Advanced Management for Tableau Cloud

Manage, secure, and scale mission-critical analytics

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Introduction

Organizations everywhere are striving to be more data-driven. In every industry companies are sitting on a wealth of data and many are still trying to make sense of it all. Luckily, Tableau makes it easy to see and understand your data, however, once you've analyzed your data, you still need a vehicle to deliver insights and empower your people to make decisions with relevant data. That's where Tableau Cloud comes in. Tableau Cloud is a fully-hosted, cloud-based, enterprise-grade solution on the world's #1 analytics platform.

As Tableau usage spreads across departments and serves more users and use cases, Tableau Cloud becomes an application that IT begins to oversee and govern. To support Tableau as an enterprise-wide solution, additional governance, security, and capacity is often required.

Tableau Advanced Management makes it easy to quickly manage, secure, and scale mission-critical analytics, saving administrators time. Advanced Management is separately licensed for Tableau Cloud, delivering manageability, security, and scalability capabilities. Advanced Management helps you:

- **Understand your environment.** Keep your finger on the pulse of your Tableau deployment with operational insight features.

- **Manage content at scale.** Seamlessly promote content for your robust content lifecycle management needs.

- **Enhance security.** Meet organizational security requirements with more control over your data encryption keys.

- **Scale for your enterprise.** Leverage increased site capacity in Tableau Cloud to ensure users have access to the data they need to make data-backed decisions.

Understand your environment

As more people use Tableau, it becomes a business-critical application for your organization. Users expect an easy to navigate, governed, and curated experience. When administrators take a passive, nonchalant approach to their deployment, they often fail to properly meet expectations resulting in poor adoption—and fewer data-driven decisions. Proactive, in-depth monitoring is required to manage your Tableau Cloud deployment at scale and keep your users engaged.

Fortunately, Advanced Management for Tableau Cloud improves and simplifies monitoring efforts, allowing you to track user actions and adoption over time. With the Activity Log and up to 365 days of data in Admin Insights, you can easily manage your Tableau Cloud ecosystem.

The Activity Log goes above and beyond existing monitoring data by providing detailed event data to help administrators track how individuals are using Tableau. Once the Activity Log is configured, you will receive a JSON file in an AWS S3 bucket every hour allowing you to integrate Tableau Cloud usage data with your security information and event management solution. You can use the Activity Log to conduct permissions auditing, verifying that users have access to appropriate content.

Admin Insights is a Tableau Cloud project that comes with a prebuilt Admin Insights Starter workbook and curated data sources. With Advanced Management, Admin Insights retains data for up to 365 days allowing you to better track site adoption, viz performance, and publishing-related activity over time.
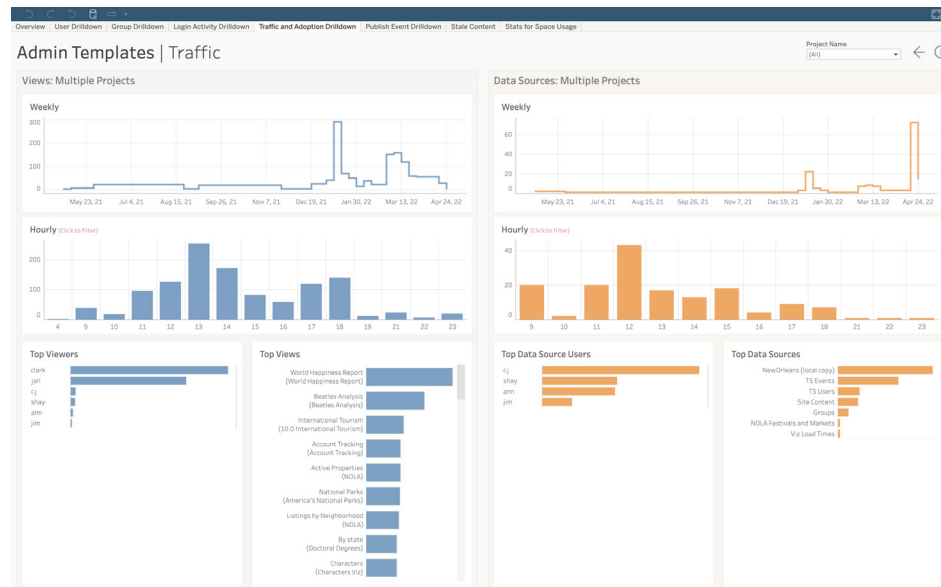
Whether you choose to leverage the prebuilt content or build custom admin views, more data allows you to easily answer historical questions like:

• Who is building the most Tableau content?

• Who hasn't logged in the last 100 days?

• What are the most used views and data sources?

• What content isn't being used anymore?

Answering these questions allows you to not only improve the user experience and grow adoption across your Tableau ecosystem, you can also identify internal champions. These champions can share best practices with others, reach out to users who may need help getting started, show the return on your investments into workbooks and data sources, and remove stale content so users can easily find what they need.

Manage content at scale

Content management, a key component of your content governance practices, is essential to enable the effective use of data and analytics by everyone across your organization. Without content management, people will find it increasingly difficult to find what they need among irrelevant, stale, or duplicate workbooks and data sources. The Content Migration Tool automates tasks like content promotion and archiving, ensuring you can meet your organization's content lifecycle requirements and deliver a superior user experience.

