

# Welcome to Tableau 4.0!

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More ways to visualize your data, work faster, and share your work

Tableau 4.0 includes updates to both Tableau Desktop and Tableau Server.

- + Discover the 'where' of your data with new mapping
- + Visual cues to help you build, find, and manage your work
- + Web users can easily share, customize and personalize

We've organized this detailed feature listing into 2 sections, one for [Tableau Desktop](#) and one for [Tableau Server](#).

To download your copy of Tableau 4.0, go to <http://www.tableausoftware.com/trial>.  
Customers can get their updated product keys at <http://myaccount.tableausoftware.com>.



# Detailed List of New 4.0 Features



## Tableau Desktop

- Integrated Mapping
- Show Me! Maps
- Maps Designed for Data
- Online Map Images
- Map Small Multiples
- Geographic Auto Detection
- Demographic Maps
- Pie Charts on Maps
- Auto Geo Drill-down
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- Color Blind Pallet
- Quick-filter Printing and Exporting
- Shift-Click Grouping
- Contextual Filters
- Pan and Zoom
- Improved Licensing and Online Account Center
- Filtering Speed Improvements
- Improved Data Cube Performance
- Faster Creation of Data Extracts

## Tableau Server

- Embed in Web Applications
- Embed Images in Documents
- Server Favorites
- Personalized Views
- Legend Highlighting
- Pause Automatic Updates
- Auto-login Using SSPI
- Multiple Domains Supported for Active Directory
- More Toolbar Options
- Delete Individual Views
- Friendly Names
- Server View Acceleration
- Export Crosstabs
- PDF Printing Enhancements
- Pan and Zoom
- Data Hierarchies
- Filter from Legend
- Safari Browser Support



# Tableau Desktop 4.0

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Tableau Desktop has over 40 new features and enhancements. Some key highlights:

- Create [analytical maps](#) easily and instantly
- Enhance your [dashboards](#) with web pages, logos, etc.
- Use the visual [sheet sorter](#) and start page to find and manage your work easily
- Use our [new mark enhancements](#) – such as custom shapes and more sizing options

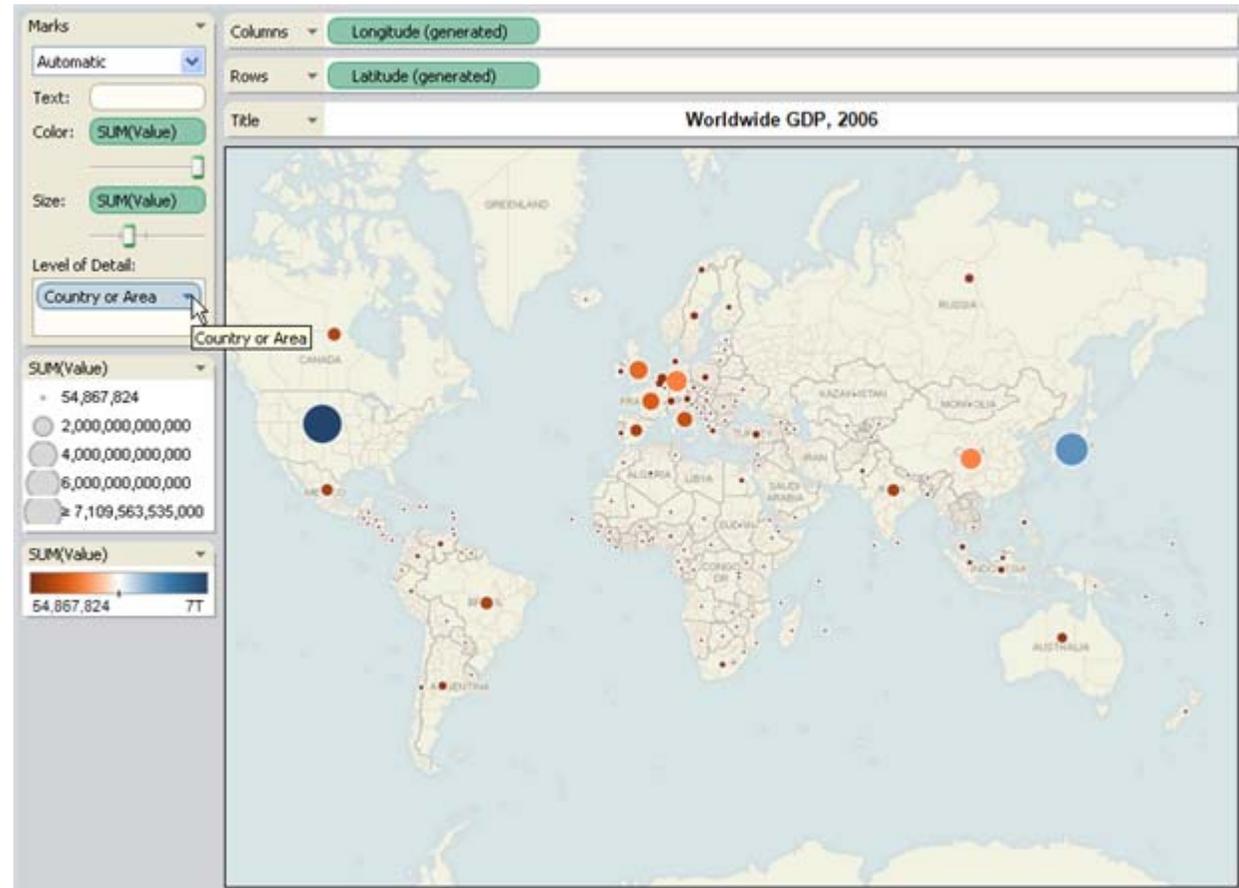


# Integrated Mapping: See & Understand Your Data on a Map Automatically



Tableau introduces easy mapping. See your data on maps quickly and easily - and you don't have to know a latitude from a longitude.

Integrated naturally into Tableau's user interface, mapping is another means of seeing and understanding your data like never before. Most solutions for mapping require technical knowledge or use "mashups" which require programming skills and utilize maps designed to make roads the most salient feature of the view rather than the data.



# Show Me! Maps: Answer "Where" Faster and Easier than Ever Before using Show Me!



Answer important questions about where in as little as 3 clicks. The Show Me! feature now offers maps as a visualization type.

Highlight a geographic field such as state and up to 3 measures, then click Show Me! Let Tableau help you create an insightful data map just like that. Show Me! is used to easily create statistical maps and switch between maps and other data views. Tableau's Show Me! automatically uses "best practices" rules for presenting data on maps.

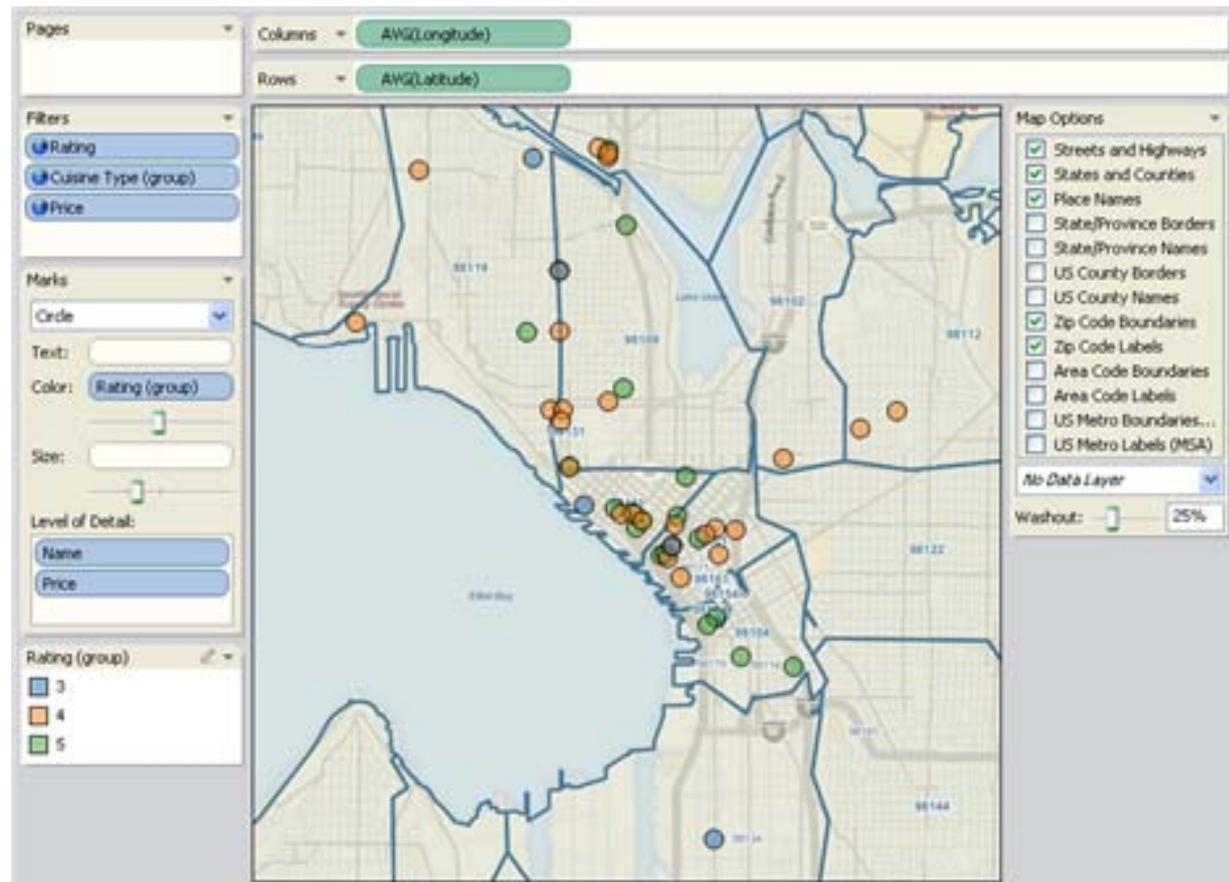
The screenshot shows the Tableau interface with a map visualization of the United States. The map displays numerous blue data points scattered across the country. The interface includes a Dimensions pane on the left with fields like 'Container', 'Customer', and 'Zip Code'. A 'Show Me!' dialog box is open in the center, showing a grid of visualization options, with the map option selected. The Map Options pane is also visible, showing various map settings like 'Streets and Highways', 'States and Counties', and 'Place Names'. The map is titled 'Longitude (generated)' and 'Latitude (generated)'.

# Maps Designed for Data: Map Backgrounds Designed for Data Analytics



Presenting data on maps is more than just showing the right marks in the right location - you also need your map background designed to feature your data while also displaying important geographic features.

Only Tableau 4.0 has designed map backgrounds for data analysis - no using map backgrounds intended for routing and navigation. Tableau commissioned custom cartographics so that maps would make the data marks the most salient part of the view.

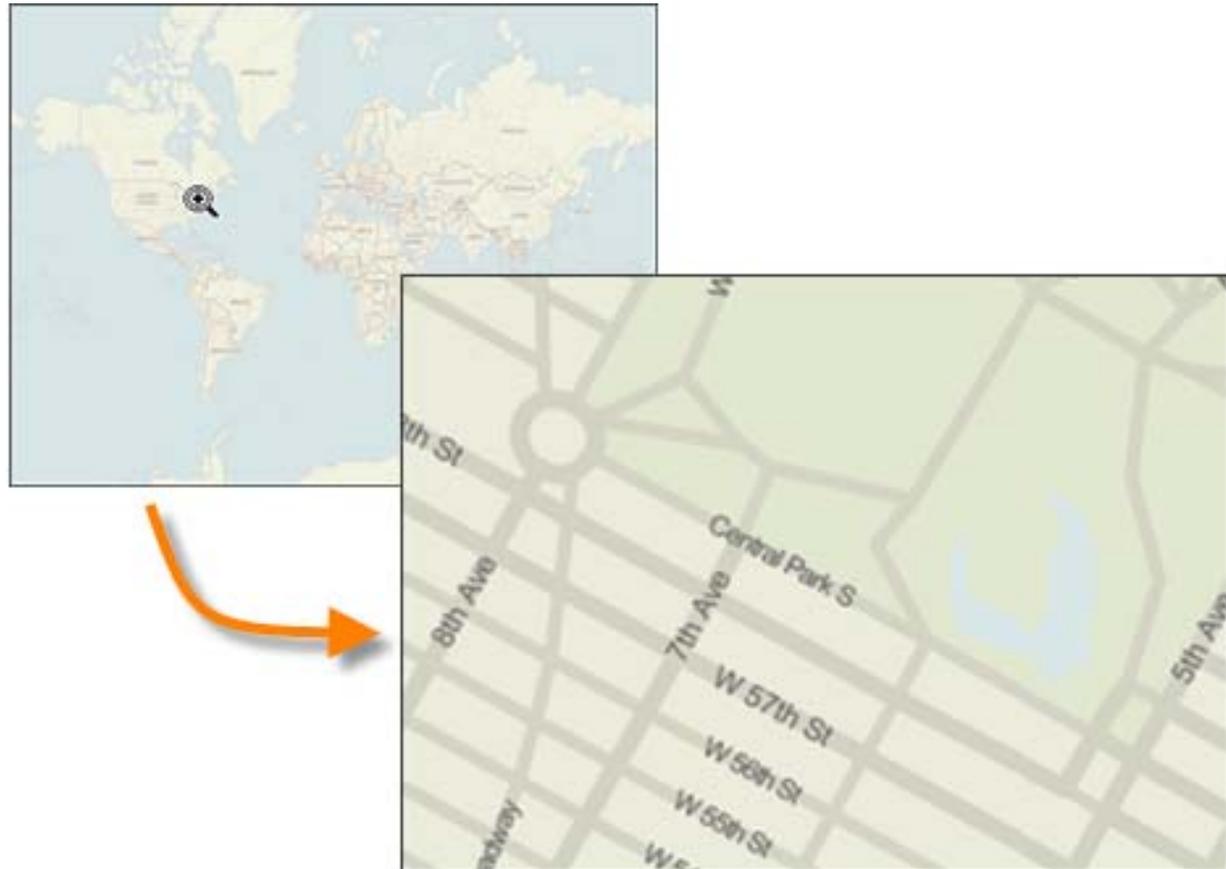


# Online Map Images: Live Maps Automatically Retrieve Just the Image Needed



Tableau Online Maps mean you never have to worry about finding a map file your self, or wondering if you have the right map image for you data.

