

brillio

salesforce

PARTNER
SINCE 2018

Tableau & Tableau Next

Reimagining BI for a
Data-driven Future



The urgency to modernize business intelligence has never been greater. As organizations accelerate cloud adoption, they seek platforms that offer flexibility, performance, and scale. Yet traditional data systems are increasingly unable to keep up with the demands of a rapidly evolving business landscape - one that requires not just information, but real-time, actionable insight.

Today's users expect more than static dashboards. They want intelligent, contextual insights integrated directly into their daily workflows. Meanwhile, analysts are being asked to deliver more with less, scaling insights without the overhead of manual processes. This is why the convergence of AI, automation, and cloud-native platforms is redefining what BI must deliver.

Why Modernization is Critical Now

- Cloud adoption is accelerating - organizations demand flexibility, speed, and scalability
- The business landscape is evolving rapidly - legacy data systems are lagging behind
- AI and automation are raising expectations for analytics performance
- Business users expect real-time, contextual insights integrated into their workflow
- Analysts need automation and scalability to reduce manual overhead

Brillio's BI Center of Excellence

Brillio's BI Center of Excellence empowers enterprises to modernize their analytics ecosystems with intelligence, agility, and scale. With 1,000+ data and analytics professionals and 150+ certified BI consultants, we provide end-to-end support - from platform strategy and rationalization to AI-powered automation and governance. Our proven approach blends deep platform expertise, industry alignment, and proprietary accelerators to drive measurable value.

Strategy & Consulting - We lay a strategic foundation that reflects the organization's analytics maturity and business objectives. This includes defining platform roadmaps, rationalizing toolsets, and building business cases for migration. We also map user journeys to ensure BI adoption is aligned with real-world workflows and decision-making moments.

Reporting & Self-Serve - Our teams build interactive dashboards and scalable reporting frameworks designed for enterprise-wide self-service. We embed analytics directly into operational systems, while layering in personalization and AI so that insights are easy to access, explore, and act upon - no matter the user's technical proficiency.



Analytics at Scale - We enable organizations to transition from siloed, legacy environments to centralized, cloud-native BI platforms. Whether through big data visualizations or real-time reporting portals, our scalable systems support high-volume, cross-functional use cases, ensuring consistency, speed, and governance across the board.

AI-Enabled BI - We infuse AI into every layer of BI, transforming dashboards into proactive intelligence tools. With natural language processing, real-time alerts, and chatbot-guided insights, users can access data in intuitive ways and act on recommendations as they arise, turning analytics from reactive to predictive.

Our Accelerators

Our BI Control Tower suite speeds up modernization through automation. These proprietary tools support everything from metadata discovery and KPI standardization to report rationalization and version control, reducing manual overhead and shortening time-to-insight.

Our Ecosystem

Brillio partners with leading BI and data platforms including Tableau, Power BI, Looker, QlikView, Alteryx, MicroStrategy, MuleSoft, Salesforce, Cloudera, and Teradata. This gives us the flexibility to design solutions that meet clients where they are - and evolve with them over time.

Strategic Partnership with Salesforce

Brillio is a trusted Salesforce Summit Partner with a decade-long track record of delivering data-driven transformation across Sales, Service, and Revenue domains. We support end-to-end Salesforce programs, from consulting and implementation to AI and cloud modernization. As a preferred partner for Salesforce's Agentforce initiative, we collaborate closely to deploy AI-powered capabilities across Data Cloud, Einstein, and next-gen service platforms.

Our expertise spans a wide range of transformation areas:

- Sales and revenue optimization
- Human-centric service transformation
- Intelligent customer service and care management
- Industry cloud transitions for health, life sciences, communications, and auto finance
- Salesforce product development and modern Lightning experiences
- Full lifecycle support across DevOps and Salesforce Professional Services



Tableau Expertise That Translates to Action

Additionally, Brillio is a strategic Tableau partner with more than a decade of experience helping organizations modernize their BI ecosystems and scale analytics maturity. Our long-standing partnership with Tableau gives us direct access to roadmap insights, beta innovations, and co-innovation opportunities, ensuring our clients always stay ahead.

