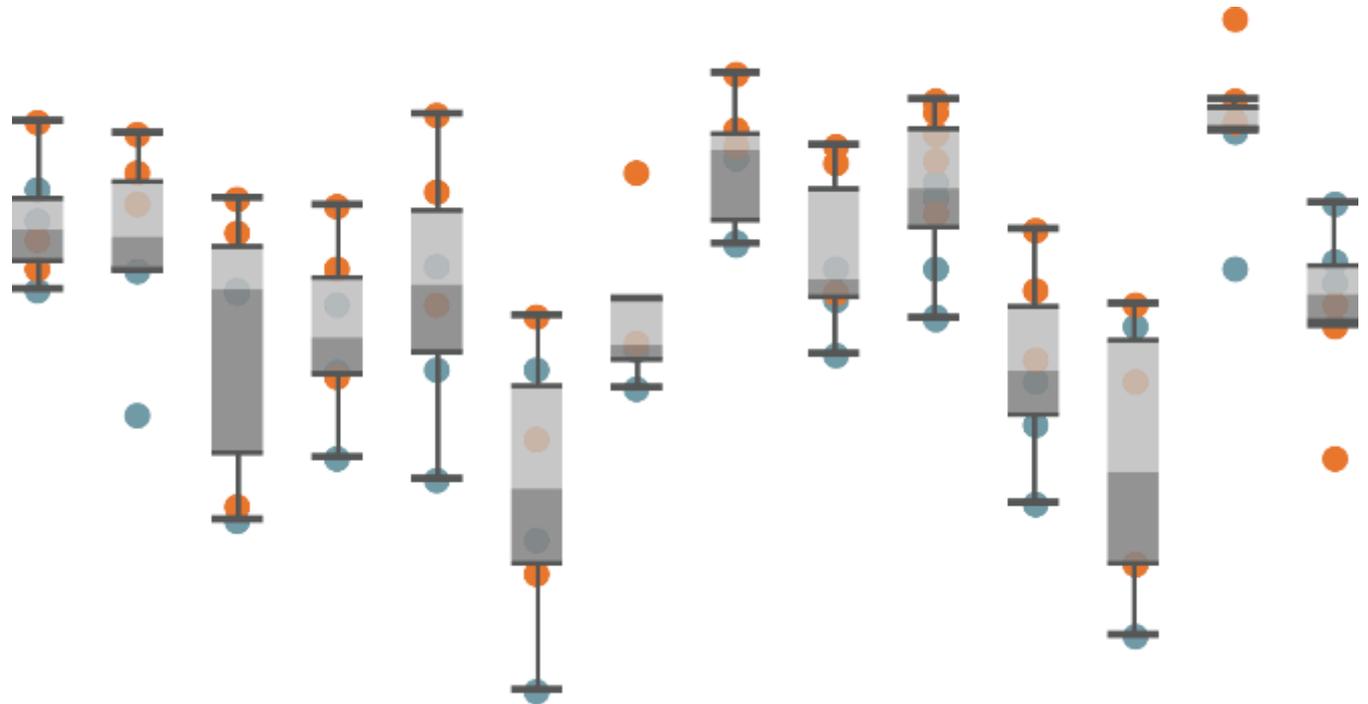




5 Reasons to Move

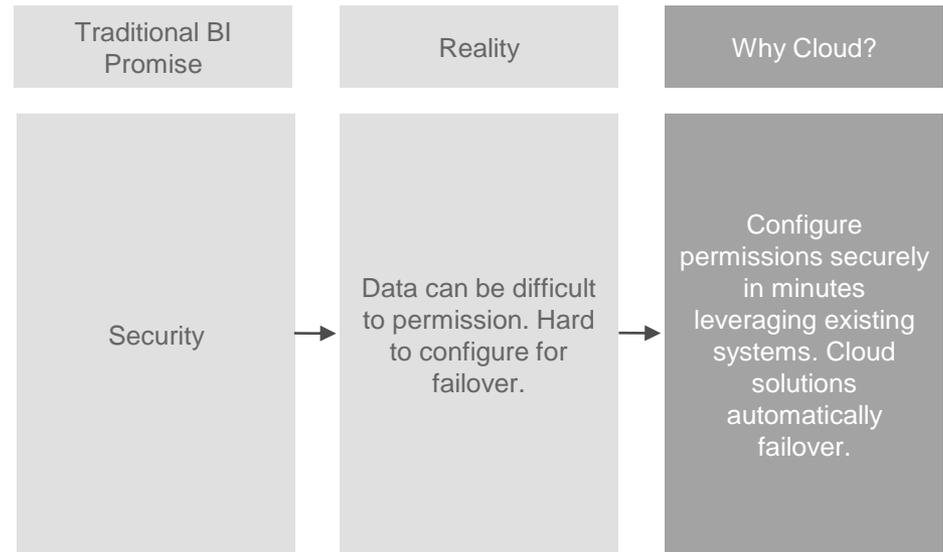
Your BI to the Cloud



Security without sacrificing accessibility

Traditional BI promises security, and it delivers by making it nearly impossible to access data. Local servers are secure, but can be challenging to configure for failover.

