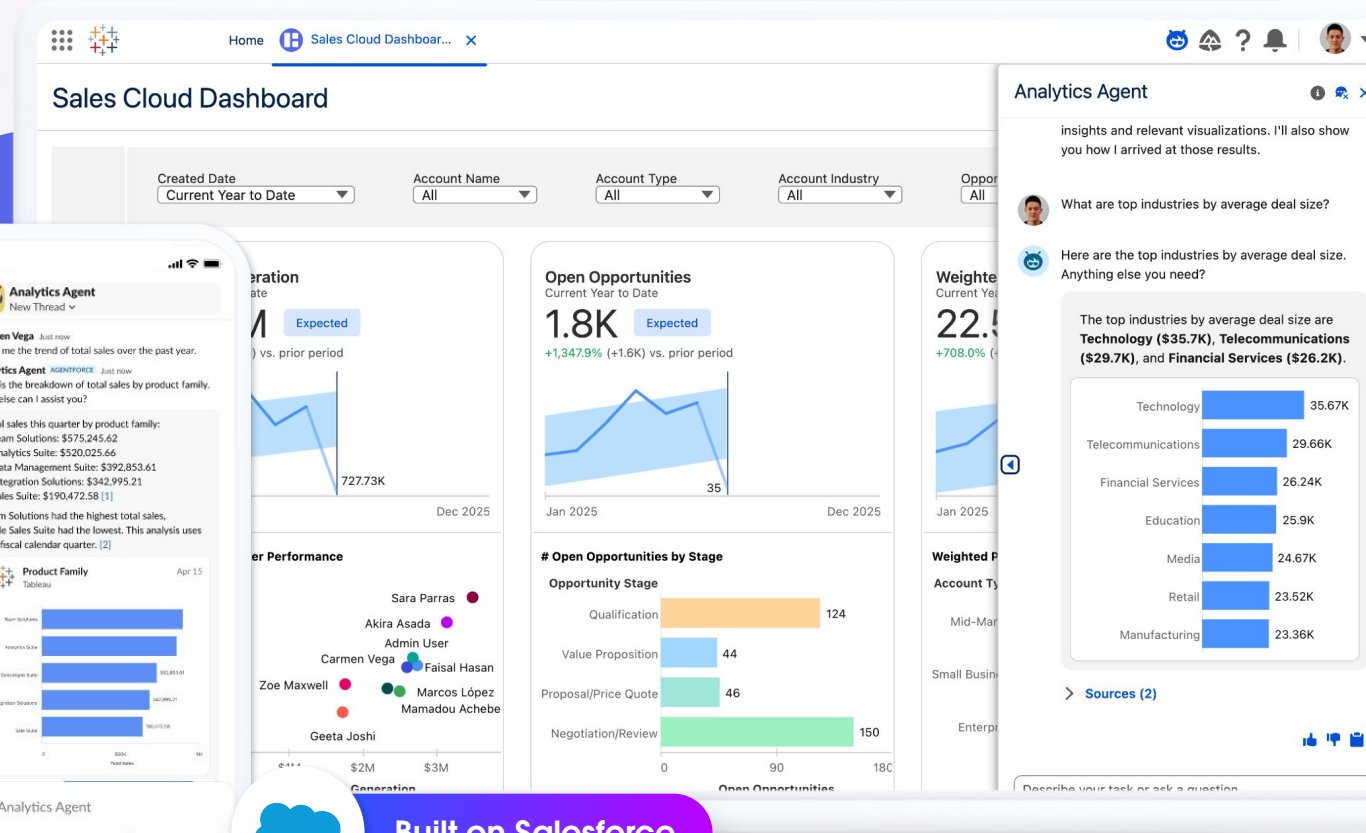
Transform data insights into real business outcomes with built-in actionability