What sets Brillio apart is our certified depth and hands-on experience. Our teams bring a combination of technical expertise, business understanding, and design-led thinking to every Tableau engagement, resulting in solutions that are fast to implement, intuitive to use, and built for measurable outcomes. We combine platform fluency with domain knowledge across sectors such as banking, insurance, retail, life sciences, technology, and media. Whether it's migrating legacy reports, designing role-based dashboards, or embedding analytics into daily workflows, we ensure Tableau is not just deployed - but adopted, embedded, and optimized.

From Data to Decisions: A Modern Analytics Journey

Brillio leads organizations through a structured, end-to-end analytics journey - simplifying complex data environments, embedding governance, and scaling adoption through intuitive, AI-powered tools. With close alignment to Tableau and Salesforce, we help activate insights where they matter most.

We begin by streamlining fragmented data sources and building governance-aligned data models. From there, we design visualization layers optimized for business relevance and usability. Finally, we drive lasting adoption through enablement programs and embedded analytics, ensuring real-time insights become part of daily operations.

Analytics Journey Framework

- **Raw Data:** Simplify complex data environments
- **Data Modeling & Governance:** Define activation logic and compliance structures
- **Analytics & Visualization:** Prioritize usability, performance, and business relevance
- **Enablement & Adoption:** Establish a modern data culture across teams
- **Insight-to-Action:** Embed alerts and automation into workflows



One Tableau Experience: Explore, Scale, and Act

Brillio helps enterprises unlock the full value of Tableau by integrating Tableau Desktop, Tableau Cloud, and Tableau Pulse into a unified analytics experience. Together, these tools support self-service exploration, real-time collaboration, and proactive decision-making, securely and at scale.

Explore – Tableau Desktop. Tableau Desktop enables users to connect to any data source, clean and explore datasets, and build dynamic visualizations. Its intuitive drag-and-drop interface and offline capabilities make it ideal for data discovery, while integrations with R and Python support advanced analysis.

Scale – Tableau Cloud. Tableau Cloud centralizes analytics delivery and governance in a fully managed, enterprise-ready environment. With live dashboards, real-time sharing, and built-in security controls, teams across the business can collaborate using consistent, trusted insights.

Act – Tableau Pulse. Tableau Pulse delivers AI-powered, real-time alerts that identify anomalies and surface insights before they're missed. Integrated with tools like Slack, Teams, and email, Pulse makes insights actionable within the flow of work - turning analytics into execution.

Brillio's Proven Implementation Roadmap

- **Strategy & Use Case Discovery** – Identify key metrics, personas, and workflows
- **Tableau Cloud Implementation** – Configure connectors, permissions, and SSO
- **Tableau Pulse Rollout** – Define alert logic and onboard users
- **Enable Analysts & Drive Engagement** – Train users on best practices and AI tools
- **Expand with Tableau Next & Data Cloud** – Integrate real-time data pipelines and AI features
- **Optimize, Govern & Scale** – Scale adoption with governance and user-centric design

BI Rationalization & Business Impact

Brillio's BI rationalization framework helps clients simplify reporting ecosystems while improving accuracy and usability. Through automated metadata extraction and similarity clustering, we identify dashboards to retain, merge, or eliminate, cutting down on redundancy and surfacing high-value assets.

This structured approach evaluates dashboard usage, KPI logic, and refresh history, preserving critical reports and consolidating duplicates



through algorithms like Jaccard similarity and K-means clustering. The result: a high-performing reporting environment that's lean, trusted, and easier to scale.

Real-World Impact Highlights

- **-60%** improvement in time-to-market through cloud-scale enablement, with 30% faster development
- **83%** report rationalization after migrating to Tableau
- **20%** improvement in decision efficiency, with 40+ dashboards and real-time systems
- **3x** faster decision-making across stakeholder groups, with over 90% report adoption rate
- **2x** improvement in campaign ROI analysis, with over 25% increase in product adoption and 40% reduction in churn
- **-20%** boost in operational decision efficiency





ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



<https://www.brillio.com/>

Contact Us: info@brillio.com