Once your data is in AWS, you're ready for High Availability and Failover with a click. Tableau can make your data more secure with Informatica and Kerberos, while simplifying access to shared data that the whole team needs with Data Server.



Learn more

[Tableau Data Server](#)

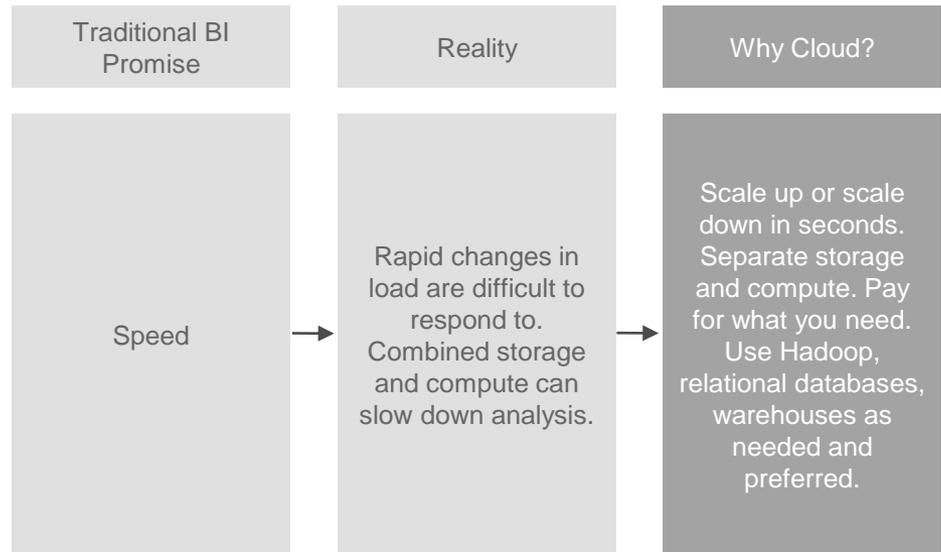
[High Availability and Failover Support for AWS DB](#)

[Informatica for Tableau](#)

Speed when you need it

Speed is a reference point for every existing BI implementation.
Under optimal conditions... it might actually be delivered.

The cloud offers flexibility that can supply fantastic speed by allowing you to match your capacity to your load on demand. By using S3 for storage, EMR for compute and Tableau for analytics, you can separate every process and analyze big data on the fly.



Learn more

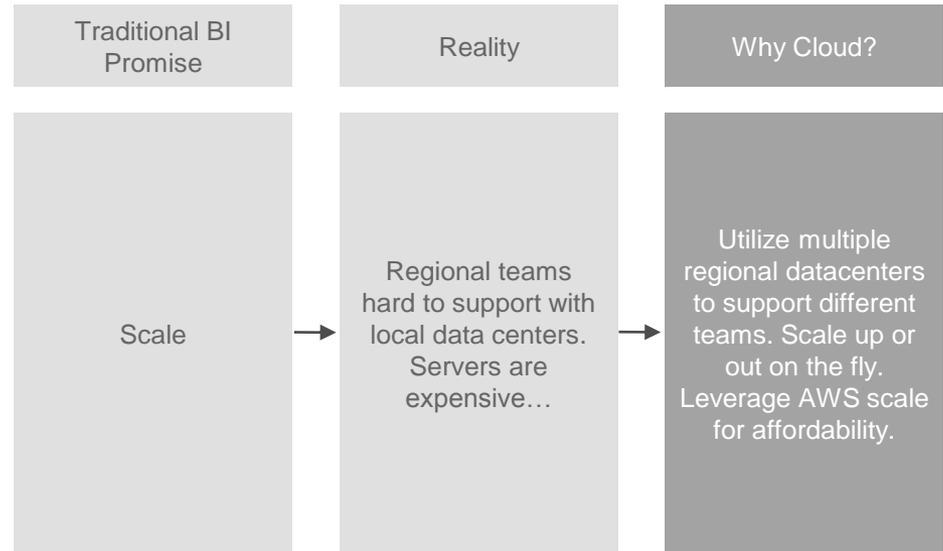
[Using Amazon EMR and S3 for Ad Hoc Access to Massive Data
Netflix and Presto](#)

[Tableau's Amazon Aurora Connector](#)

Effortlessly scale up and out

For global organizations, deploying a scalable, performant and easy to use BI implementation can be a challenge.

With AWS and Tableau Online, your data can be replicated (or accessed) in multiple regional data centers. If you need more capacity, click to add it. The cloud can often be more affordable than existing solutions.