Get value faster with purpose-built analytics apps for every user

Scale trusted analytics across the enterprise with composable, verified assets



Deeply integrated with Agentforce



Concierge

GA | Now

Data Pro

GA | H2 2025

Inspector

Beta | H2 2025



Built on Salesforce

Tableau Next

The world's first agentic analytics platform

Agentforce Tableau



Data Pro



Concierge



Inspector

Action Layer

Visualization Layer

Semantic Layer

Data Layer

Tableau Marketplace



Private

Share, reuse, and extend assets



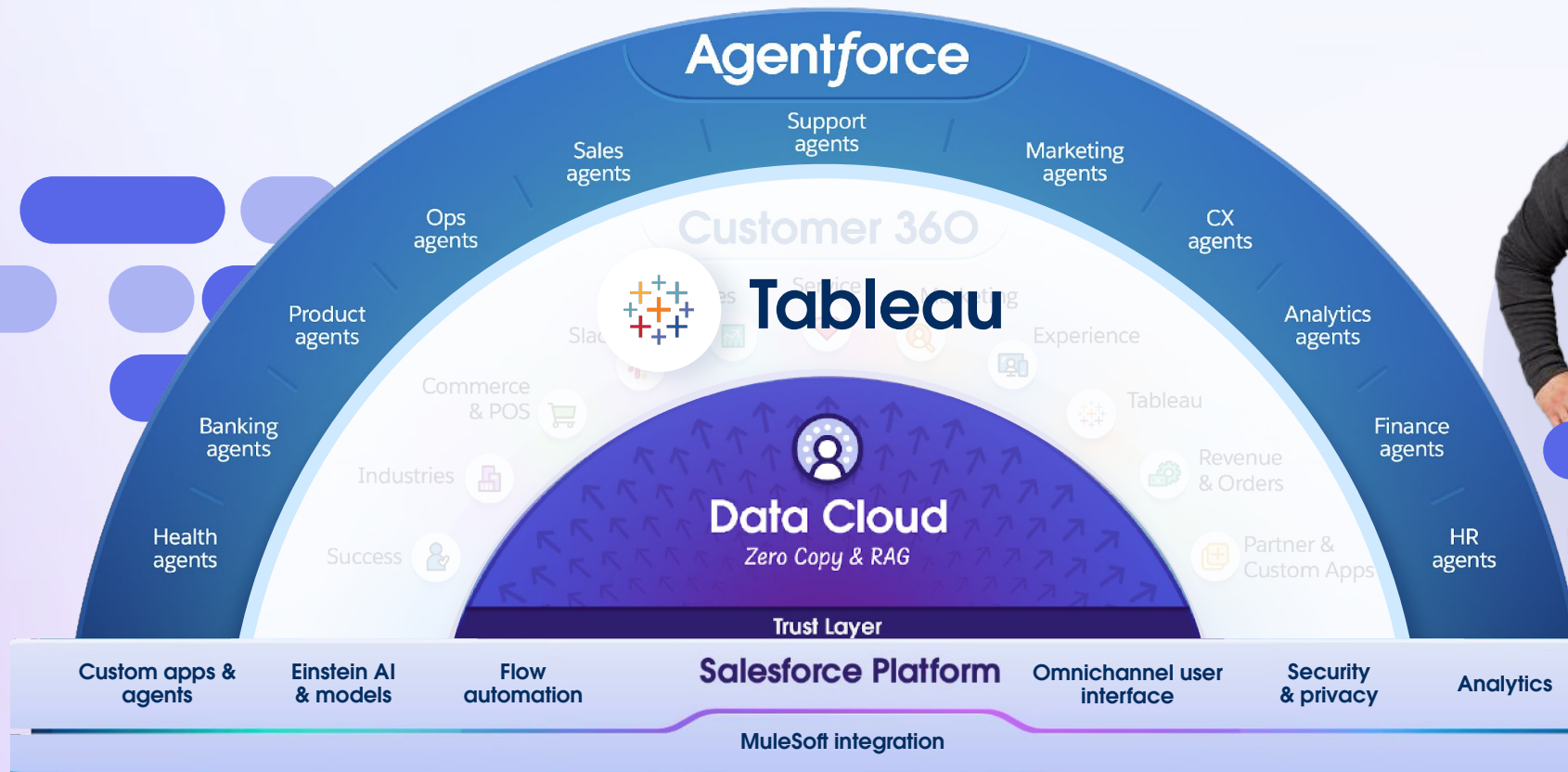
Public

Distribute and monetize solutions

Apps for Salesforce



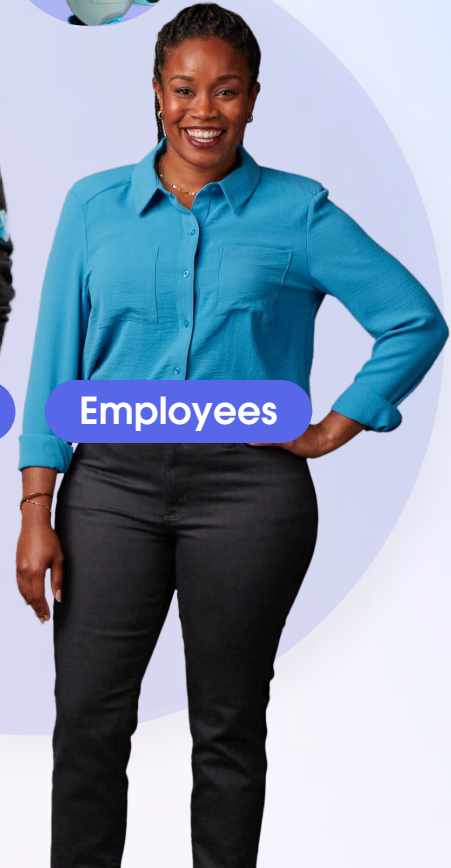
Our Agents, Data, Apps, and Metadata Give You a Competitive Advantage