When you create an analytical map, Tableau automatically reaches out to our servers to obtain exactly the right map with the right detail. Online users easily access these maps down to the U.S. street level.

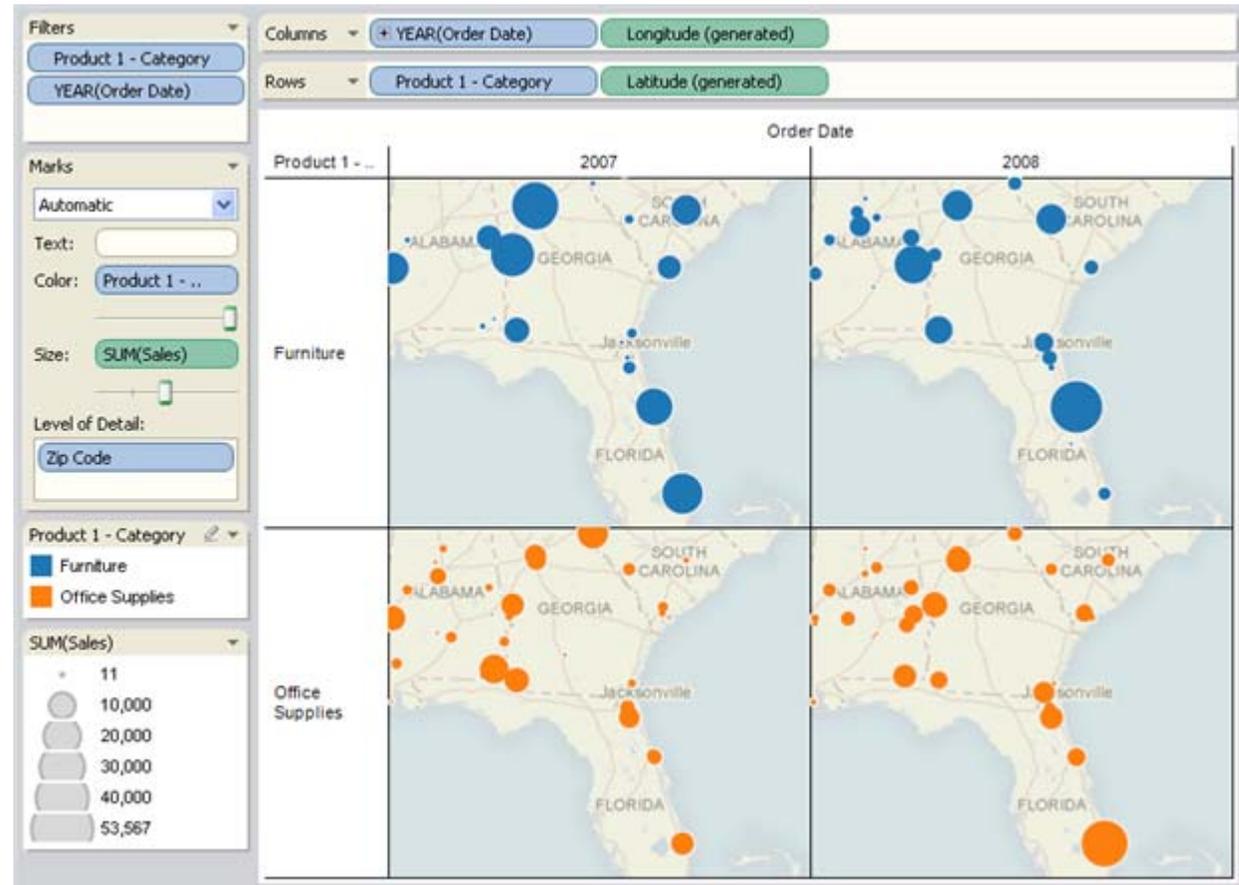


# Map Small Multiples: Deeply Analyze Your Location Data



Show more than just location of your geographic data.

Use a multitude of Tableau dimensional capabilities on your maps including size, shapes, color, paths, small multiples, and time series.

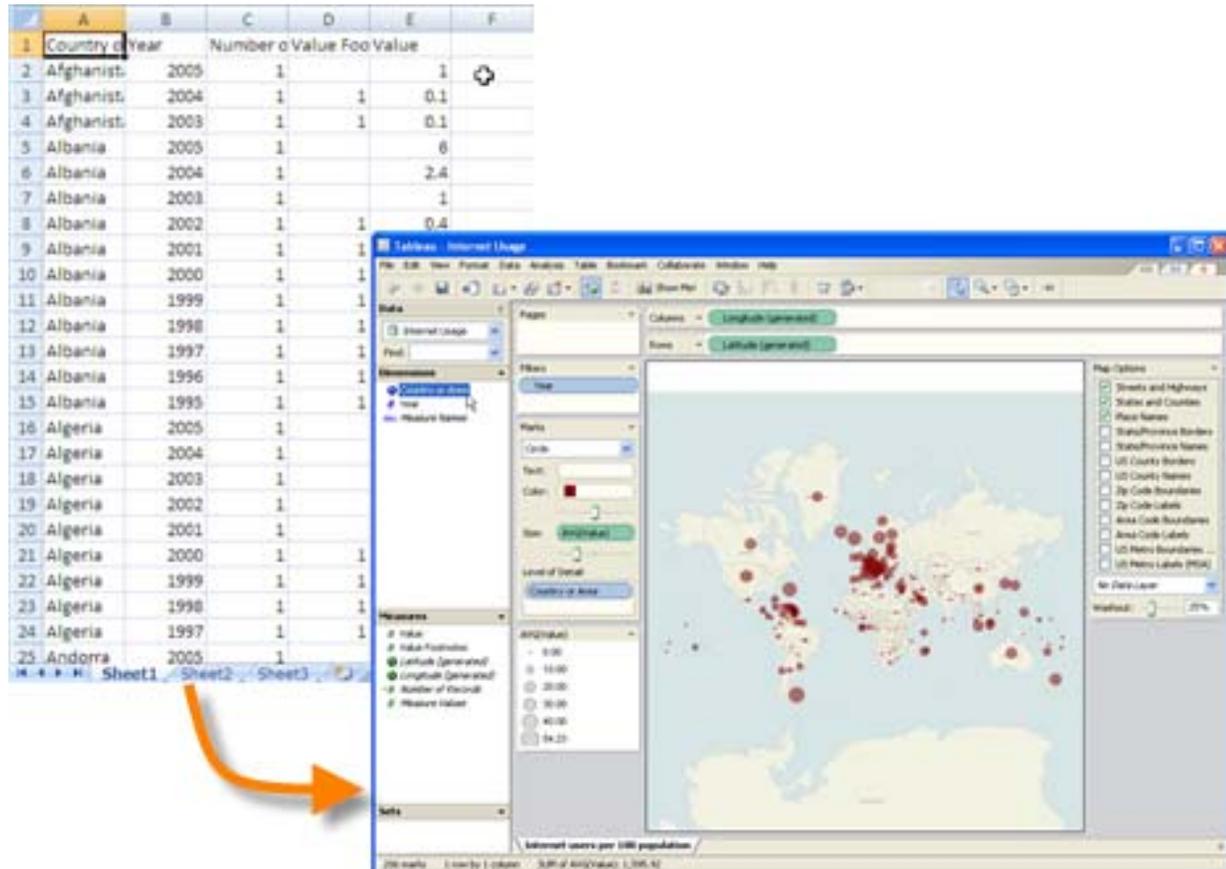


# Geographic Auto Detection: Your Data Instantly Mappable - No Special Preparation or Geocoding Required



You probably have location data but have never thought of it that way. You now have the ability to turn your available information into useful maps. Now with Tableau 4.0, you can easily and quickly!

By default, Tableau recognizes fields that have a geographic role, like country or state, and turns them into mappable fields.



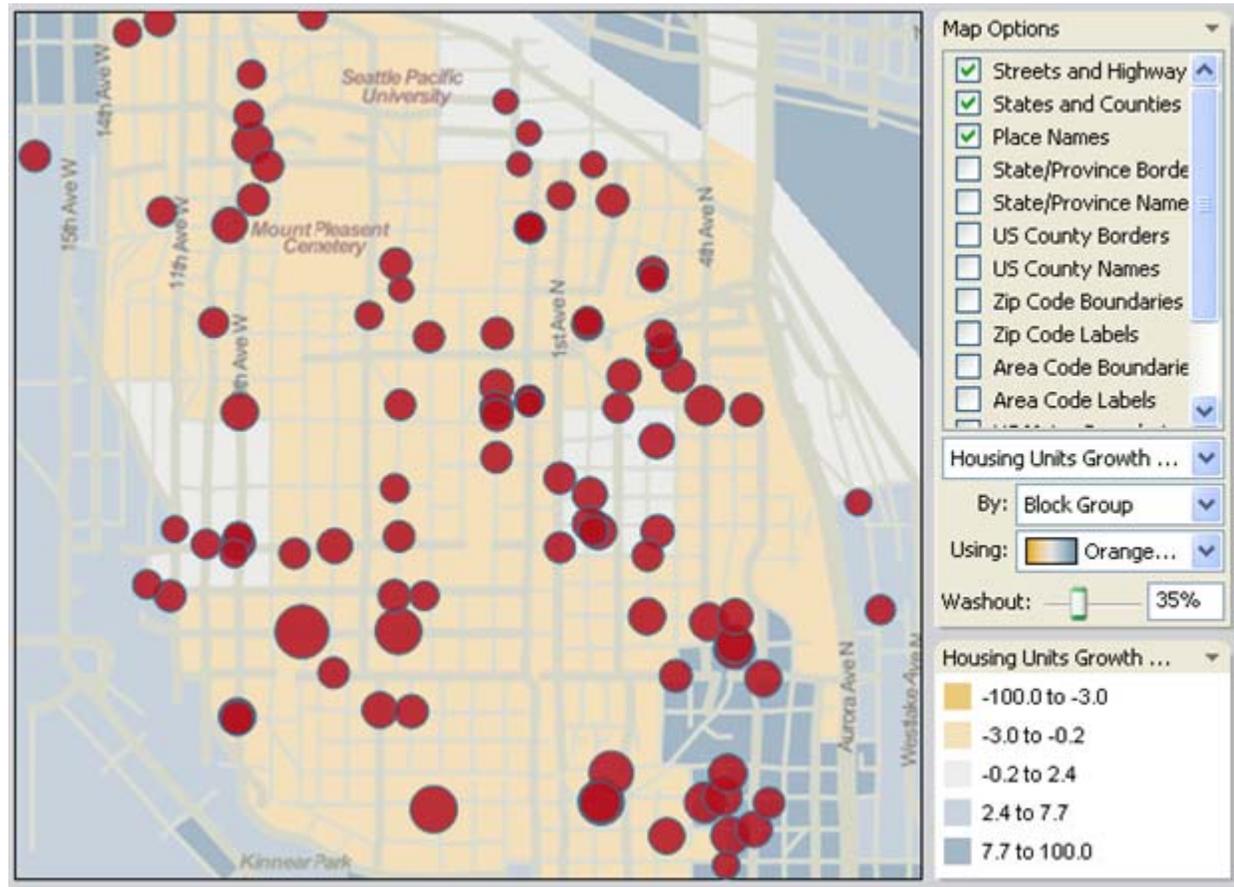
# Demographic Maps: Demographic Trend Maps Available with 1 Click



Discover how demographic and socio-economic trends in the U.S. relate to your data.