Learn more

[Tableau Online EMEA Data Center](#)

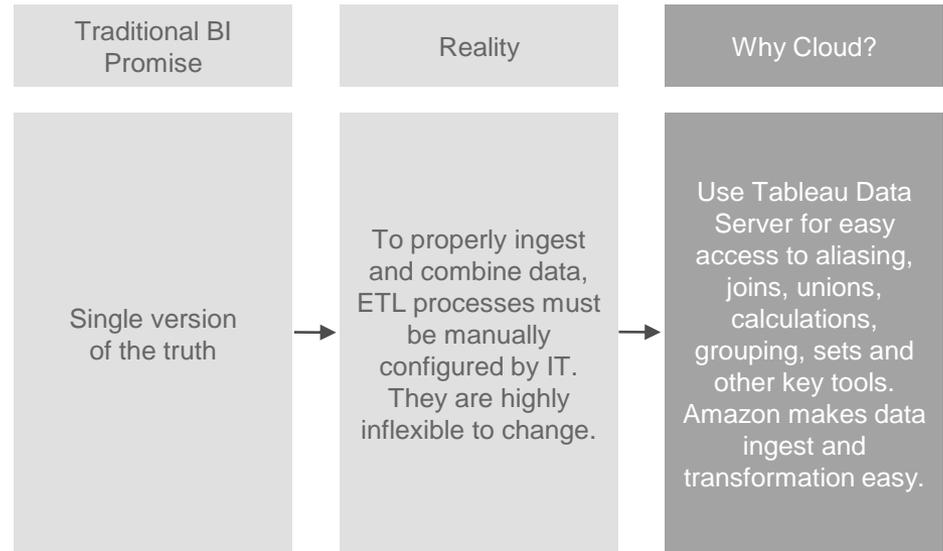
[Cross-Region Replication in AWS](#)

[Cloud economics](#)

Deliver an agile single version of the truth

With large and complex datasources, it only makes sense that organizations would define common calculations, names and measures to standardize. The problem is, traditional BI defines those standards in code and inflexible ETL processes.

Tableau can enable you to define your single version of the truth visually, and instantly share that connection with anyone through Data Server. Leverage aliasing, joins, unions, calculations, grouping, sets, and a performant direct connection to any Amazon database to give your team data they can rely on.



Learn more

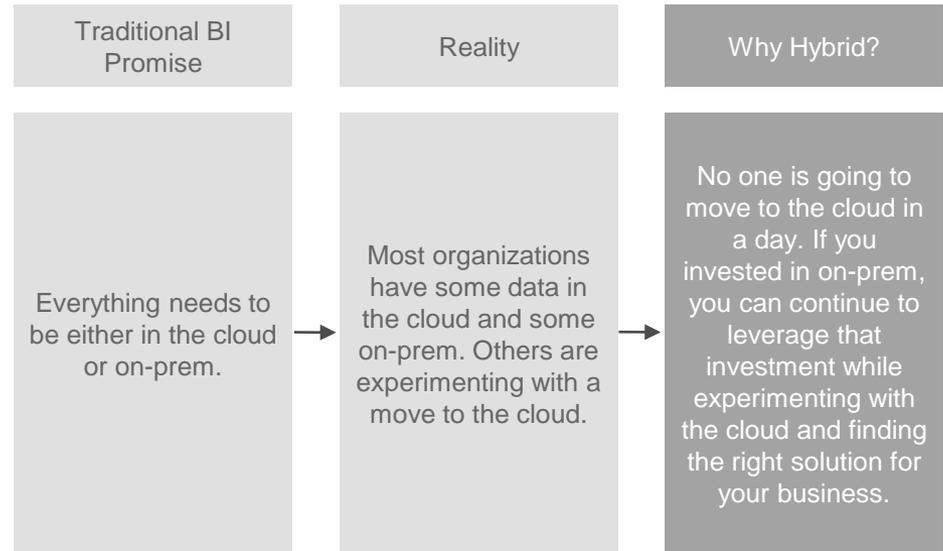
[Journey to a Single Version of the Truth
AWS Data Pipeline](#)

You don't have to give up on-prem

What if you have an investment in on-prem? That's great. Tableau makes it easy to use your on-prem data and local server too.

If it makes sense for you to move to the cloud, Tableau supports you and your data wherever it is, however it is hosted.

A hybrid approach will be the practical way forward for many organizations. Move a little, a lot, or all the way to the cloud.



Learn more
[7 Trends in the Cloud](#)

Get started in the cloud today

It doesn't take much to get started in the Cloud. In five minutes, you can have a trial of Tableau Online and a Redshift instance ready to go.