Digital Labor

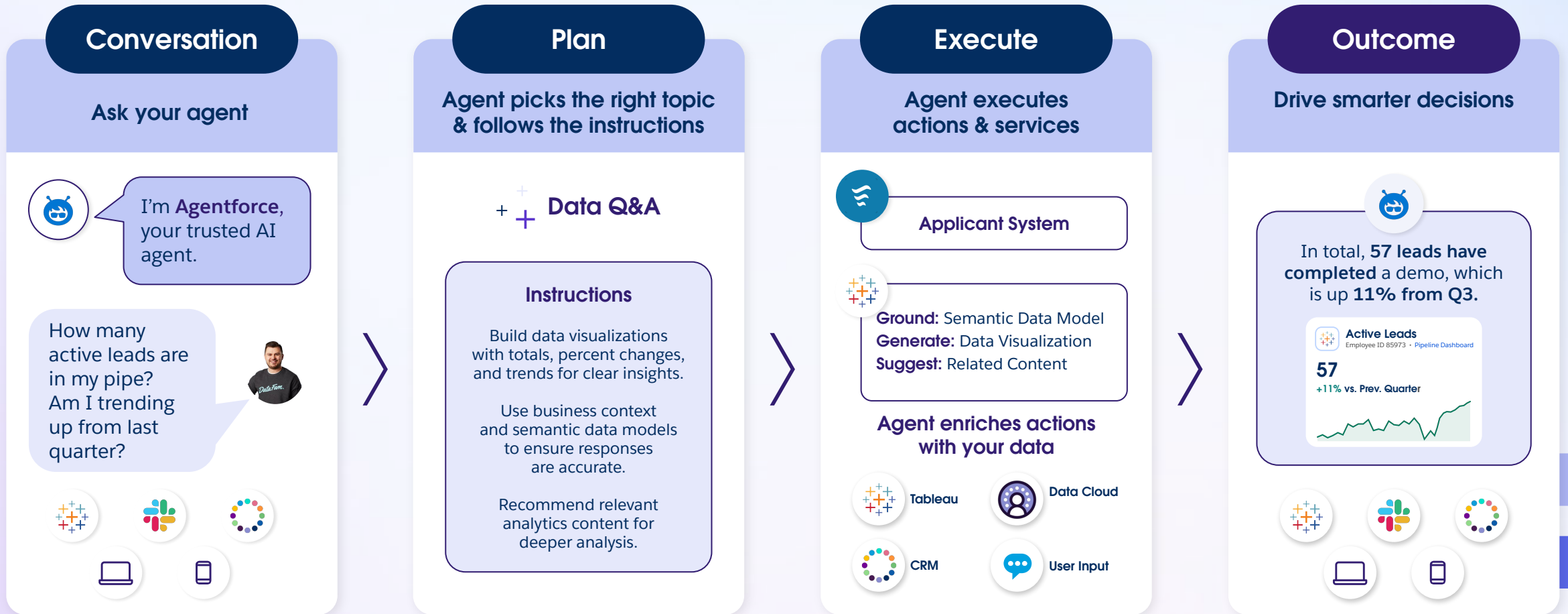


Data Analysts



Employees

Tableau Securely Upskills Agentforce



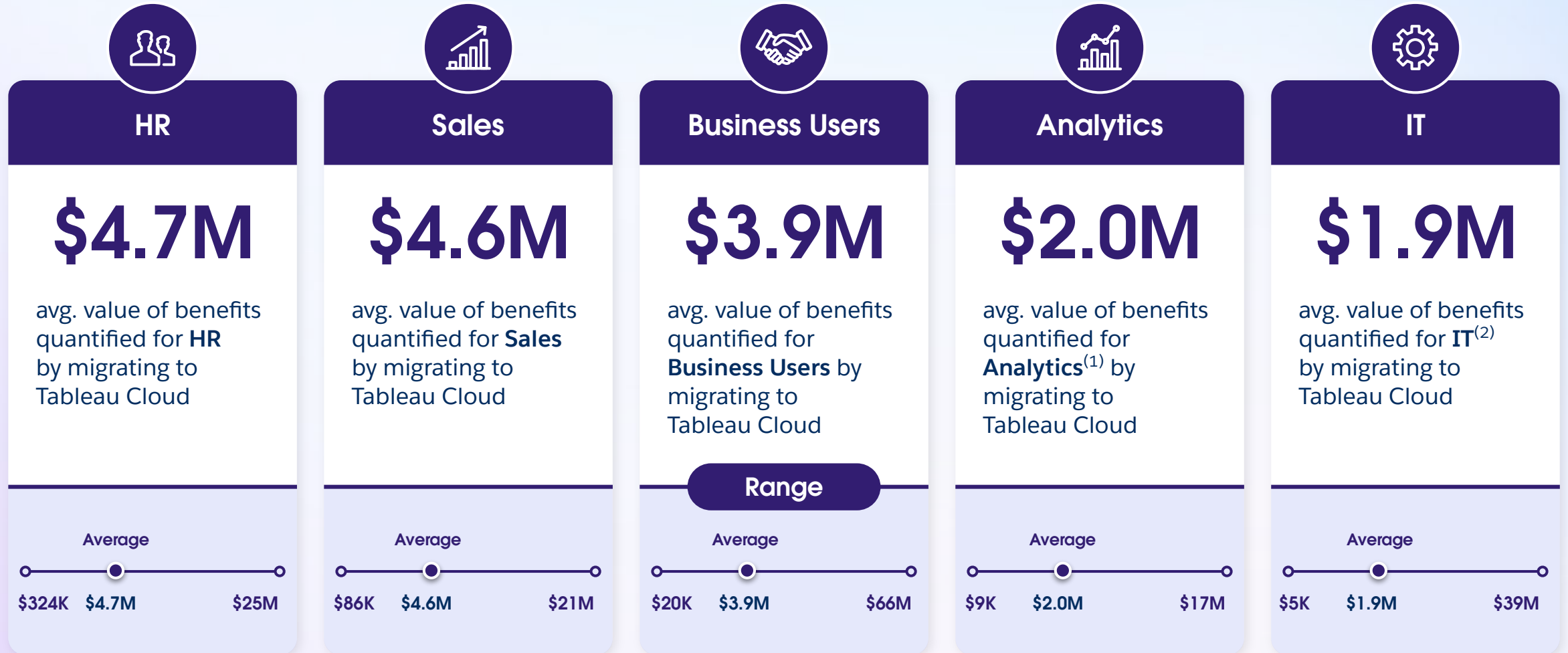
Demo

Tableau Enriches Agents⁺ ⁺ ⁺



Tableau Next

Tableau Cloud Delivers Impact by Function



Source: Tableau Value Dashboard as of February 5, 2025 (Total engagement count = 280, IT = 234, Business Users = 202, Sales = 69, Analytics = 60, HR = 12).

*Note: Revenue growth benefits are all margin adjusted. Cost savings and revenue growth benefit averages and ranges represent the sum of benefits for a given customer.

(1): Defined as benefits that primarily impact IT users such as data engineers, system admins and IT decision makers.

(2): Defined as benefits that primarily impact Analytical functions such as data analysts, business intelligence teams and executives who rely on analytics.

