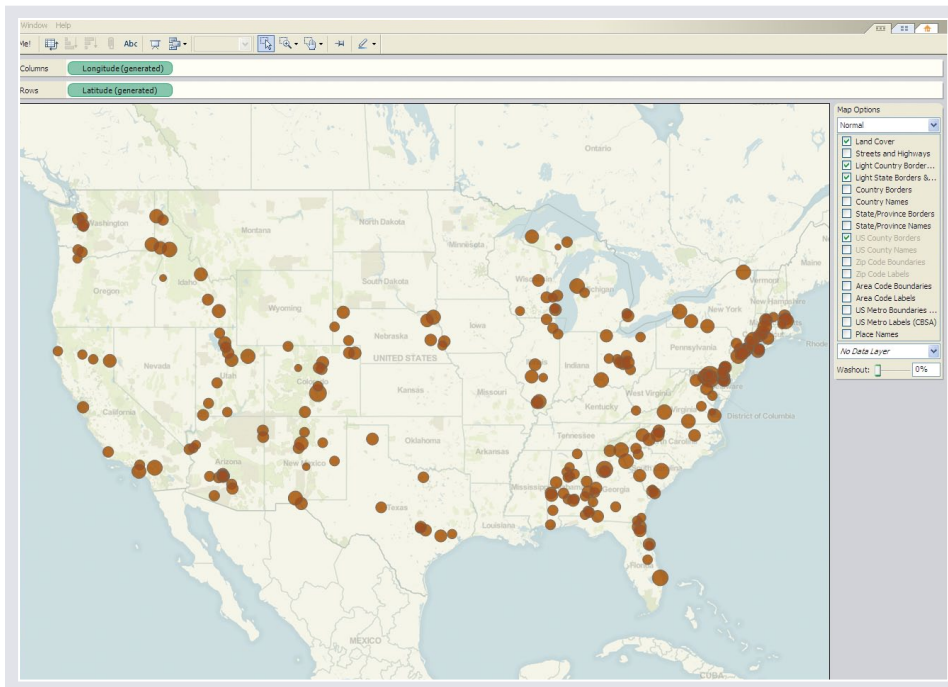


## Leading business intelligence software incorporates Mapfluence for beautifully rendered map visualization



Custom base map served within Tableau's desktop software. Map visualizations include a choice of cartographic styles, crisp fonts, rich and detailed boundaries, intelligent label placement, deep international coverage and up to 16 zoom levels.



### About Tableau Software

Tableau Software is the leading provider of fast analytics and data visualization software. Tableau's award-winning business intelligence applications enable anyone to easily create and share interactive data visualizations, dashboards and analytics, and can scale to organizations of any size or reach.

### UMI SERVICES USED:

- » **Products**  
Mapfluence
- » **Data Set**  
Nielsen Pop-Facts
- » **Base Map**  
UMI custom cartography with OpenStreetMap data

## OVERVIEW

Tableau Software, a leading provider of fast analytics and rapid-fire business intelligence software, incorporated Mapfluence, Urban Mapping's hosted map service with on-demand data catalog, into its visual analytics products to provide customers with sophisticated mapping capabilities. Using Tableau's requirements for striking cartographic styling options, Urban Mapping created a series of beautifully rendered base maps. Now, Tableau's customers can easily create dramatic geographic visualizations of their data for better intelligence and more informed decision-making. They can also overlay a rich set of data from Urban Mapping's extensive data catalog.

*"Urban Mapping was the only place to go for a custom base map that meets our high standards for elegant and beautiful visualization. The quality of the cartography and customization really makes the data pop. The maps are clean, and help tell the data story clearly when published to and embedded on the web."*

**Dan Jewett**  
VP, Product Management  
Tableau Software

## CHALLENGE

Tableau Software provides more than 50,000 customers from Fortune 500 companies and beyond with high value business intelligence software that allows them to analyze, present and share interactive data from spreadsheets, databases and more. The ability to visualize, manipulate and analyze this data on a map adds a valuable geographic component to Tableau’s software package, and customers were eager for increased mapping capability. “When we realized that users were hacking the map functionality, we knew adding map features would become part of our long term product development strategy,” said Dan Jewett, VP Product Management.