Content management doesn't have to be hard. For example, with a codeless, streamlined, and repeatable migration plan, you can easily promote content between development and production projects in Tableau Cloud. During the content promotion process, you can remap data sources and perform other workbook transformations before sharing the workbook with your users. The Content Migration Tool's user interface walks you through the process of building a migration plan that you can use once, or on a repeatable basis.
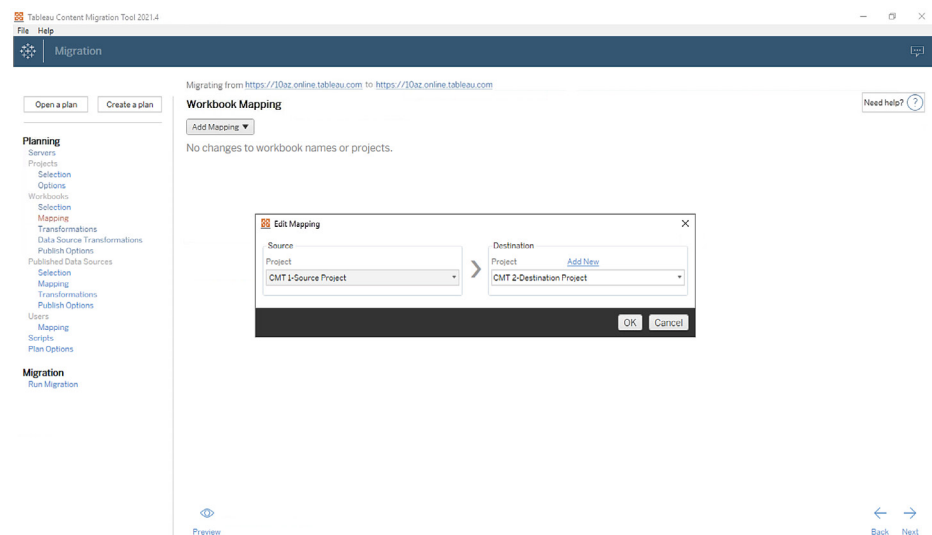
Enhance security

Your data security is important. While data in Tableau Cloud is already encrypted at rest and in transit, some customers have specific security requirements for their encryption keys. Customer-Managed Encryption Keys (CMEK) allow you to create, rotate, audit, and delete your keys without leaving Tableau Cloud.

CMEK leverages Salesforce Shield Key Broker where your Master Encryption Key is stored in Salesforce's KMS Service and is unique to your site. Leveraging CMEK on top of built-in encryption storage provides a defense-in-depth strategy to protect your data and meet your tough compliance requirements. See below for a high-level architecture diagram and explanation.

How it works
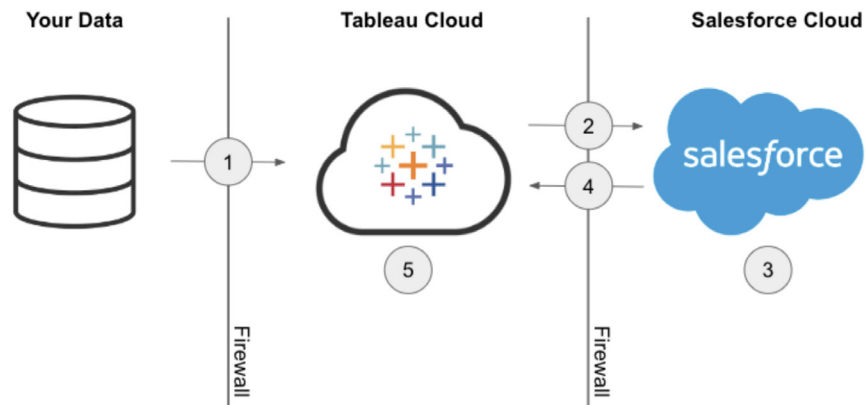
1. Your data extract is sent to Tableau Cloud.

2. Tableau Cloud checks for CMEK feature enablement and requests an Extract Key from the Salesforce KMS if it's toggled on.

3. The Salesforce KMS creates two versions of your Extract Key, one plaintext and one that is encrypted by your Master Encryption Key. This enables us to leverage envelope encryption. Your Master Encryption Key does not leave Salesforce's KMS.

4. The Extract Key (plaintext) and Extract Key (encrypted) are then sent back to Tableau Cloud.

5. The Extract Key (plaintext) is used to encrypt your extract and then discarded. The Extract Key (encrypted) and encrypted extract are then stored together in Tableau Cloud.

Scale for your enterprise

Analytics success hinges on the ability to provide relevant, up-to-date, and governed data sources to your users. As you begin to leverage new data solutions and your data volumes grow, you can be sure Tableau Cloud will scale alongside you. With Advanced Management for Tableau Cloud, customer sites will have:

• 1 TB of storage

• Up to 25 concurrent extract refreshes

• 25 GB max workbook/data source size

Summary

With Advanced Management for Tableau Cloud, administrators can understand their environment, streamline management tasks, meet organizational security requirements, and handle larger data volumes. Advanced Management brings together manageability, security, and scalability capabilities that aid customers in their journey to become data-driven organizations with Tableau Cloud. Contact your account team to learn more.

About Tableau

Tableau helps people and organizations become more data driven with the broadest and deepest analytics platform—complete with fully-integrated data management and governance, visual analytics with built-in AI, data storytelling, and collaboration. Whether on-premises or in the cloud, on Windows or Linux, Tableau leverages your existing technology investments and scales with you as your data environment evolves.

Additional resources

Tableau Data Management
Ensure trusted, up-to-date data is always used to drive decisions with integrated data preparation, cataloging, search, and governance. Learn more →

Tableau Blueprint
Be more data-driven with our prescriptive, step-by-step methodology based on years of expertise and best practices from thousands of Tableau customers. Learn more →

Tableau for IT
Discover more tools to help deploy, support, and scale Tableau analytics across your organization wherever you are in your data-driven journey. Learn more →

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