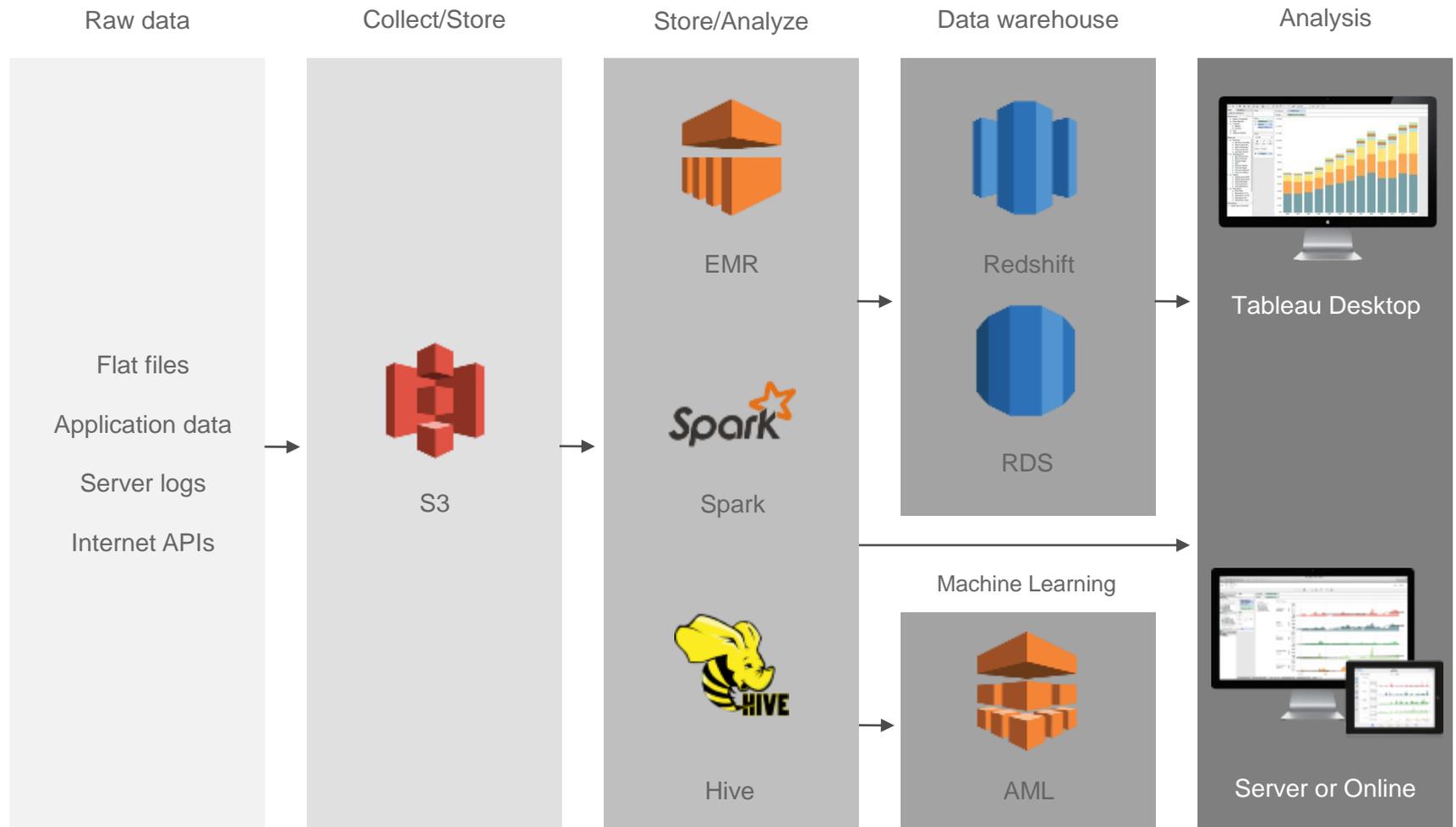
[Getting Started with Redshift](#)

[Tableau Online Trial](#)

