# Tableau Leverages Centercode to Increase Beta Team Productivity By 100%

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| **Company** | *Tableau* |
| **Industry** | *Enterprise Software* |
| **Products** | *Tableau (Online, Mobile, Desktop, Server, Prep, Public, Reader)* |
| **Benefits** | *Doubled the Number of Products and Features Validated Before Launch* |

## Background on Tableau

*Changing the way we think about data*

In the era of big data and artificial intelligence, data is king. Yet making sense of large data sets is not an easy task. That's where Tableau shines, enabling people to easily visualize, analyze, and make sense of data across disparate sources. With enhanced data visualization and business intelligence, Tableau ultimately empowers people to make better decisions.

## The Challenge

*Keeping up with growing demand*

Tableau had been using a conglomeration of point solutions cobbled together for beta testing. They leveraged separate platforms for creating custom landing pages and recruiting users from their CRM system while gathering feedback via email and TFS integration. As a result, it was painful to consolidate different data sources, recruit the right people for each project, and track tester participation over time and across projects.

Tableau's fast-paced growth soon pushed their beta team beyond their bandwidth. They needed a platform solution that would extend their capabilities. Not only that, they needed to focus their efforts upstream in the development lifecycle to achieve both growth and scale.

## The Switch

*A solution tailored for continuous customer feedback and product improvements*

"Once we brought Centercode into our organization, our turnaround times noticeably improved, which was crucial in freeing up our bandwidth," says Chris Harris, Product Manager. "Our team even changed its name from the Beta Team to the Pre-release Team, reflecting the expanded scope of what we are now able to offer the organization."

Instead of focusing primarily on beta testing, as they were resource-constrained to do before adopting Centercode, the team is now able to concentrate their efforts earlier in development. The expanded scope includes alpha testing, as well as development-led programs that capture feedback on new features even before alpha.

> *Before choosing Centercode, we had **considered building a homegrown solution**, but realized it was **too much work both to develop and to maintain**.*
>
> Chris Harris | Product Manager @ Tableau

## The Results

*Doubling product validation throughput and moving testing efforts upstream*

"With Centercode, we have doubled the number of products and features being validated," says Harris. Without hiring additional testing staff to support their growth, Tableau has been able to support eight mainline products at any given moment, with an average of 30 new features rolling out every quarter.

With automated delivery of customized reports, Tableau's developers have direct access to the Centercode Platform, where they receive feedback on features that are still in progress. This enables them to iterate early and often, before they roll these features into the alpha and beta phases downstream.

## Favorite Centercode Features

*Single user and data repository*

Having a single repository of users is critical for Tableau, especially having the ability to collate users into specific groups with visibility into their profiles. Being able to see which products their customers use, how they use them, and the impact each user has had on previous projects, all drive important program decisions every day.

With the scale of the feedback program at Tableau, they needed a truly robust way to manage a high volume of tester submissions. At the time, Tableau felt that their Team Foundation Server (TFS) was riddled with so many irrelevant issues that it was difficult for developers to know which issues were truly important.

They now have a single-pane view of the direct correspondences between testers and their development team. This shows them what people are saying and identifies other testers with similar issues. Centercode is making it easy to filter and sort all feedback, engage with testers directly, and then decide which issues to take action on.

Tableau is now able to support
**8 mainline products**
at any given moment.

An average of
**30 new features**
are rolled out every quarter.

*With Centercode, we have **doubled the number of products and features that are validated** through our Pre-Release Team.*

Chris Harris | Product Manager @ Tableau

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