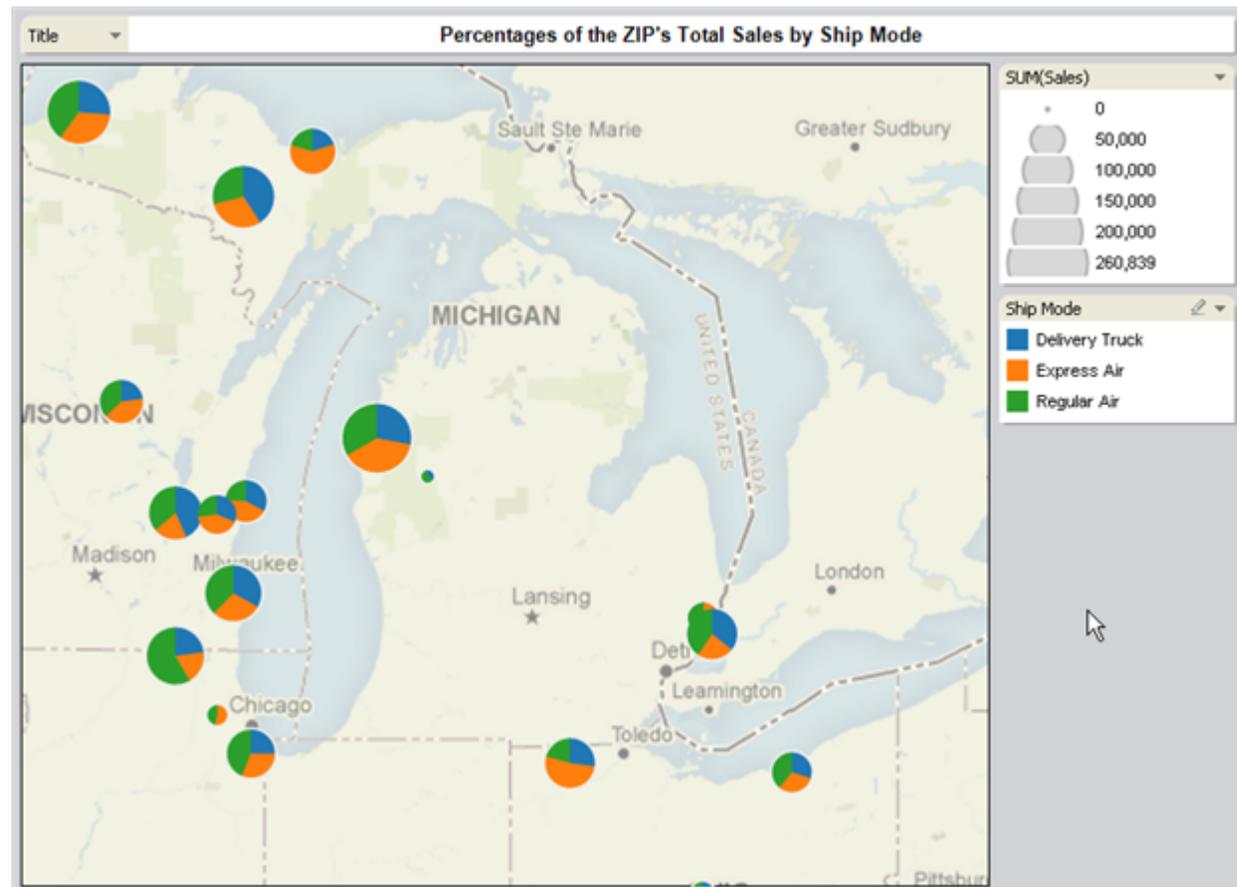
In just a few clicks, you can turn on beautifully themed demographic maps as a backdrop to your data.

Select from 30 different current demographic variables sourced from Claritas, the U.S.'s leading provider of demographics.



# Pie Charts on Maps: Add Categorical Data Analysis to Your Maps with Pie Charts

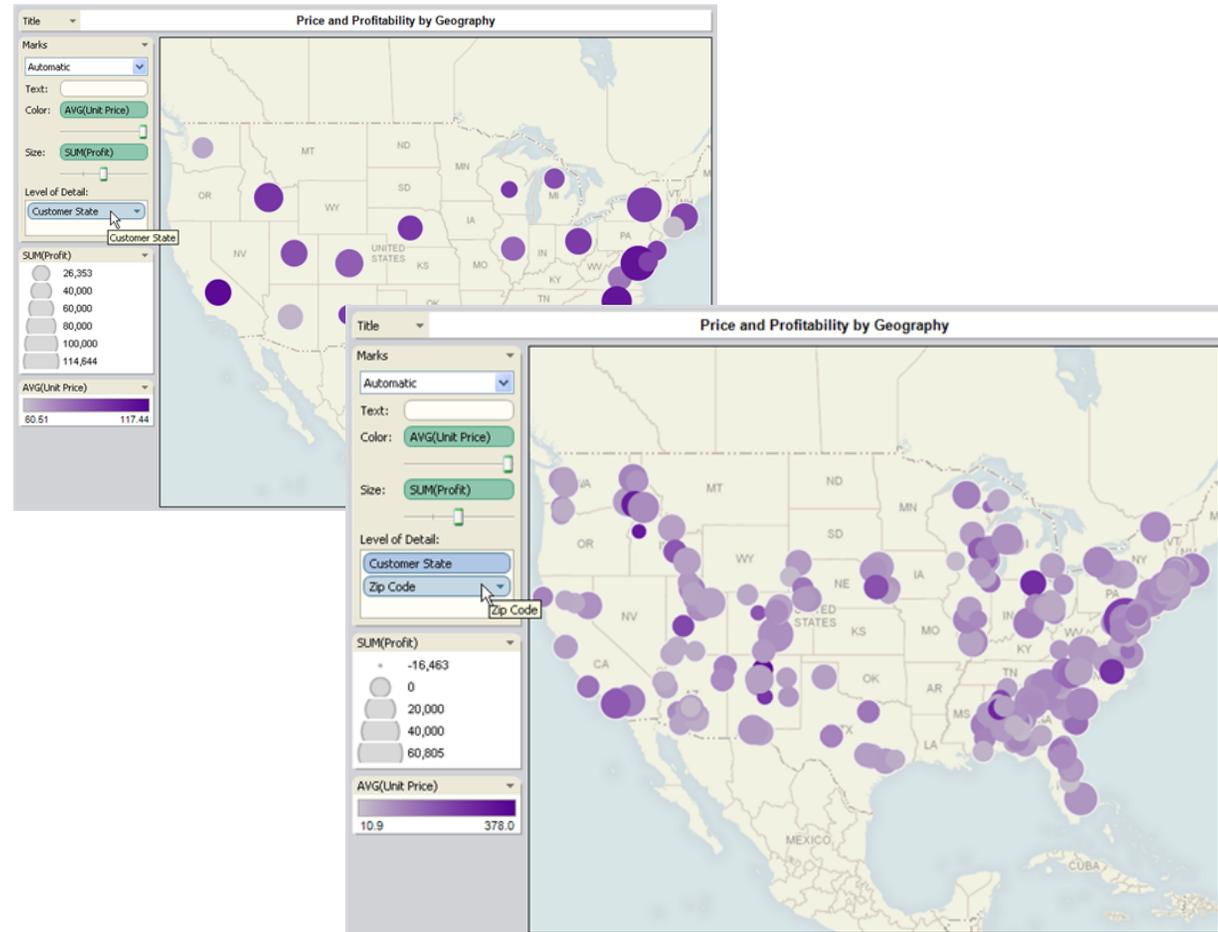
Overall, pie charts are not as effective as other means for data analysis. But when they're used as symbols in maps to show categorical data, they are an effective means of communicating distributional data.



# Auto Geo Drill-down: Change Your Focus In a Double-Click

Sometimes a geographic pattern doesn't emerge until you see it at another level of detail.

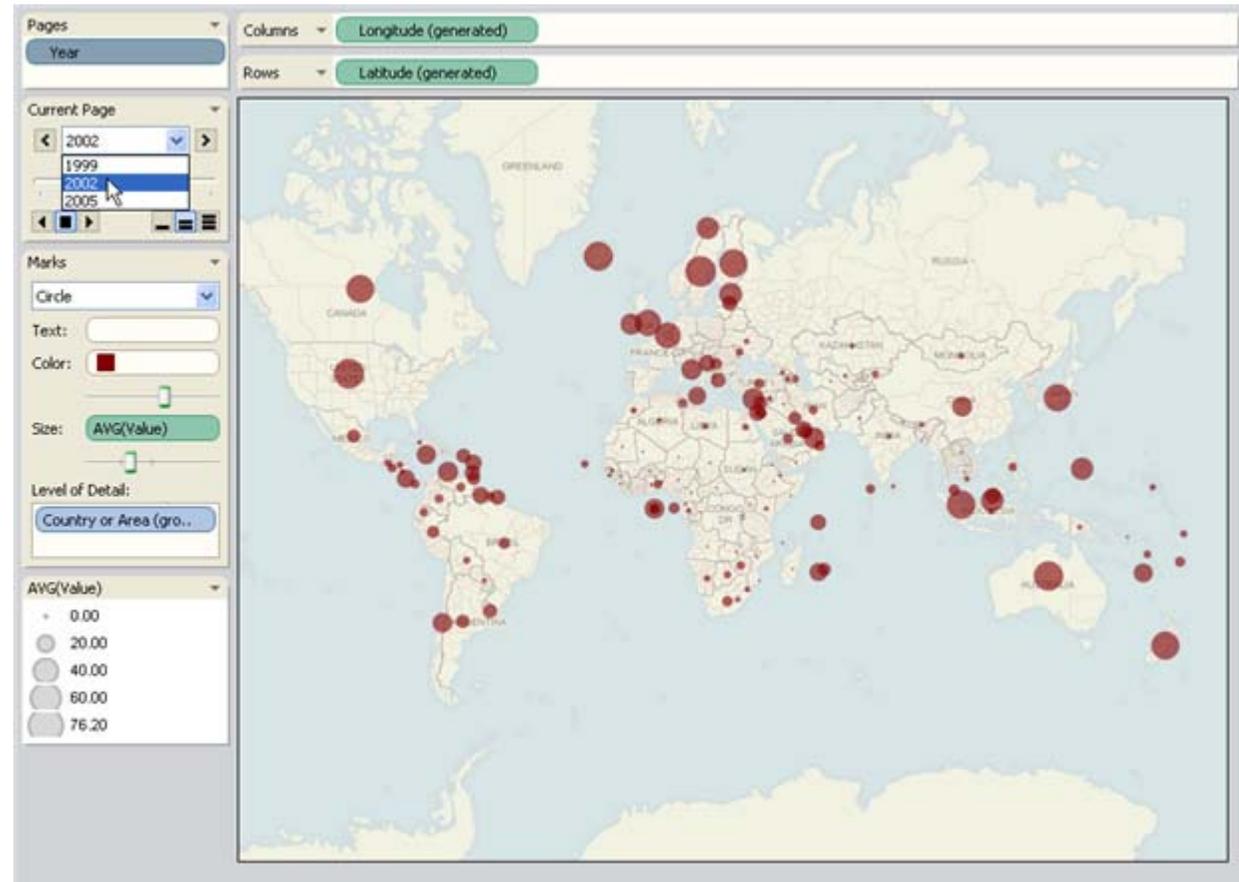
One double-click and you can change your focus from countries to states, states to ZIPs and so on. Tableau 4.0 makes it that easy.



# Map Animations: Easily See Geographic Trends Over Time



By using our automatic mapping feature along with the Page Shelf feature, you can now easily spot geographic trends over time. See shapes on your maps shrink or grow as you page through years, quarters, months, etc. Or turn on the auto-play feature of page shelves and watch the map animate itself.

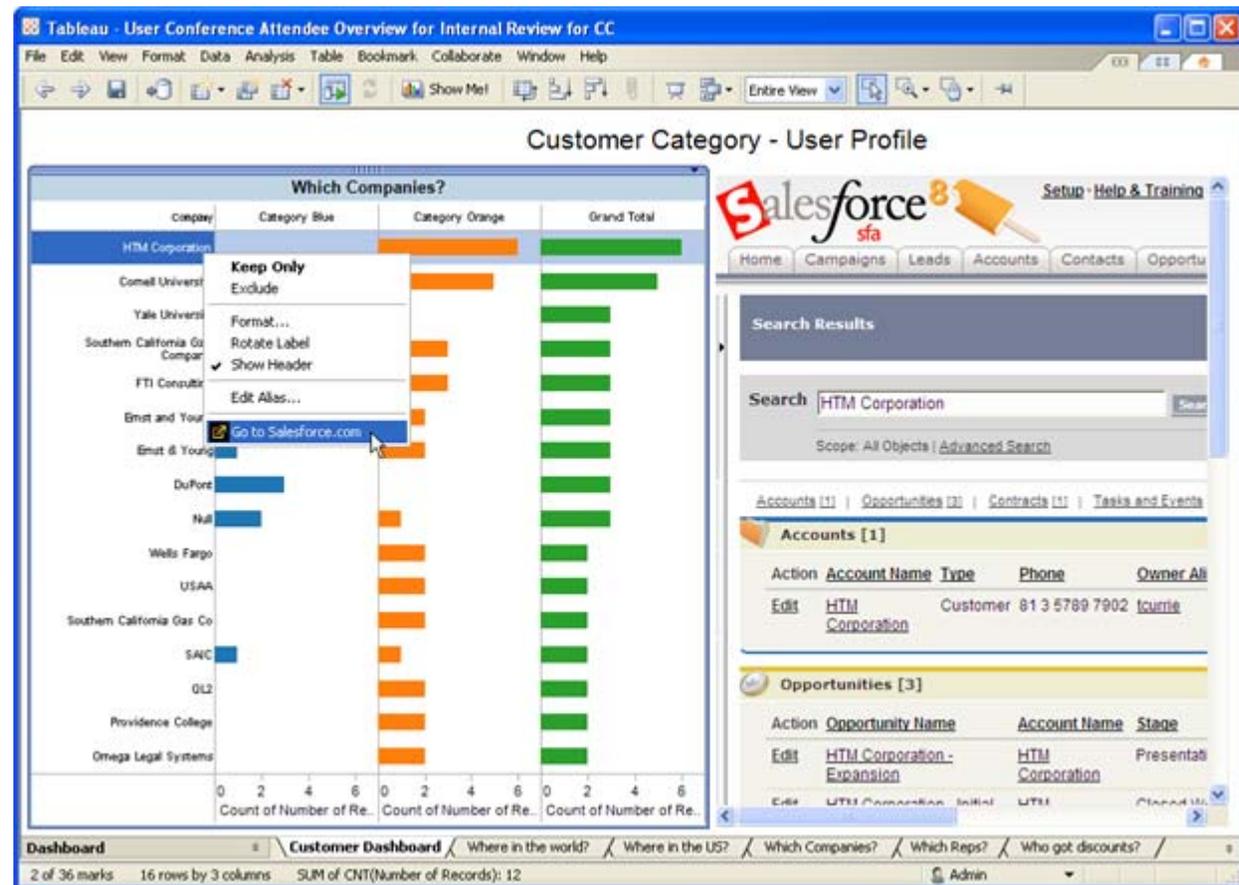


# Websites in Dashboards: Show Data-Integrated Webpages in Your Dashboard



Don't open a separate browser window to show a related webpage or website - show it directly in your dashboard.