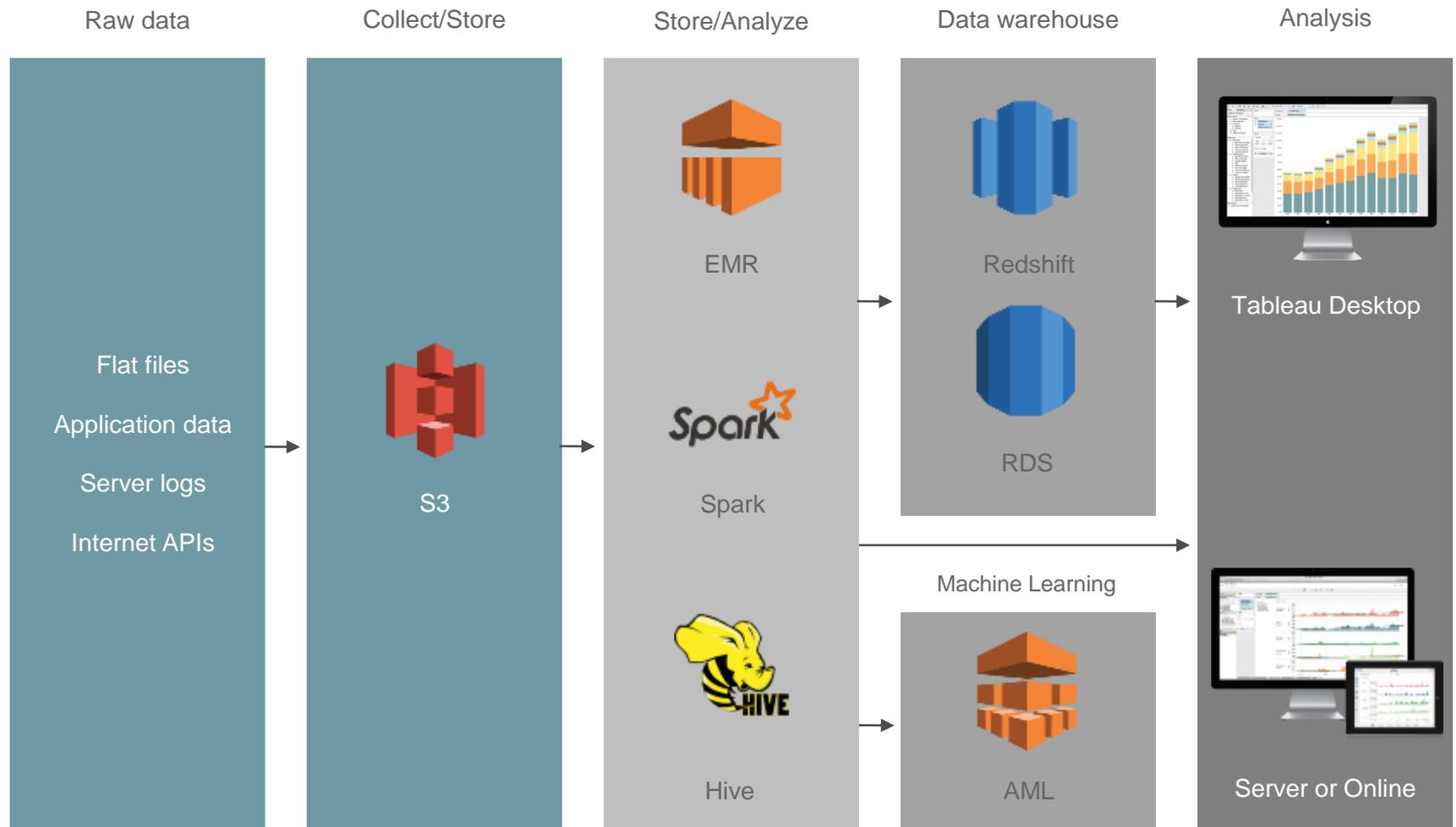
Read on for more detailed information on AWS and Tableau architecture.