Tableau Customers Increase Productivity, Report Delivery, Decision Accuracy

Custom Metrics

0-100% METRICS (average % reported)

37%

Increase in teams analyzing data

(% increase in teams analyzing data)

39%

Faster delivery of business-driving reports /analytics (actionability)

(% improvement in time it takes to deliver reports)

37%

Faster creation of custom generative & predictive models (ML/AI)

(Machine learning/AI, % improvement in speed)

33%

Decrease in time required to analyze information

(% decrease in time spent)

SCALE METRICS (7-10 on 0-10 scale)

77%

Are making decisions faster and more accurately

76%

Are accomplishing more work in less time

77%

See more insights are specific to user needs

78%

Fully trust that data is accurate and secure

ROI, Adoption

Implementation Metrics

87%

Achieved positive ROI with Tableau

(% of companies who have seen a positive ROI)

35%

Percent ROI achieved with Tableau

(% of return for the money invested)

13_{Months}

Time to ROI

(# of months to achieve return on Tableau investment)

64%

Estimated employee access

(% of employees in your company that have access to Tableau)

Note: Surprised to see identical percentages across different metrics? Learn more about this here.

Source: FY25 and FY26 Customer Success Metrics. Question text in notes section.

Tableau Decision-Makers Increase Productivity, Velocity, Accuracy, ROI

Custom Metrics

26%

Increase in business user productivity

(% increase in work accomplished by a business user in an average week)

26%

Faster delivery of business-driving reports /analytics (actionability)

(% improvement in time it takes to deliver reports)

25%

Faster creation of custom generative & predictive models

(Machine learning/AI, % improvement in speed)

23%

Decrease in time required to analyze information

(% decrease in time spent)

26%

Increase in velocity and accuracy of insights-driven decision making

(% increase in speed and accuracy of decisions made)

19%

Decrease in average case age

(% decrease in time it takes to resolve a case, asked of Service only)

25%

Increase in close rate (i.e. quality of pipeline)

(% increase in number of sales closed successfully, asked of Sales only)

23%

Increase in campaign spend roi

(% increase in return on campaign spend investment, asked of Marketing only)

ROI, Adoption

Implementation Metrics

95%

Achieved positive ROI with Tableau

(% of companies who have seen a positive ROI)

25%

Percent ROI achieved with Tableau

(% of return for the money invested)

11 Months

Time to ROI

(# of months to achieve return on Tableau investment)

54%

Estimated employee access

(% of employees in your company that have access to Tableau)

Note: Surprised to see identical percentages across different metrics? Learn more about this here.

Source: FY25 Customer Success Metrics. Question text in notes section. See sample sizes on next slide.

Tableau Delivers Customer Success



92%

of employees making
data-driven decisions

 **JOHN LEWIS
PARTNERSHIP**

10K+

partners using Tableau

JUNIPER
NETWORKS

2K

hours of productivity
gained per month



15_{hrs}

of IT support
saved per week

**WORLD
ECONOMIC
FORUM**

75%

reduction in
reporting complexity

inter

20x

ROI with increased
conversion rates

Virgin Media O2 Fights Fraud at Lightning Speed with Tableau



Prevented £250M
worth of fraud

23M+ mobile subscribers
protected from threats

Under 48 hours
to complete requests
that used to take
2 weeks



Problem

Virgin Media O2 is a leading, UK mass media and telecom company. VMO2 is transforming to be more data-driven and customer-centric, improving security to keep up with threats. They struggled with slow turnaround times (1-2 weeks) for requests, hindering fast detection of and responses to suspicious activity.

Solution

VMO2 believes that about 50% of fraud insights now come from the broader org—not only the fraud team—using dashboards to track trends, assess vulnerabilities, and take action to mitigate fraud. [Tableau Pulse](#) has been a “game changer” with alerts that flag patterns, revealing insights that have changed how VMO2 creates, shares, and redeems vouchers.

“Our teams have been monitoring how fraudsters move, and applied a rule to mobile devices. Pulse identified, the next day, that fraudsters had pivoted to tablets, and we were able to build new rules around tablets. That insight didn't come from our teams analyzing data. It came from Tableau Pulse.”



Mauro Flores
EVP of Data
Democratisation,
VMO2



Tableau



Sales



Service

Box Scales to Meet Evolving Security Threats with Tableau Pulse



97% reduction
in time to insights

99% reduction
in time to create dashboards
and CISO reports

92% reduction
in time to prepare
business reviews



Problem

Virgin Operating in some of the most regulated industries globally, Box wanted to reduce time spent uncovering insights buried in data, allowing the security team to focus on identifying immediate security concerns while scaling to focus on evolving cybersecurity threats.