Your dashboard can call web pages, URL links and web applications that change based on data selections in your dashboard. Open and display the right webpage with the right data directly in your dashboard.

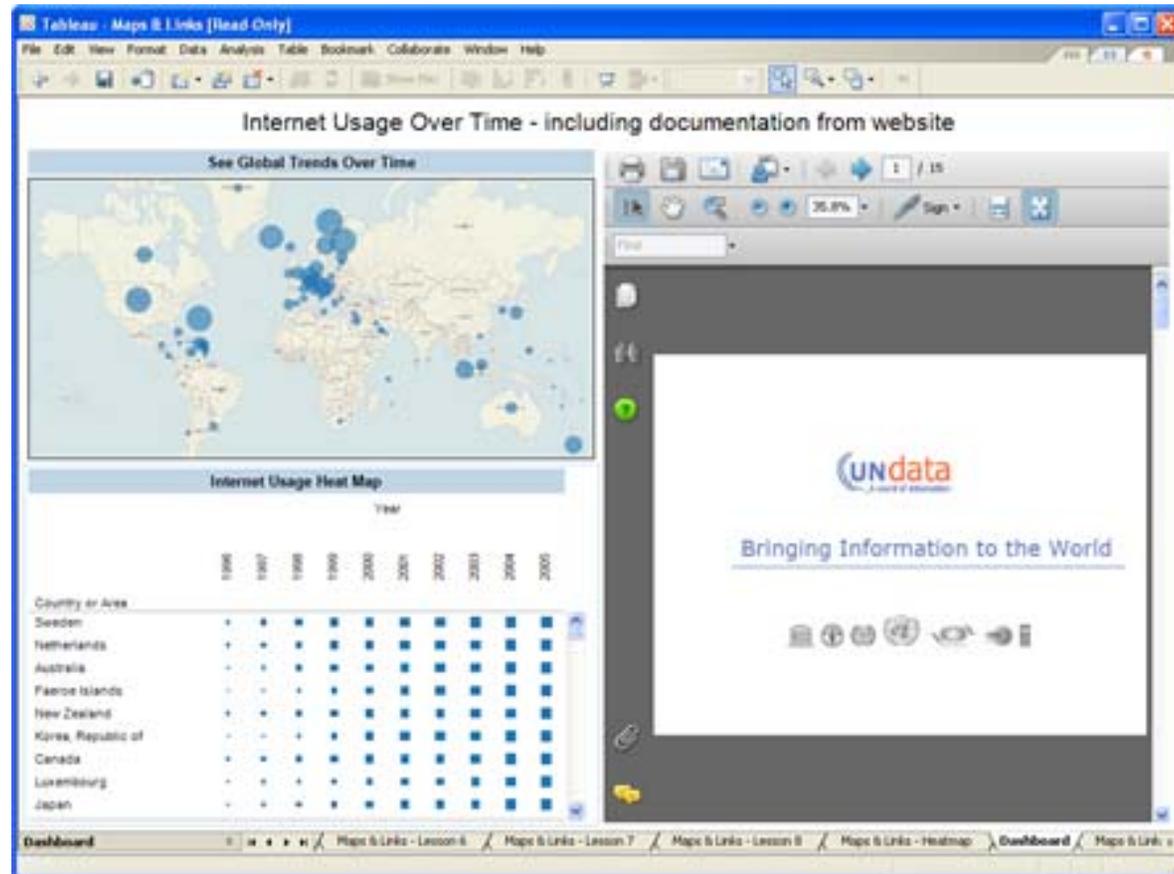


# Documents in Dashboards: Show Documents, PDFs and Webpages in Your Dashboard



Don't send your users separate documents to support your dashboards - show it directly in your dashboard. Now you can show relevant webpages, documents, articles, documentation, project details, etc. to help support and explain your dashboard.

Any document with an addressable location (such as network locations, websites, portals, etc.) can be easily referenced in your dashboards.



# Dashboard Design Objects: Add Images, Web Pages, Document References, Text Boxes and Spacers to Your Dashboards

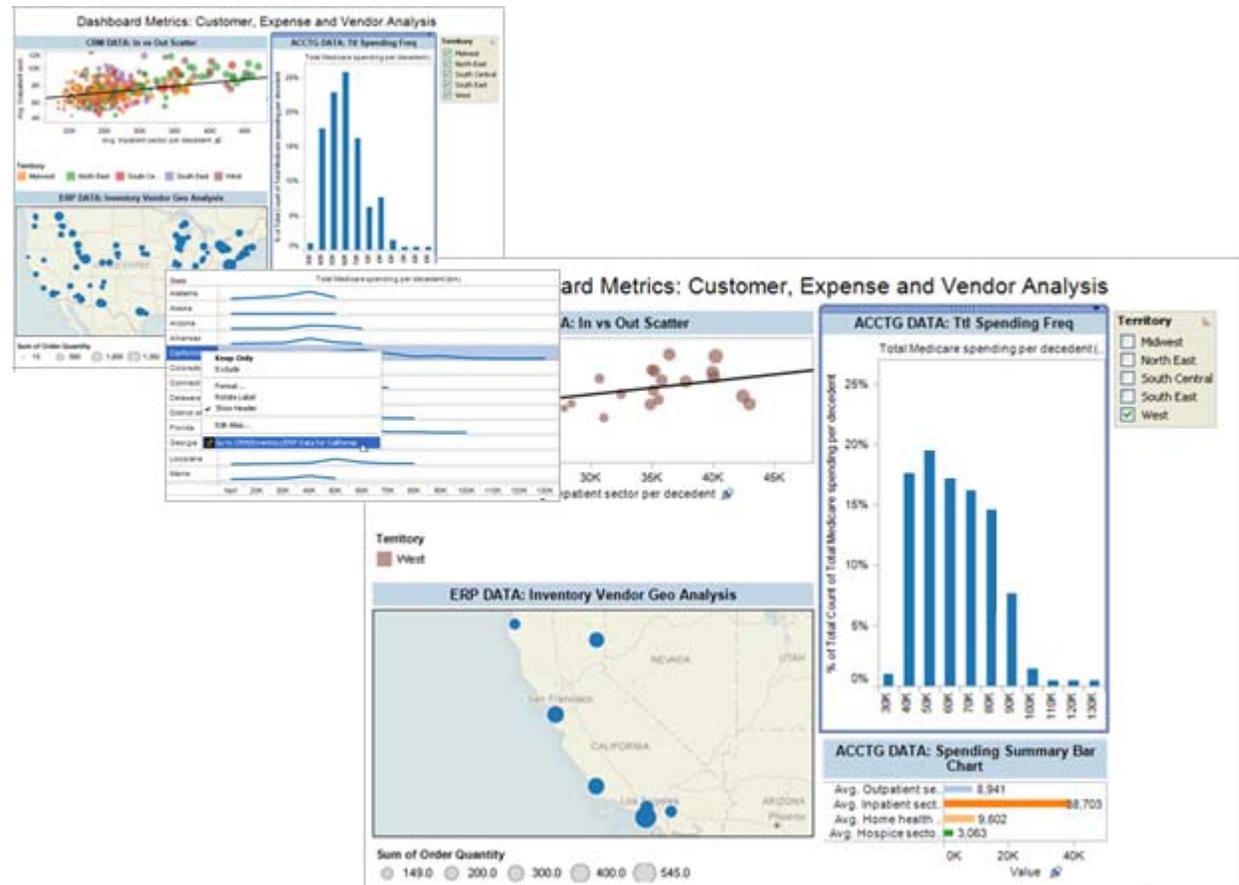
Make your dashboards look your way - add usefulness and appeal to your dashboards by inserting document links, website pages, images like logos, text boxes and spacer boxes. Add web pages, web-addressable documents, etc



# Link from a Worksheet to a Dashboard: Drill to a Dashboard and See All Elements Update Even When Based on Multiple Datasources

Click directly from a worksheet to a dashboard. Even if each window in your dashboard is from a different data source, you can watch them update and change based on the filter passed by your sheetlink. It's like a global filter that applies across datasources.

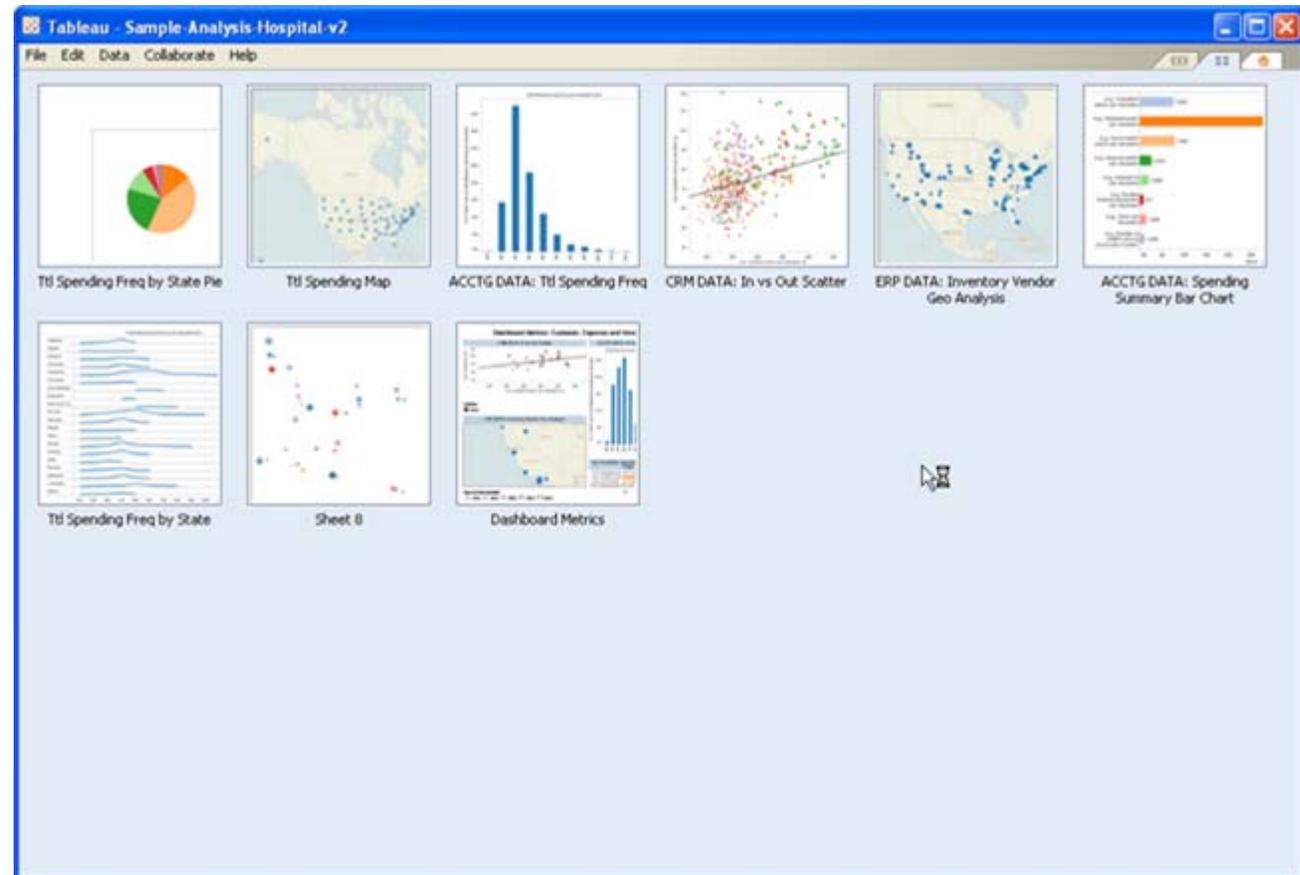
For example, a sheetlink can send a region filter to a dashboard where you have views based on your CRM data, your accounting data and your inventory data.



# Sheet Sorter: Visually Sort and Find Sheets in Workbooks



Visually find, sort and go to any sheet within a workbook using sheet thumbnails. Easier and faster than reading sheet titles or clicking on sheet tabs - Sheet Sorter will help you put your views in the right order.



# Enhanced Drag-and-Drop: A More Responsive and Intuitive Drag-and-Drop User Interface



Dragging and dropping dimensions and measures into your view generate visual cues as to what will happen when you release your mouse button.

These intuitive visual cues allow you to take your mind of the mechanics of building your view and to focus on your data.

The screenshot shows the Tableau interface with a pivot table. The 'Columns' shelf contains 'Customer Segment' and the 'Rows' shelf contains 'Product Category' and 'Product Container'. The table displays sales data for various product containers across different customer segments. A mouse cursor is hovering over the 'Jumbo Drum' row under the 'Furniture' category, and a green dashed line indicates the column being dragged.