Appendix: Cloud Data and BI Architecture

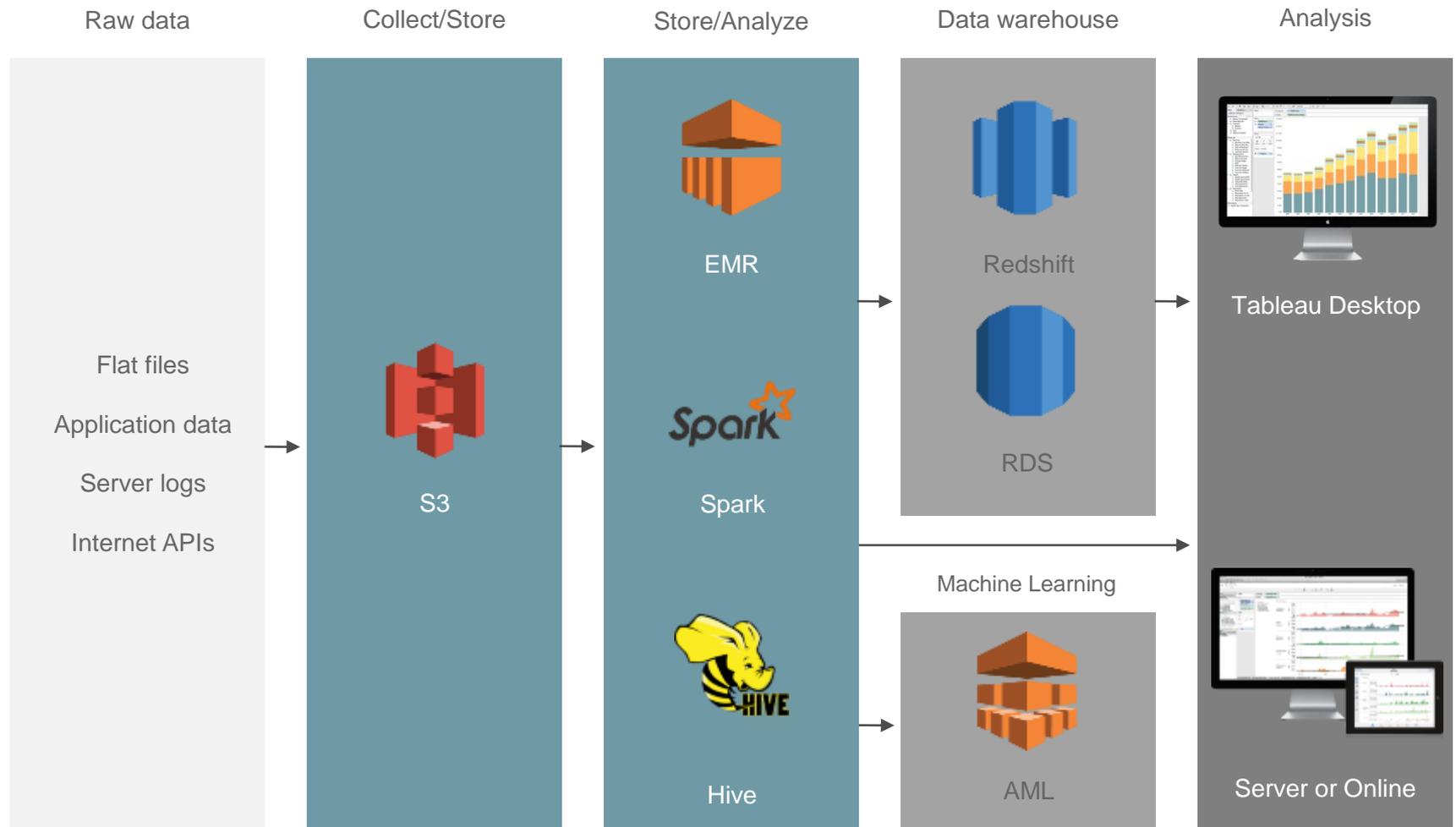


Appendix: Cloud Data and BI Architecture



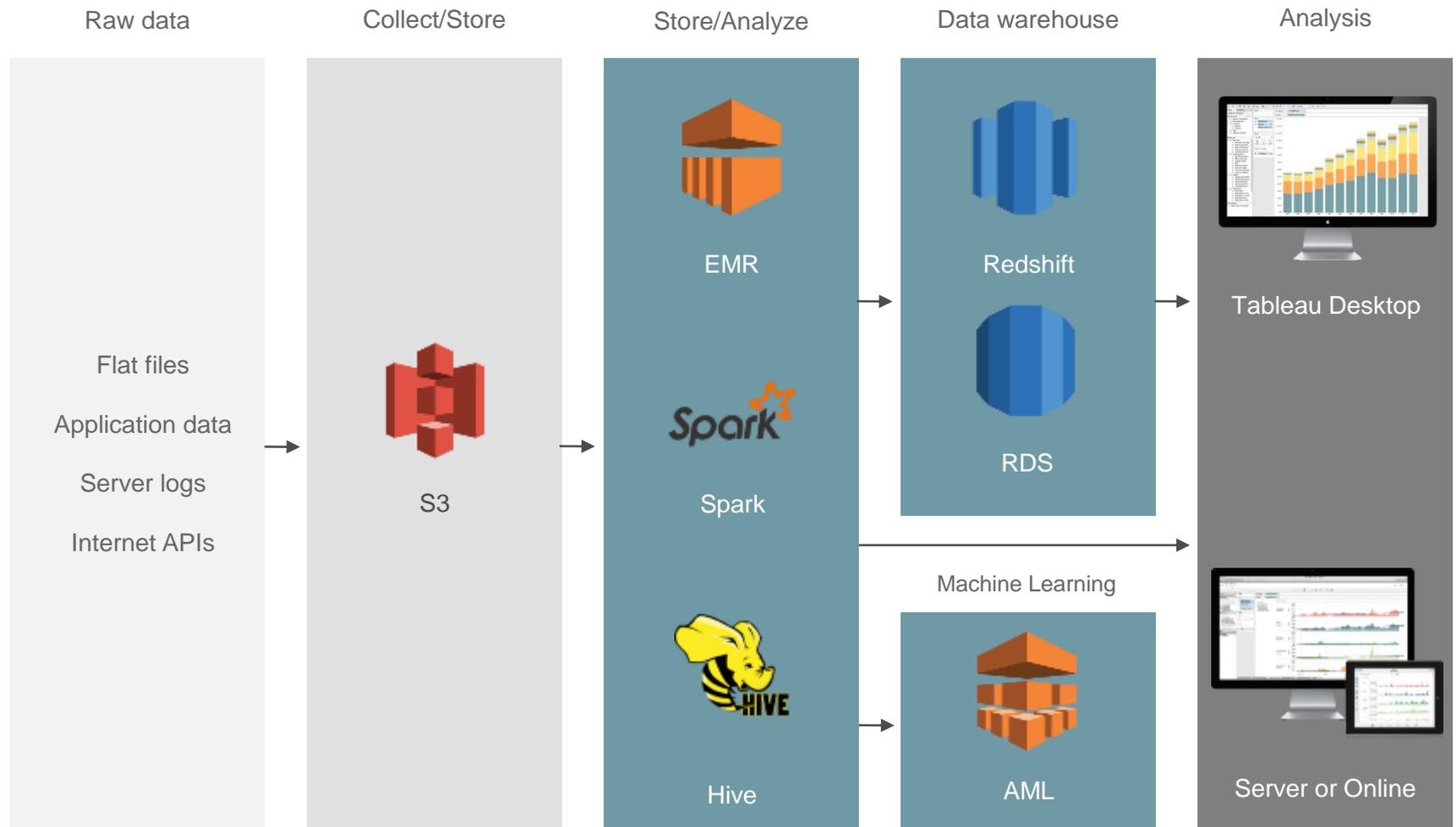
Collect data from multiple sources and store in its native format