Solution

Powered by trusted AI, Tableau Pulse gives Box actionable insights into threats and anomalies, enabling its global security team to view and mitigate threats posed by AI misuse. In the future, Box is looking to leverage Tableau Next and agents to bridge structured and unstructured data, focus on proactive cybersecurity protocols, and more.

“Security is fundamentally a data problem, but security specialists shouldn't burn hours manually processing all that data when automation and AI can help. Tableau Pulse surfaces insights faster—enabling our teams to spend their time on what actually matters—protecting the business.”



Michelle Zuzik
Data Transformation
Strategist, Box



Tableau



Sales



Service



Partner Apps
& Experts



Slack

Banco Bradesco Delivers Innovative Customer Service by Optimizing Data Access and Insights



83% reduction
in time to gather
campaign data

1.6M savings
migrating from Tableau
Server to Cloud

99.9% achievement
reaching customer service
level agreements (SLA)



Problem

Banco Bradesco is one of the largest banks in Brazil and Latin America, offering financial services in retail, commercial, and investment banking. It is undergoing a digital transformation, shifting away from branch-operated services toward a more digital-first approach, focused on three key areas: standardize and optimize data and analytics, enhance customer service, and maintain a competitive position.

Solution

Banco Bradesco uses Tableau Cloud and Tableau Pulse to give its banking officers the most up-to-date, innovative data and analytics solutions, to help them provide customers with personalized and relevant financial advice, as well as support the bank's business priorities and performance.

“Migrating to Tableau Cloud and Tableau Pulse has significantly enhanced our operational efficiency and reduced costs. This transformation has empowered our team to concentrate on strategic insights, fostering innovation and elevating our business performance.”



Rafael Cavalcanti
Chief Data Officer and
Head of CRM



Tableau



Salesforce
Shield



Financial
Services



Marketing



CRM
Analytics

M3 Increases Win Values After Bringing AI-powered Insights into Insurance Brokerage



70% of the org
 using analytics to consult with clients and provide recommendations

43% increase
 in win rates when Tableau is used in the sales process

63% increase
 in win values when Tableau is leveraged



Problem

M3 is an insurance broker managing risk and benefits for clients across the United States. The brokerage industry is changing to become insight-led as clients want the data to support their decisions.

Solution

Tableau and Pulse enable M3 to present clients with visualizations of claims trends, retention rates, risk exposures, and benchmarking against industry metrics, helping identify coverage gaps, optimize renewals, and enhance client risk management strategies with actionable insights.

Tableau is a gamechanger for M3, enabling its sales consultants and clients to make decisions backed by the data. When using Tableau in the sales process, M3 has measured a 48% increase in win rates and 63% increase in win amounts.

"Tableau helps increase confidence in our clients' decision making based on facts and data, further strengthening our client relationships."



Erik Vandermause
 Applied Intelligence
 VP M3 Insurance



Sales



Tableau



Service



Financial
 Services



Partner Apps
 & Experts

John Lewis Partnership Enriches the Customer Experience with Data



JLP includes

John Lewis department stores, Waitrose food shops, and John Lewis Financial Services

100,000 partners currently using Tableau

75% faster marketing production




Problem

JLP, the largest employee-owned business in the UK, is comprised of department stores, food shops, and John Lewis Financial Services. For such a complex operation, simply having data is not enough—it must be accessible, user friendly, and up to date to meet high expectations.

Solution

By centralizing data for everyone to access, employees make faster decisions for each location. During implementation, they onboarded and trained 8,000 users, resulting in millions of pounds in value. Self-service dashboards built on Tableau allow Partners to make decisions on their own to better manage inventory, automate tasks, and predict customer needs.

“Investing in Salesforce has enabled us to make decisions faster and develop deeper relationships with our customers by providing a more personalised, convenient and seamless customer experience.”



Libby Hickey
 Head of Data Products & Platforms, John Lewis Partnership



JetBlue Uses Tableau Cloud and Snowflake to Drive Upskilling and Sustainability Programs Company-wide



Rapidly upskilled users
after Tableau Cloud
deployment

Uncovered “hidden ROI”
by using cloud-based efficiencies
to plug productivity gaps

Leveraging fuel efficiency
data to measure progress
towards 2040 net zero
carbon emissions



Problem

As recent economic challenges have wreaked havoc in the travel market, JetBlue was looking for a way to remain active and competitive—all without losing sight of its sustainability goals, including a goal to reach Net Zero by 2040, 10 years ahead of the rest of the airline industry.