		Customer Segment			
Product Category	Product Container	Consumer	Corporate	Home Office	Small Business
Furniture	Jumbo Box	33,815	100,819	108,254	85,334
	Jumbo Drum	15,016	26,579	19,865	53,043
	Large Box	18,163	16,292	7,939	6,509
	Medium Box	6,211	8,985	12,214	7,054
	Small Box	3,655	10,041	3,968	2,468
	Small Pack	1,448	5,254	3,167	3,063
Office Supplies	Wrap Bag	1,942	1,957	2,491	442
	Jumbo Drum	654	12,712	6,942	14,704
	Large Box	14,454	18,016	16,862	
	Medium Box		320	739	736
	Small Box	45,815	133,348	89,476	98,465
	Small Pack	1,067	6,204		7,591
Technology	Wrap Bag	2,264	7,592	3,000	2,479
	Jumbo Box		47,770		23,090
	Jumbo Drum	7,836	33,128	40,367	31,658
	Large Box	16,067	20,872	34,506	59,617
	Medium Box	4,198	31,608	1,971	16,321
	Small Box	30,516	75,057	43,301	40,733
	Small Pack	12,637	12,757	2,448	4,533
	Wrap Bag	258	3,846	5,034	5,297



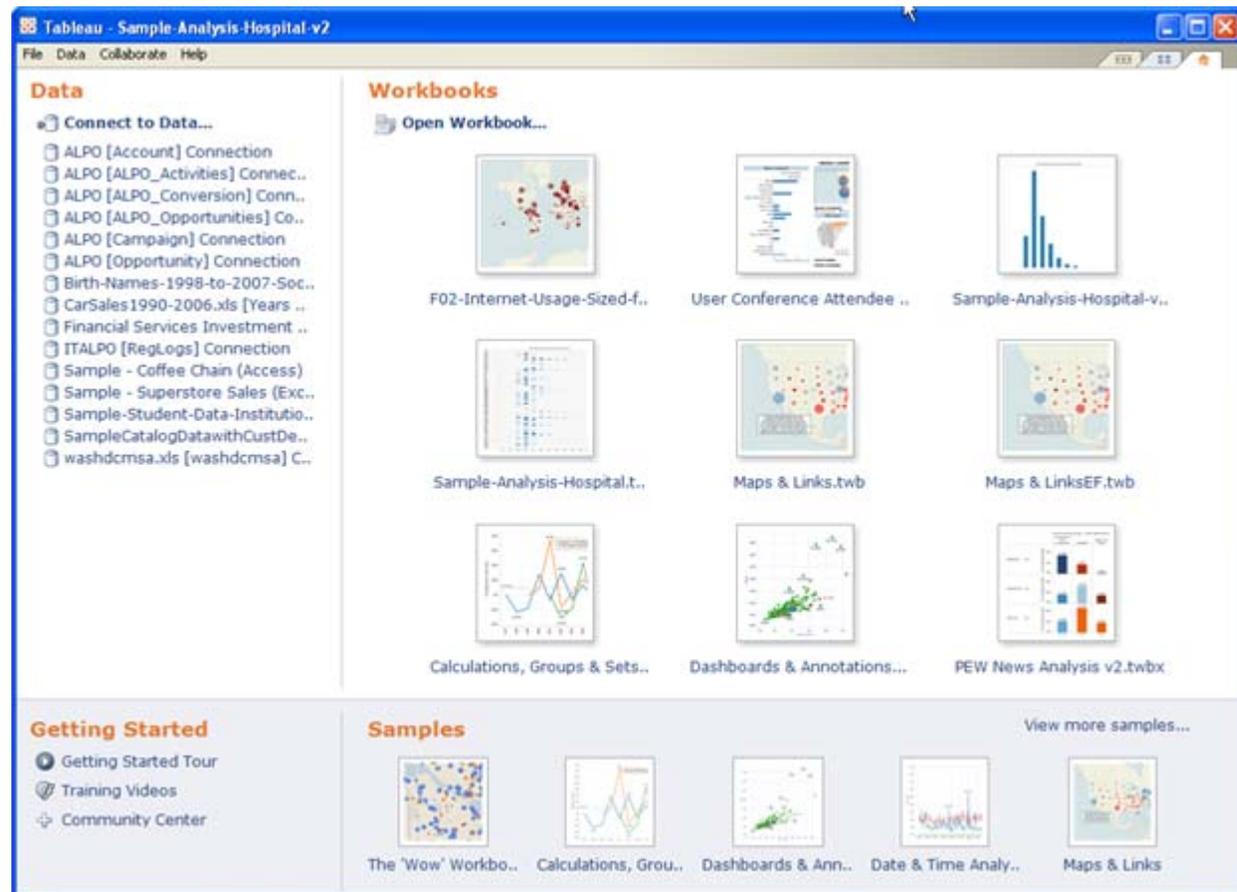
# Start Page: Get to Your Work Faster through New Start Page



Tableau's new Start Page is truly useful whether you're new to Tableau or an on-going user. The Start Page helps you visually find your most recently used documents and puts them just a click away.

Your saved data connections are instantly available to make building new workbooks fast and easy.

New users will love how Tableau guides them directly to what they want to do: learn Tableau by using sample workbooks, watch training videos, or join the Tableau community.

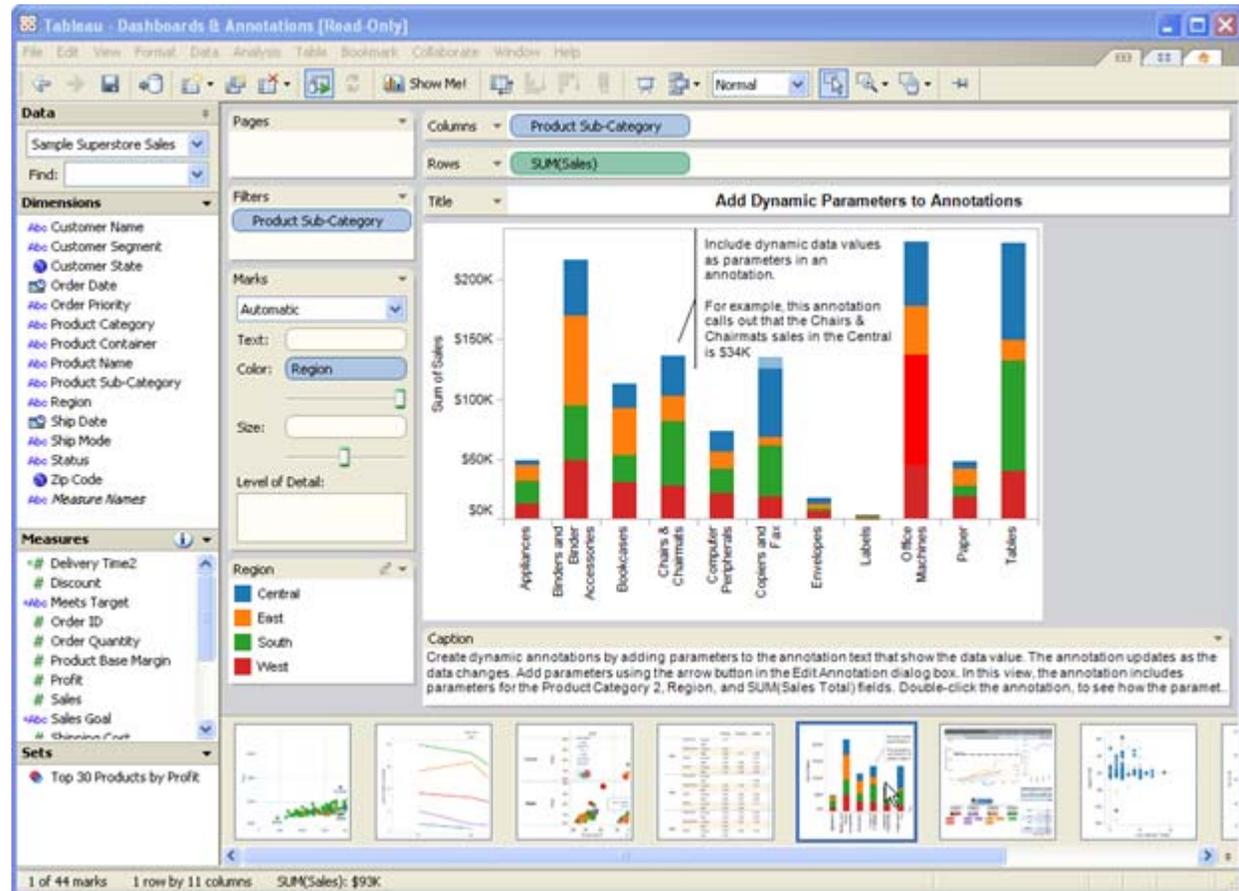


# Filmstrip View: Click Through to Your Visualizations using the Thumbnail "Filmstrip"



Visually scan, find and go to any sheet within a workbook using the thumbnail filmstrip located below every Tableau worksheet.

Turn the filmstrip on and off with one click to best manage your screen space. Useful in presentations as you work through your analytical story.

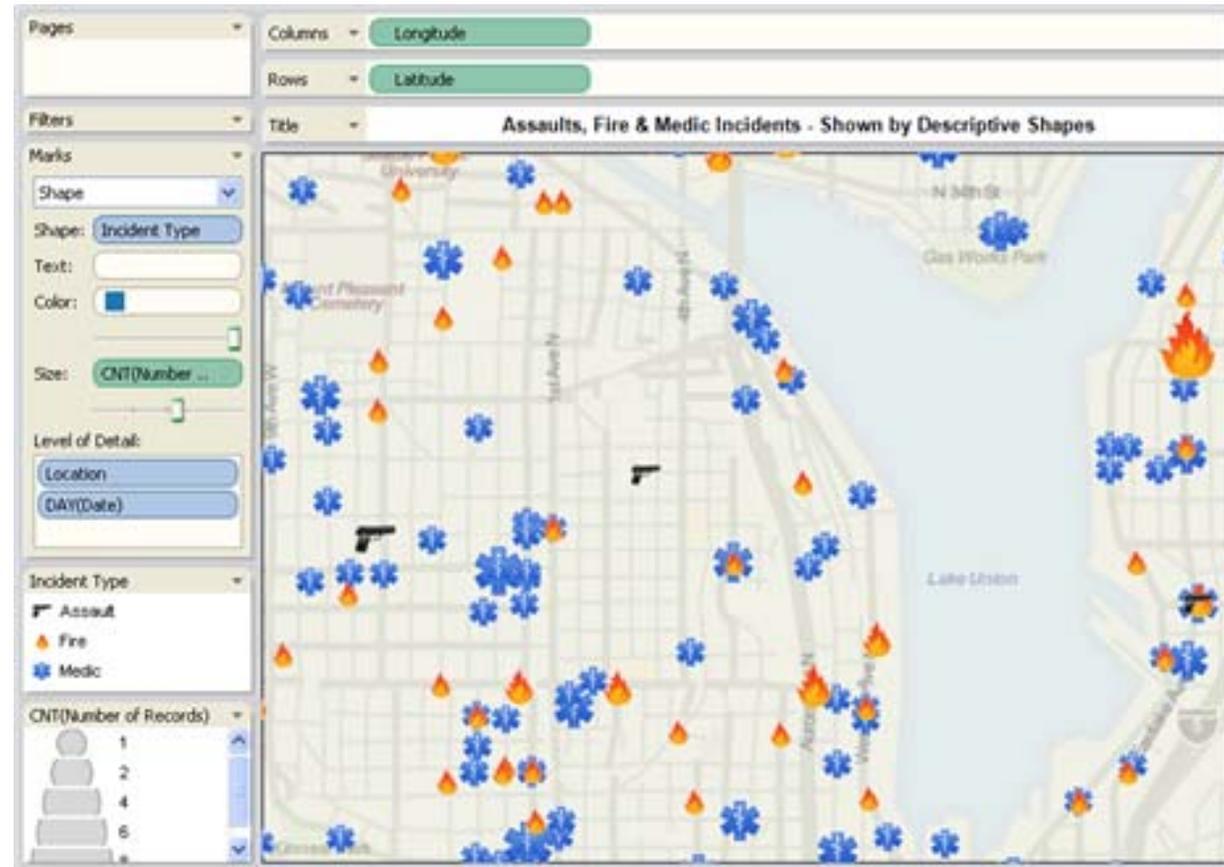


# Custom Shapes: Custom Shapes, Icons and Images for Your Maps and Scatterplots



Mark your scatterplots and maps with custom images representing your business. Use ours or create your own to give your visualizations greater clarity and relevance.

Use logos, photos or images. Simply copy them into a directory in your Tableau Repository and start letting your creative side shine.



# Transparent Marks: Discover Hidden Clusters of Data Using Overlapping, Transparent Marks



Identify areas in your scatterplots and maps where there are high densities of overlapping items. Areas of data occlusion now show deeper color saturation where there are more marks.

Previously, all marks were displayed at the same opacity, making it difficult to recognize when marks overlapped. With transparent marks, multiple marks in the same location now create deeper color saturation. You'll see lighter color where there are one or very few overlapping marks and deeper color where many marks overlap.