Appendix: Cloud Data and BI Architecture



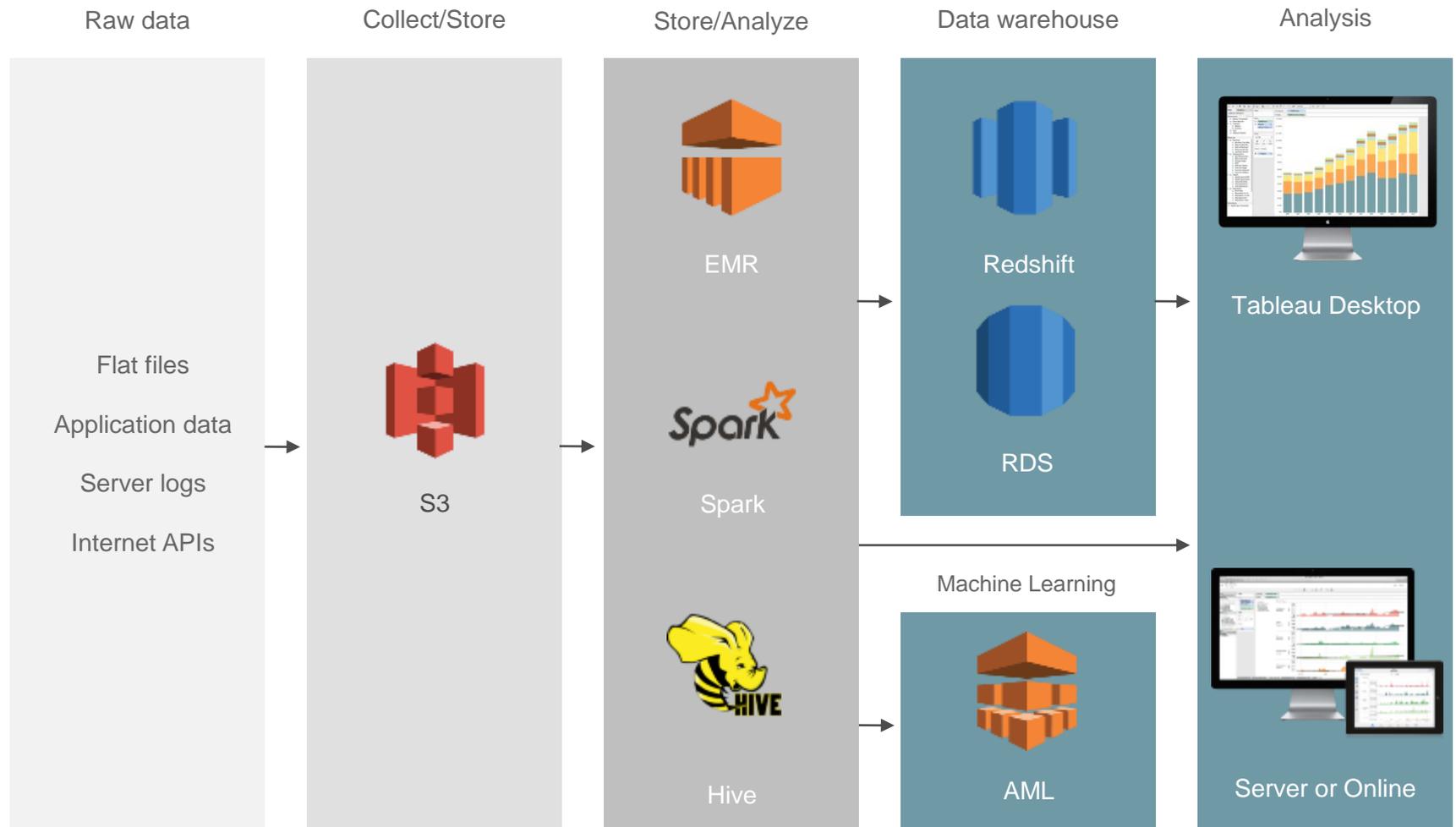
Separate storage and consumption. Eliminate capacity constraints. Pay for what you use.