Solution

Cloud-scale data analytics empowered JetBlue to improve and grow their business and achieve their mission while saving money and time. JetBlue was also able to find and realize hidden ROI with fuel efficiency data, finding new opportunities to save.

“Data by itself is not enough. Insights are where the real value comes in. That’s one of the great things we’ve gotten from Tableau Cloud – using insights to drive changes and make better decisions.”

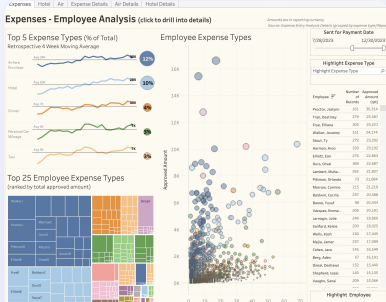


Carole Clements
Chief Digital &
Technology Officer,
JetBlue

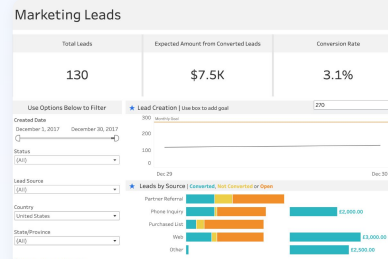


Tableau

Tableau Powers All of Salesforce



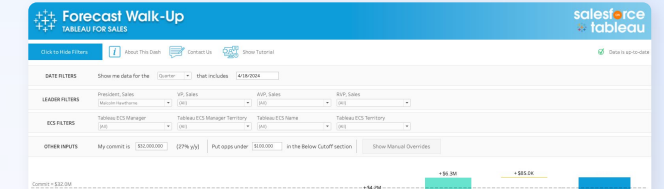
Finance



Marketing



Executives

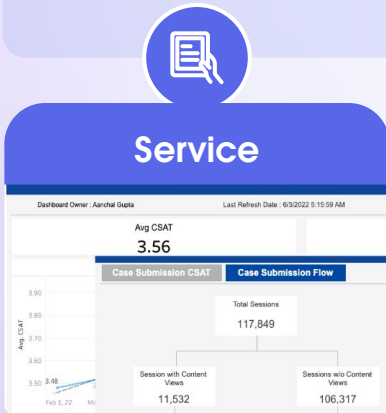


Sales



46K+ Monthly active users

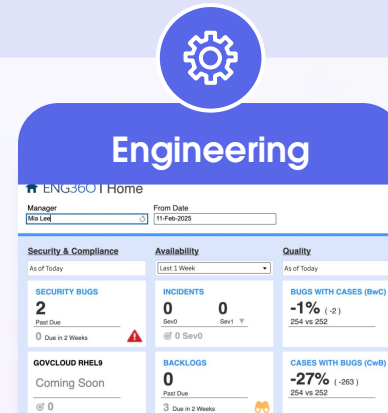
800K+ Monthly access views



Service



Security



Engineering



HR



Welcome to the *DataFam*

a global community of helpful people +
free resources supporting your data journey

12M

Tableau Public
Visualizations
and dashboards
to inspire you

300K+

Tableau Forums
Users answering
questions to skill
you up

500+

Community Blogs
To inspire you and
help advance your
data journey

50K

Tableau User Group
Members for virtual +
local learning and
connection

4M+

Students + Teachers
Empowered with
free software
and data skills



Learn more + get started: tableau.com/community



“My growth through the Tableau Community has helped take my career places I never knew were possible.”

Sean Miller

Tableau Community Leader in Kansas City, MO, USA

Tableau Visionary & Ambassador
User Group Leader
Community Project Leader
Associate Director of Data Visualization
Analytics Blogger & Content Creator

DataFam



“When I decided to **learn Tableau**, the DataFam welcomed me. They not only made me more technically proficient, they made me a more thoughtful data visualization designer.”