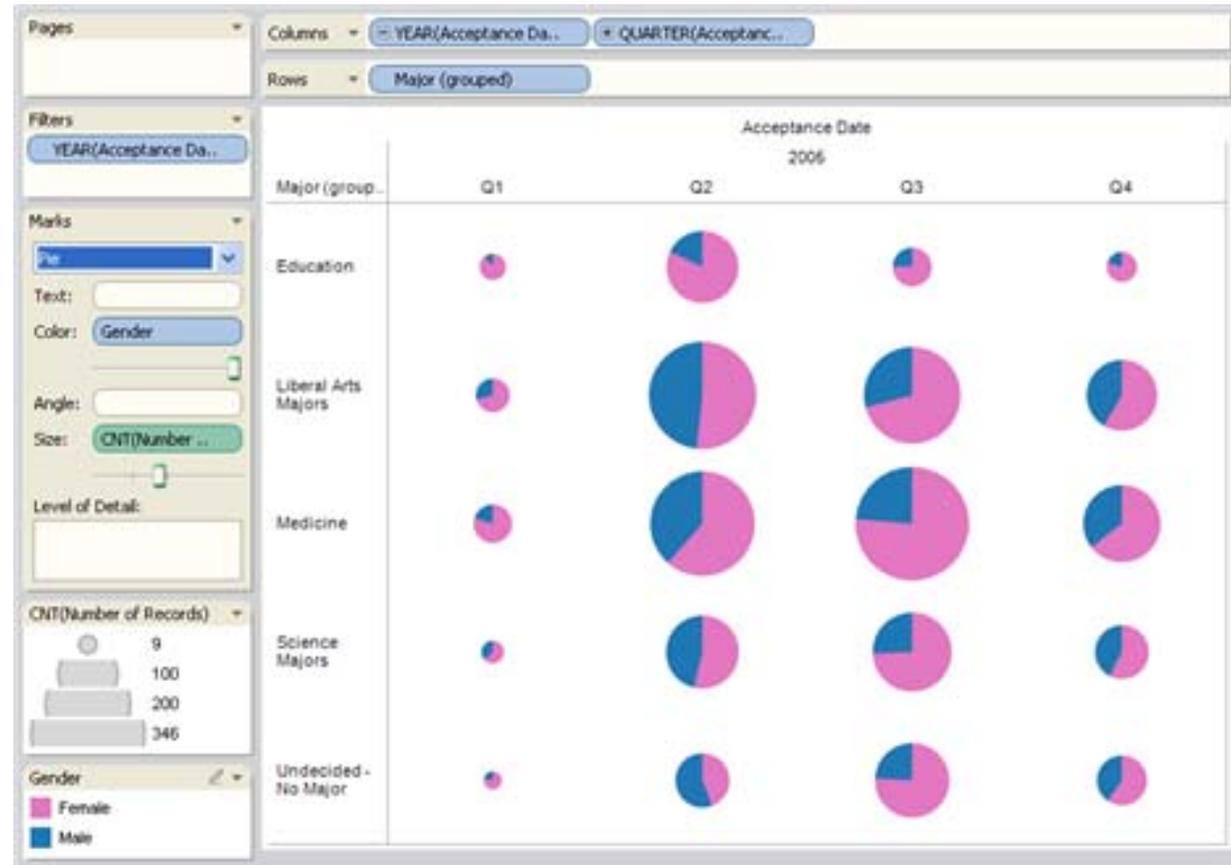


## Pie Charts: See the Parts of a Whole in Pie Charts



Although typically not as effective as other means for data analysis, pie charts can now be used in Tableau.

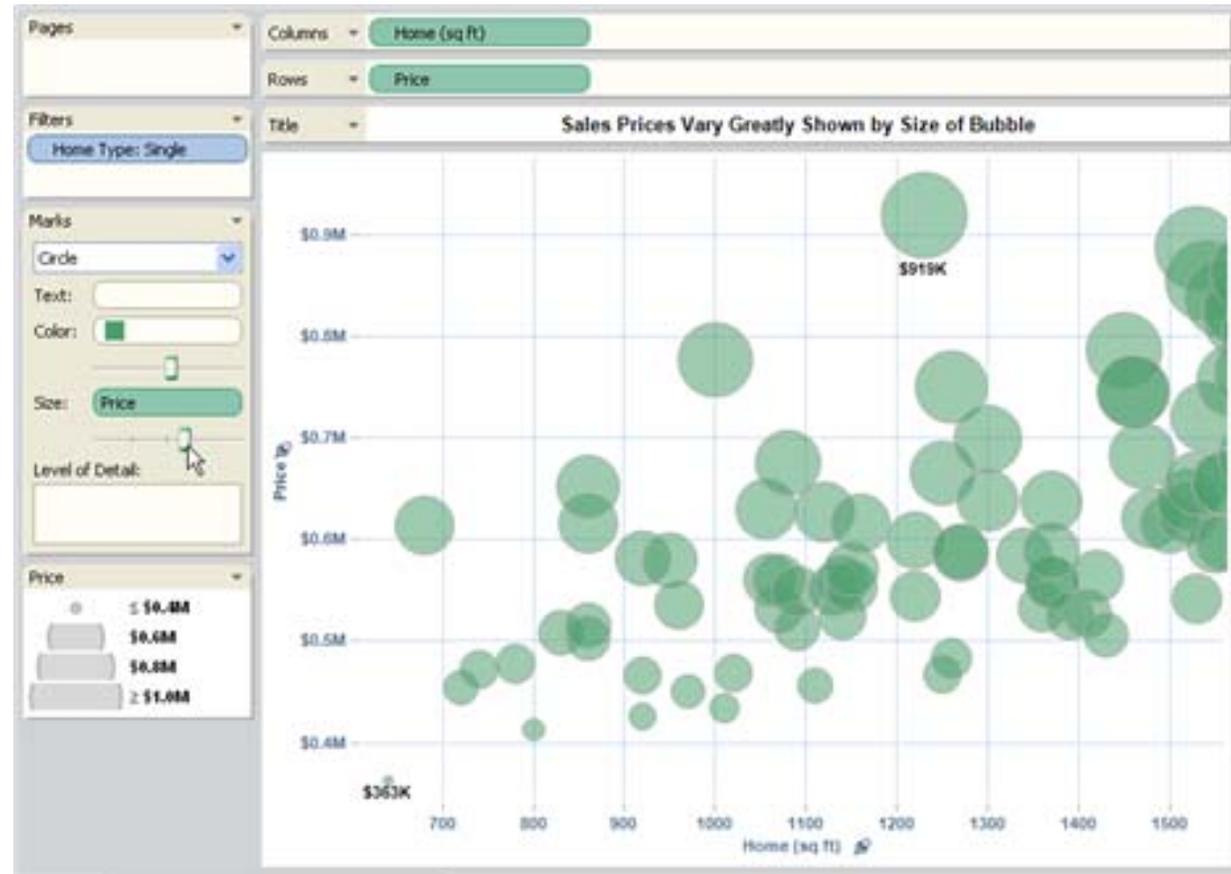
Create a set of time-based small multiples using pie charts and understand the parts of a whole over time. Tableau recommends keeping the number of slices to 4 or less since human perception has difficulty judging the differences in slices when more than 4 are present.



# More Variability for Sizing Marks: Bigger Bigs and Smaller Smalls - Size Your Marks to New Levels



Now size your marks with greater range. The greater range will give your views more options for appropriately-size marks depending on the zoom level of your visualization.

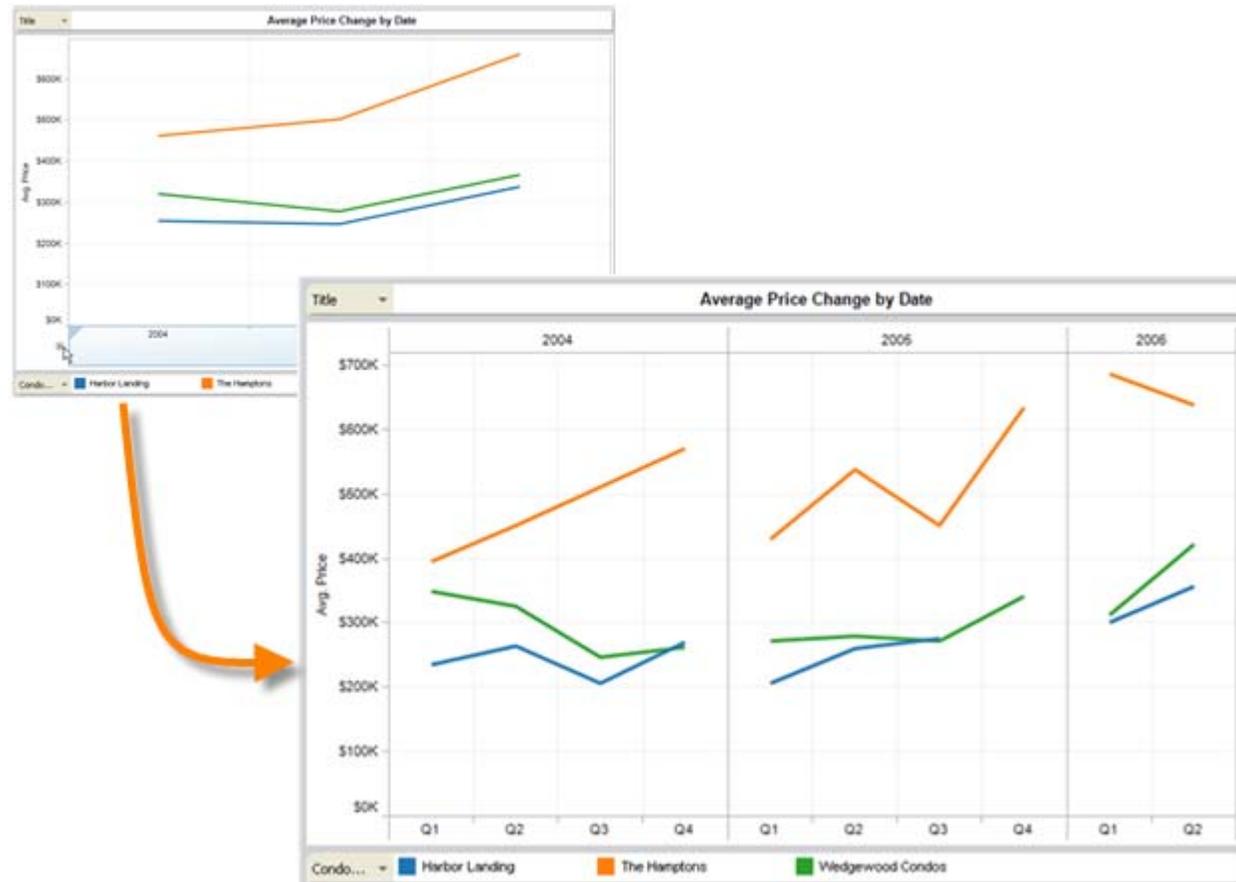


# Clickable Data Hierarchies: Instant Drill-down for Dates and for Cube Hierarchies



Now expanding from year to quarter or quarter to month is easy from within your view.

Next to your date columns or rows, click on the "plus" and instantly show a more detailed view of your data over time.



# Filter on Table Calcs - And More New Features!

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## **Filtering Based on Table Calculations**

*Filter Views Based on Thresholds, Percentages and Other Table Calculations*

Hone in on key data by using Tableau-generated calculations for your filters. You'll filter with greater power and relevance. When you filter by calculation, your view will show only the data that meets the filter criteria but your "calculation filter" will still be based on all data.

## **Location Data Cleansed & Standardized**

*Inconsistent or Dirty Location Data? Tableau Can Help*

Even when your location data is dirty, inconsistent or ambiguous, Tableau helps you make it useful. Have a field called "CNTRY" filled with misspelled countries? No problem. Highlight it, give it a geographic role and edit locations by pointing and clicking.

## **Offline Maps**

*Use Up-to-date Maps Whether You're Online or Offline*

When you install Tableau 4.0, you will also obtain country level images for offline use. In addition, you can also install a full set of more detailed map images if you need them for offline visual analysis.

## **More Labeling Options for Reference Lines**

*More Ways to Communicate Benchmarks, Averages, Deviations with Reference Lines*

Label your reference lines with increased detail as to what the line means. Use Field Names, Field Labels, Computation type and the actual Value that generate automatically.



# Improved Printing - and More New Features!



## **Printing & PDF improvements**

*Print and Create PDFs with Greater Flexibility and Control*

Print and export to PDF with greater control over page breaks, headers, black & white gradation and more. PDF documents are legibly beautiful with appropriate headers across page breaks and more.

## **Consistent Field Colors and Shapes Across Sheets**

*See the Same Field in the Same Format Across All Sheets*

Give a dimension or measure a default format (color and shape) and see that used in every sheet. So when you're moving from sheet to sheet looking at particular dimensions, "blue circles" means the same category across all sheets. Change one field's category to be represented as "green triangles" and every sheet automatically updates.

## **Default Custom Shapes**

*Choose from Dozens of Tableau-provided Images and Shapes for Your Maps and Scatter Views*

Now shed greater light into your maps and scatterplots by choosing from dozens of shapes to mark your data points. Use classic KPI symbols for your performance dashboards, flags as country indicators, or even filled and semi-filled circles to indicate satisfaction. Not only are there dozens of new shapes, but also they can be encoded with color for even greater detail.

## **Color Blind Pallet**

*Use Colors That People with Color Blindness Can Distinguish*

With our enhanced color blind pallet, you can build vivid, useful visualizations using colors that people with color blindness can clearly see and identify.