Appendix: Cloud Data and BI Architecture



Support different use cases within the same platform. Easy to access, easy to secure.

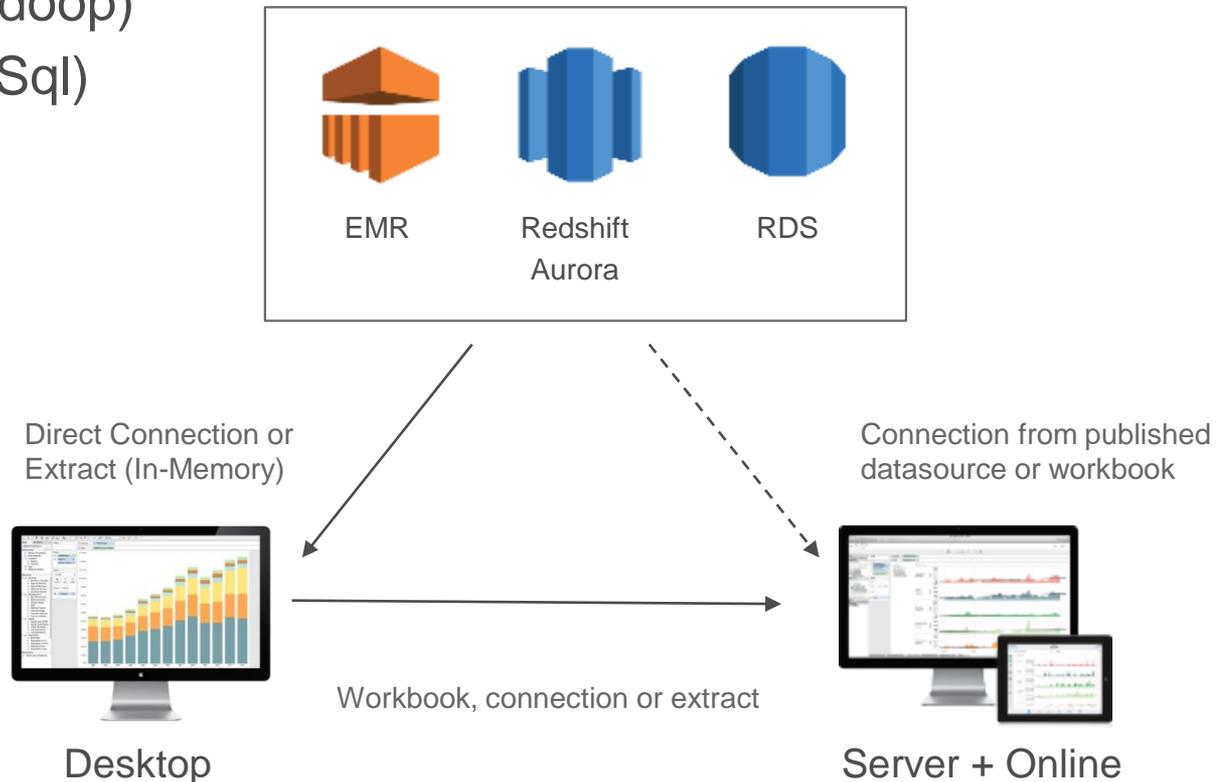
Appendix: Cloud Data and BI Architecture



Connect and analyze in minutes.
Share insight with anyone securely.

Appendix: Connecting Amazon and Tableau

1. [Redshift](#) (Data warehouse)
2. [Aurora](#) (MySQL-compatible relational database)
3. [EMR](#) (Hadoop)
4. RDS (MySQL)



Appendix: Hosting Tableau Server on AWS

1. Tableau Server on EC2
2. Marketplace BYOL
3. Marketplace



Server

Workbook, connection or extract



Desktop

More resources

1. [How Tableau and Amazon Work Together](#)
2. Connectivity to Amazon Databases
 - I. [Amazon Redshift connector](#)
 - II. [Tuning your Redshift connection for performance](#)
 - III. [Explore Big Data Analytics with Amazon Redshift](#)
3. Tableau Server on AWS
 - I. [Deployment Guidelines and Best Practices](#)
 - II. [Running Tableau Server on Amazon AWS](#)



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