Alice McKnight

Tableau Community Leader from Lawrenceville, GA, USA

Tableau Ambassador
Consultant and Certified Data Analyst

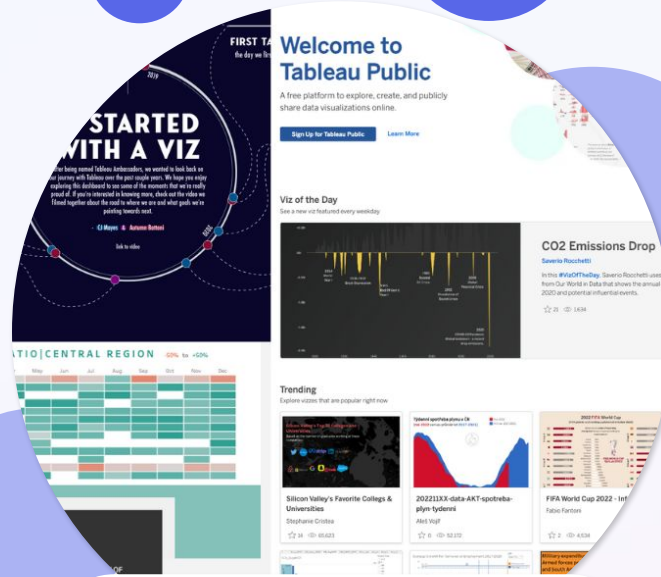
DataFam

15-year Anniversary

Celebrated on LinkedIn and X



5M+ Members



12M Vizzes



Daily Inspiration

Industry Experts Agree: Tableau Is a Leader



Leader

Gartner

[Magic Quadrant for Analytics & BI Platforms, 2025](#)

FORRESTER

Forrester Wave™: Business Intelligence Platforms, Q2 2025

 **IDC**

IDC MarketScape: Worldwide BI & Analytics Platforms Vendor Assessment, 2025

BARC

BARC Score: Enterprise BI & Analytic Platforms, 2025



Technology & Credibility Leader



DRESNER
ADVISORY SERVICES

[Industry Excellence Awards](#)
Business Intelligence (BI), 2024

Salesforce Partners



Consulting Partners (SIs)

Deloitte
Digital

pwc

accenture

IBM

slalom

Capgemini



Independent Software Vendors (ISVs)

in

Bullhorn

Honeywell

IQVIA

conga

COPADO

ncino. amadeus certinia



Strategic Technology Partners (STPs)

aws

G




∞

IBM





AI

W

S

LUMEN

Alibaba Cloud

Tableau Next Alliance

Become an accredited Partner

Shape our product roadmap

Innovate with Tableau product engineering

Prepare for releases with pre-launch enablement

Product Launch Partners



Tableau Next Launch Partners



Accredited Partners



Choice of Deployment

Pick the best implementation option for your organization

Server

Deploy visual,
self-service analytics
with unmatched
control and flexibility

Enterprise Edition

Standard Edition

Cloud

Deliver data-driven
insights at scale with
a fully hosted
AI-powered analytics
platform

Tableau+ Edition

Enterprise Edition

Standard Edition

Next


Trust agentic analytics
to deliver actionable
insights everywhere
work happens

Available with Tableau+

Simple Editions

Choose what meets your organization's analytics needs

		Standard Edition	Enterprise Edition	Tableau+ Edition
		Comprehensive edition to help you explore and understand your data	Advanced edition to help you manage, secure, and scale your data and analytics	Premium edition to help you enhance your data and analytics workflows with AI + other support
Capabilities	Author, govern, and collaborate	✓	✓	✓
	Tableau Prep Builder	✓	✓	✓
	Tableau Pulse with Tableau Cloud only	✓	✓	✓
	Sites with Tableau Cloud only	✓ Up to 3 sites	✓ Up to 10 sites	✓ Up to 50 sites
	Tableau Desktop	✓	✓	✓
	Data Management capabilities		✓	✓
	Advanced Management capabilities		✓	✓
	eLearning		✓	✓
	Tableau Agent with Tableau Cloud only			✓
	Pulse premium features with Tableau Cloud only			✓
	Premier Success			✓
	Data Cloud with Tableau Cloud only			✓



Tableau+
gives access to
Tableau Next!

Clear Licensing

Buy what best serves your teams

		Deployment Options		
		Standard Edition Cloud or Server	Enterprise Edition Cloud or Server	Tableau+ Edition Cloud & Next included
License Type* & Cost	Viewer	\$15 user/month	\$35 user/month	Work with your Sales Team
	Explorer	\$42 user/month	\$70 user/month	Work with your Sales Team
	Creator	\$75 user/month	\$115 user/month	Work with your Sales Team

* At least 1 Creator license of Tableau Cloud needed per deployment, for one person.
 See prior slide for associated capabilities.



Thank You