## **Quick-Filter Printing and Exporting**

*See Quick Filter Selections Clearly On Prints and Exports*

Print and export descriptions of quick-filters to clearly communicate selection criteria.



# Shift-Click Grouping - and More New Features!

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## **Shift-Click Grouping**

*Easily Use Shift+Click to Group Items*

Shift+Click now behaves the way you'd expect it to. Using Shift+Click when selecting multiple records will now select all elements in between.

## **Contextual Filters**

*Show All Or Only Relevant Values in Your QuickFilters*

Now, you can toggle your QuickFilters to show you only relevant selections or all possible selections. So when you select "Q1" in your "Quarter" QuickFilter, in one click you can make your "Month" QuickFilter show you just January, February and March OR show you all months. A highly useful feature for understanding how data variables relate to each other.

## **Pan and Zoom**

*Pan and Zoom Across and Within the Panes of Your View*

With greater control and accuracy, Server users can zoom into views and pan across those views. Highly useful for maps, you'll also gain greater insight on highly dense scatterplots. See your outliers and zoom into dense areas for greater detail.

## **Improved Licensing and Online Account Center**

*Upgrade, Renew or Transfer Your Licenses Faster and More Easily*

Take control of your account with our improved licensing. Renew your maintenance online. Transfer licenses faster and easier. It all works instantaneously and automatically updates our databases so your license records are clear, clean and accurate.



# Faster Filtering - and More New Features!

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## **Filtering Speed Improvements**

*Faster Filtering Means You're Asking and Answering Questions Faster*

We've tuned and enhanced how Tableau filters your data so that Tableau is faster and more responsive. Users already report that filters that used to take several minutes to run now take just seconds.

## **Improved Data Cube Performance**

*Data Cube Performance Now Optimized for MSAS 2005*

Tableau's ability to interface with Microsoft Analysis Services is now greatly improved. Use Tableau for your 2005 MS Analysis Services cubes and data.

## **Faster Creation of Data Extracts**

*Create Tableau Data Extracts More Rapidly*

Sometimes you need to create a local or offline version of your databases. Now, Tableau creates extracts much more rapidly. Whether you're taking a 10% sample or pulling all your data, your Tableau Data Extracts (TDE files) run much faster.



# Tableau Server 4.0

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Tableau Server has over 18 new features and enhancements – not including many of the Desktop features that Server inherits. Some key highlights:

- [Embed Tableau visualizations](#) and dashboards in web apps, including portals, Sharepoint, wiki's, etc.
- Get work done faster on Server with [usability enhancements](#) like saving and personalizing favorite views
- Auto-login to databases and Server with new [SSPI capabilities](#)



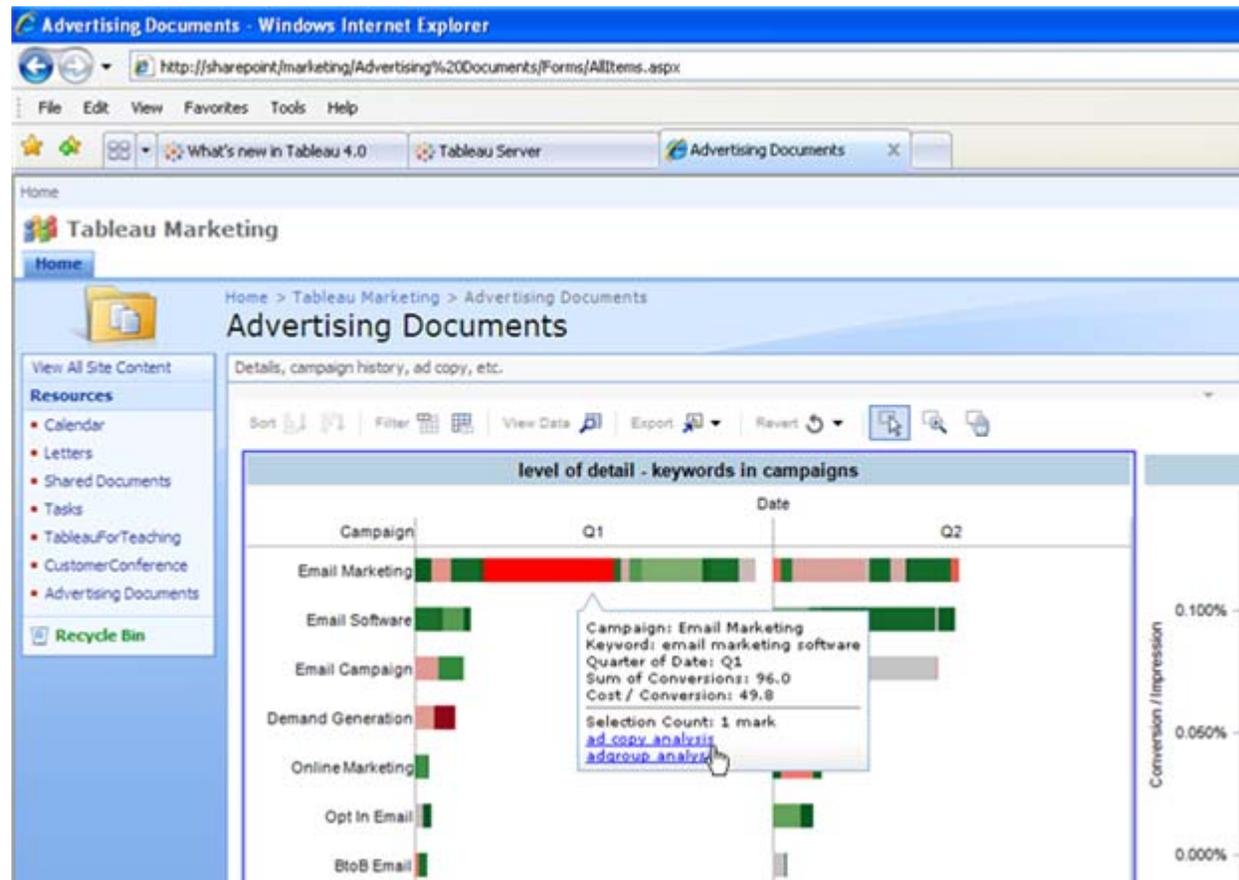
# Embed in Web Apps: Extend Your Analytics by Embedding Live, Interactive Views in your Web Apps and Portals



Tableau data visualizations and dashboards can now be embedded into your portals, websites and web applications.

Instantly, a live Tableau view will appear in your other web application minus the Tableau Server user interface.

Through simple editing of three parameters, you can include or exclude toolbars, comments and quick-filters.

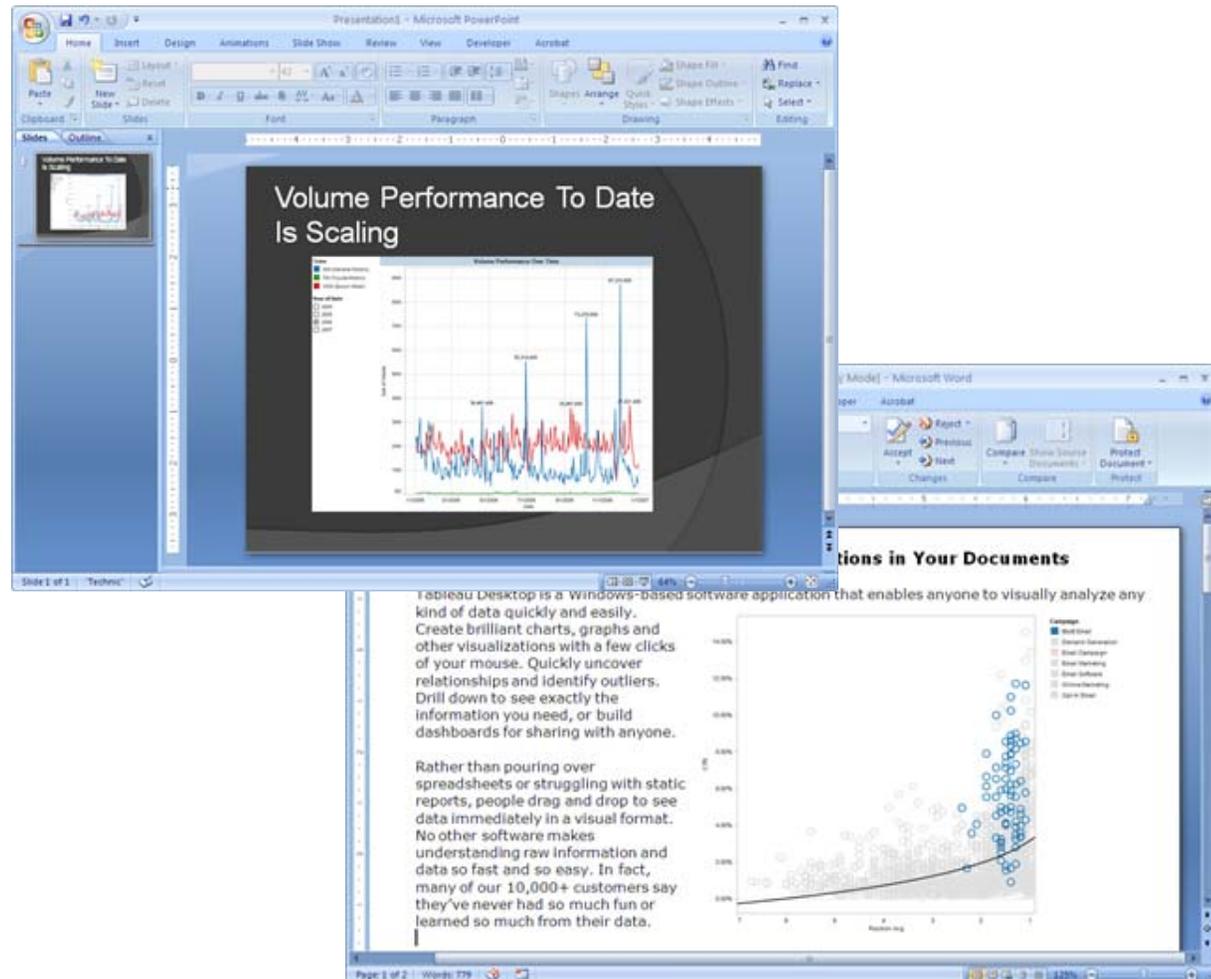


# Embed Images in Documents: Embed Live Visualizations that Automatically Update in Your Documents



Save time and effort by embedding live images in your PowerPoint, Word, Excel and other documents. The data will automatically update from your live datasources each time the image is called.

Present last quarter's results now and in 3 months, simply open the document again and this quarter's results will appear. It's that easy.

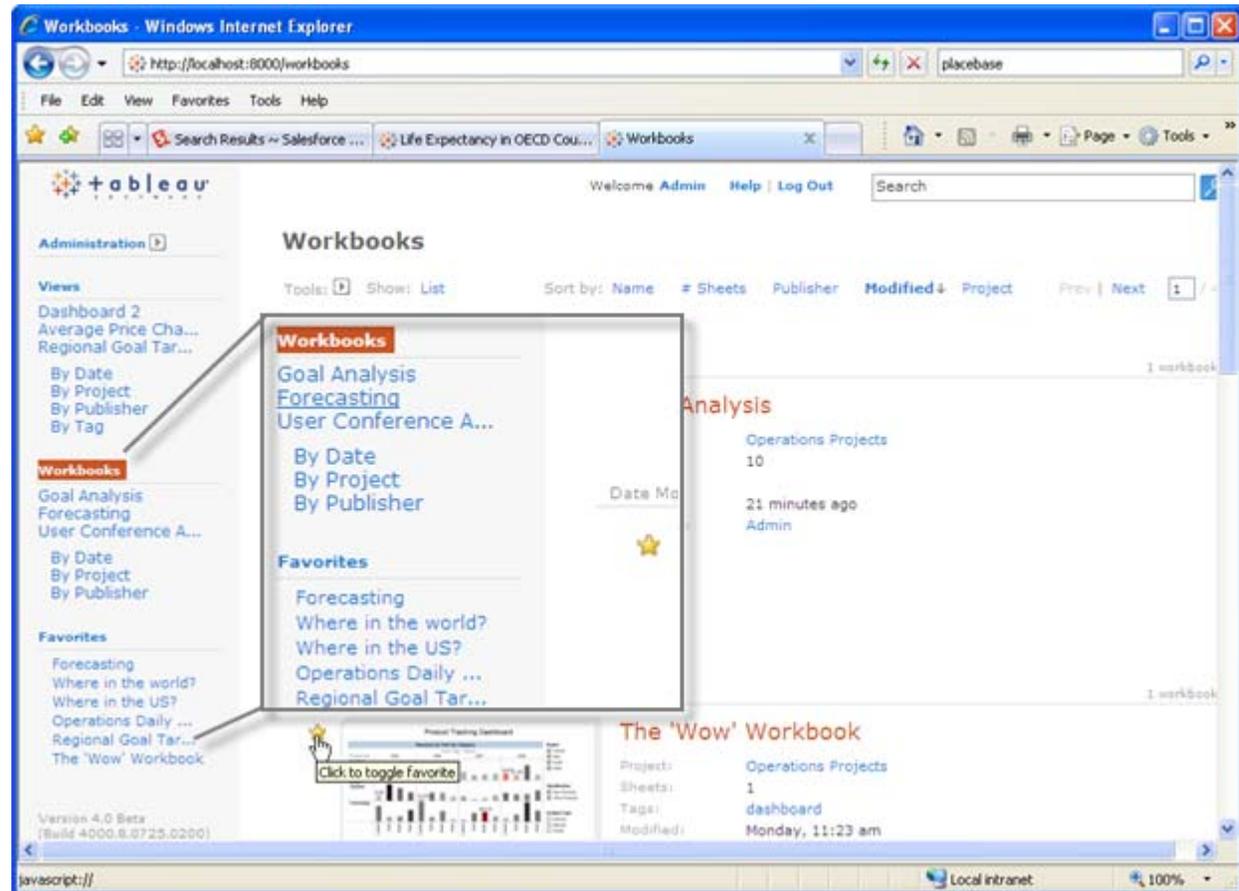


# Server Favorites: Save Your Favorite Server Views



Just like bookmarking your websites and webpages, you can now bookmark your favorite views in Server and find them instantly.