## SOLUTION

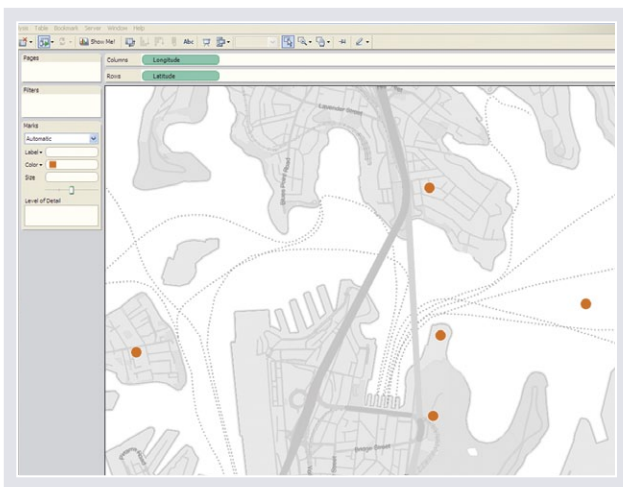
Tableau implemented Mapfluence with a custom base map created by Urban Mapping using OpenStreetMap data. “Urban Mapping was the only place to go for a custom base map that meets our high standards for elegant and beautiful visualization,” said Jewett. Urban Mapping worked with Tableau to iterate and deliver within their release schedule for a significant and successful product upgrade.

Tableau now offers its customers map visualizations with a choice of cartographic styles, crisper fonts, richer and

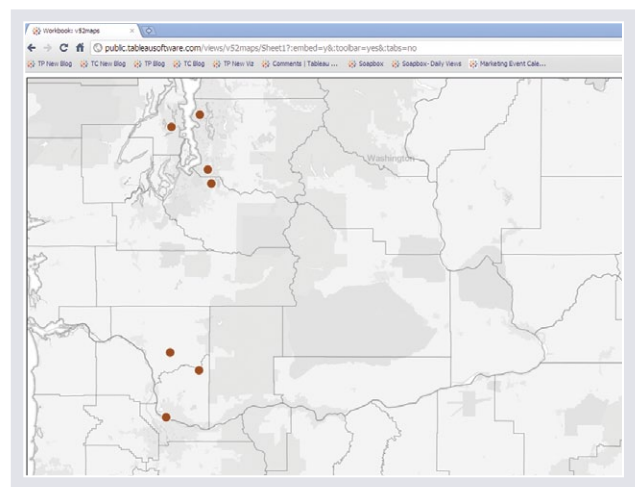
more detailed boundaries, intelligent label placement, deep international coverage and up to 16 zoom levels. Tableau customers also have the ability to render their own ‘map sandwich,’ a process by which individual data layers are composited to create a unique base layer on the fly.

Additionally, Tableau customers can take advantage of the Mapfluence on-demand data catalog and layer in high-value demographic data. By accessing the Mapfluence platform via API, Tableau customers can thematically color and shade per capita income, tax rates, household and occupation information, and other data instantly, all within the client application. Urban Mapping’s IT infrastructure is hosted at Amazon Web Services, ensuring enterprise-class availability.

“The quality of the cartography and customization really makes the data pop. The maps are clean, and help tell the data story clearly when published to and embedded on the web,” said Jewett. Tableau’s customers now have two distinct cartographic styles to choose from for mapping their data and additional styles are already in the works for future versions. “Mapfluence’s custom capabilities and growing data catalog have us excited about our future software releases,” said Jewett. “These elegant cartographic features will be an integral part of our product development roadmap going forward.”



Sydney, Australia at zoom level 15.



Using Tableau Public, custom maps can easily be published to the web. Data stands out against an alternate clean map style.