In fact, save your favorites and page through them one after another without being interrupted by other screens.

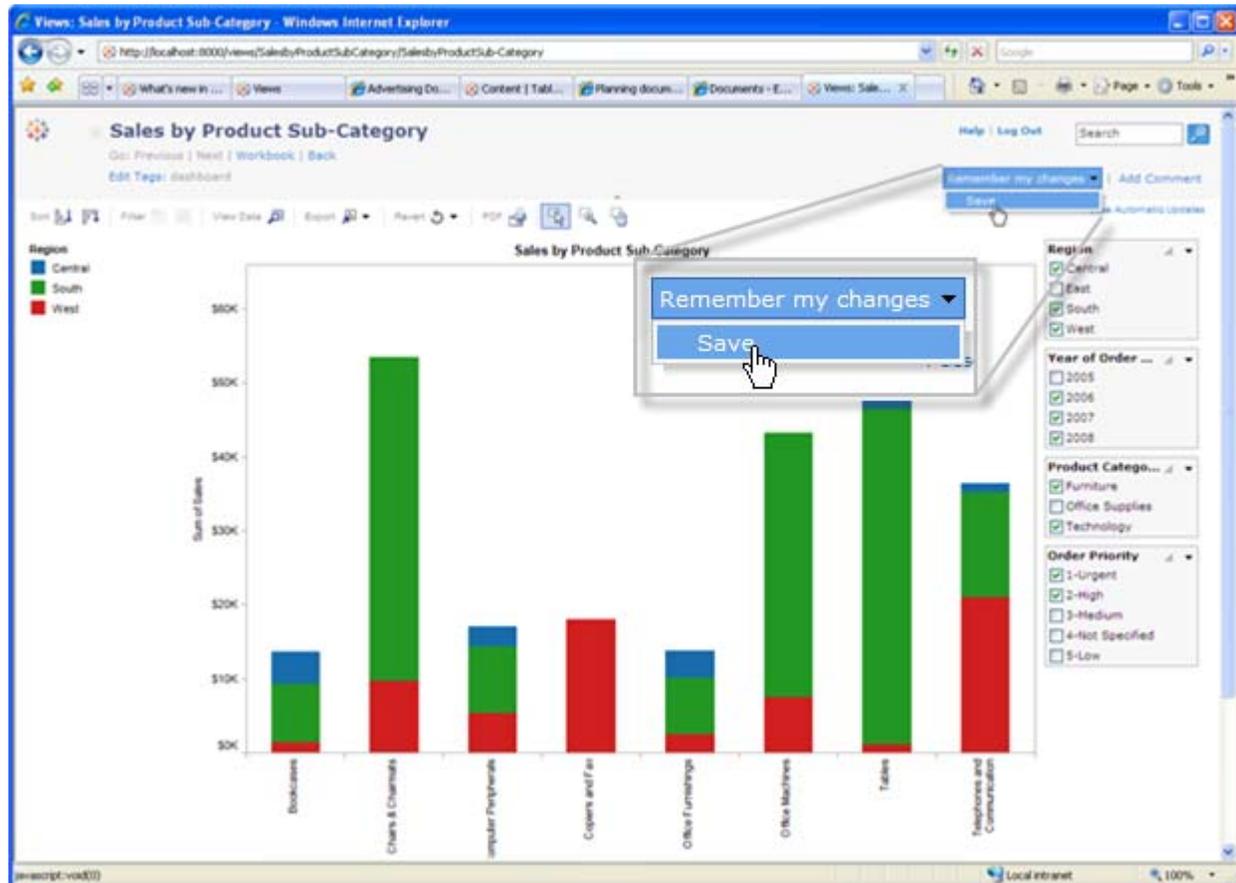


# Personalized Views: Customize and Save Your Views



Save your individual changes to a view on Server to have it remember exactly where you were the next time you open the view.

You can also share your customized views - and see how other people are saving their views..

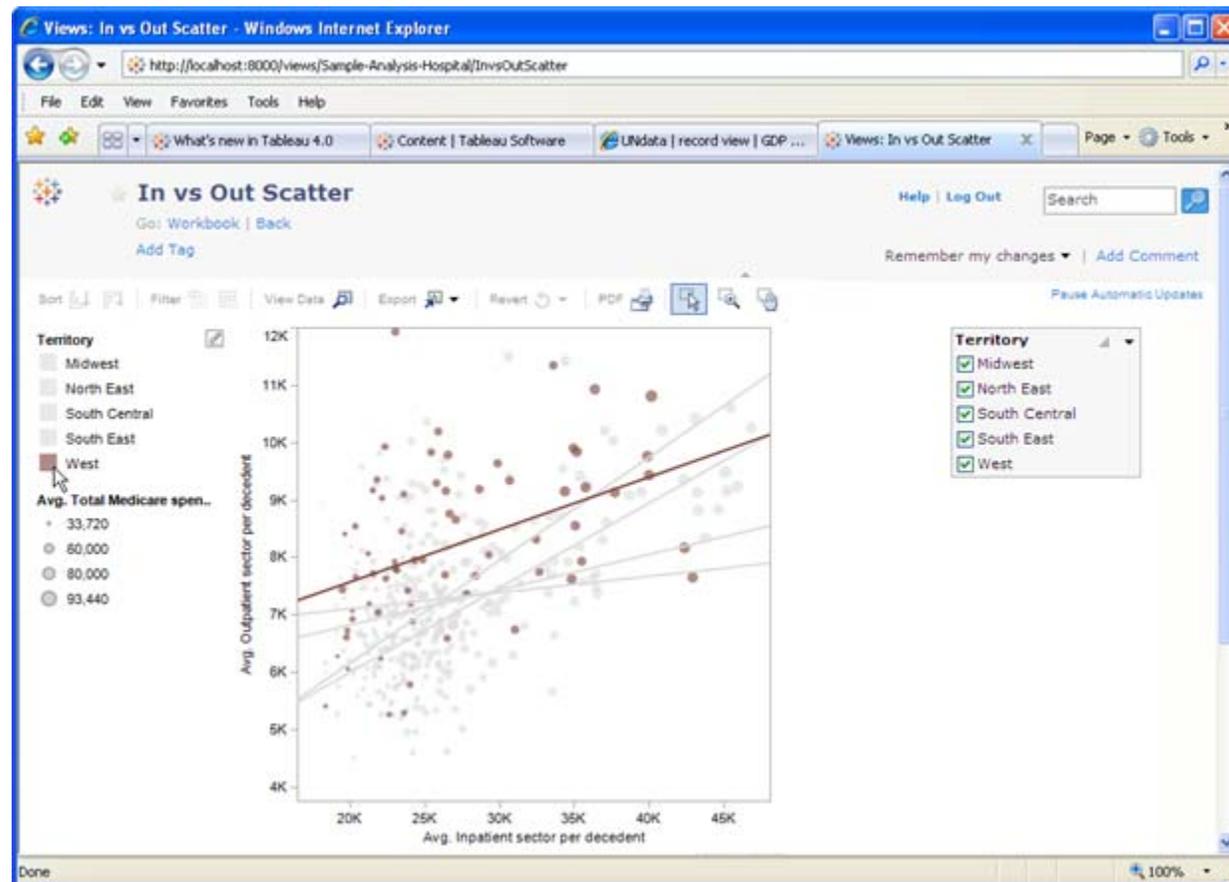


# Legend Highlighting: Highlight Specific Categories in Your Views Without Losing Surrounding Context



Now web-based Server users can highlight and hone in on one data category using legend highlighting.

When you point to one color-encoded category, the other categories softly gray out. You can then focus directly on that category without losing the context of the overall data.

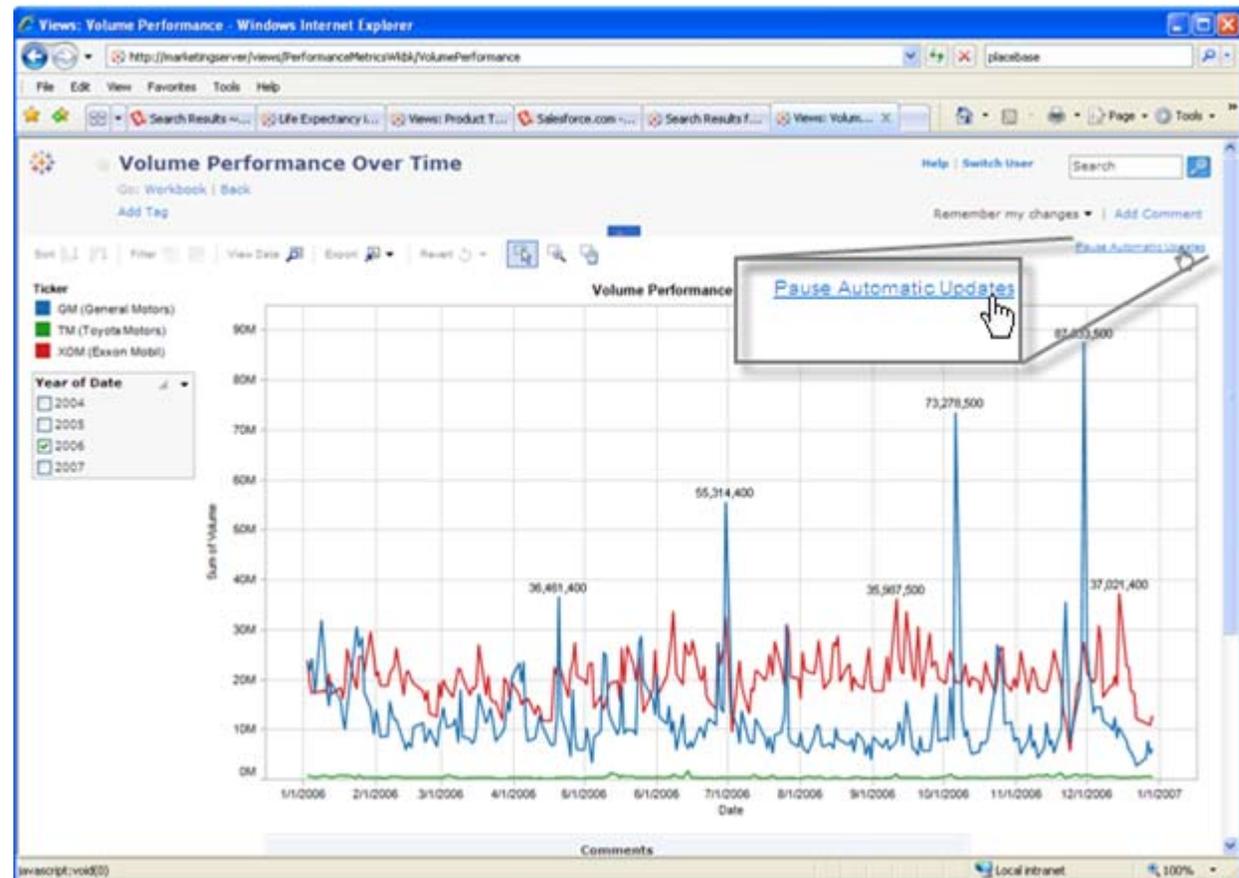


# Pause Automatic Updates: Refresh Your Data When You Want



Tableau always brings you the live data - except when you don't want it to. Sometimes, you want Tableau to stop getting the most current data. Now Server users can pause automatic updates.

Whether it's to minimize the number of live database queries or to eliminate waiting for responses from the live database, in just one click data updates can be paused. One more click resumes the updates. Take control of when you want the data in your view updated..



# Auto-login Using SSPI and More!



## **Auto-login Using SSPI**

*Login Once to Your Computer - No Need to Login to Server Separately*

Seamlessly view Server-based visualizations without stopping to login to Server and other applications. Particularly useful for Tableau views that are embedded into your portals and websites, your users can now focus on the trends and patterns in your dashboards and visualizations instead of worrying about remembering passwords.

## **Multiple Domains Supported for Active Directory**

*Active Directory Configurations with Multiple Domains Now Supported*

Now organizations with multiple domains can use Active Directory configurations just as if they had only one domain. Easily enable people all over your organization - whether they're within the same domain or not - have access and capabilities on Tableau Server.

## **More Toolbar Options**

*Filter, Export, Print, Pan and Zoom Your Server Views with Greater Ease and Flexibility*

Server users now have more options and capabilities to gain greater insight from their views and dashboards. A new Server toolbar enables users to filter more dynamically, export data and cross-tabs, print to PDFs, and pan and zoom across their maps and visualizations.

## **Delete Individual Views**

*Delete Individual Views Within A Workbook for Greater Control*

Now you have greater control to administer your workbooks and views within Server. Delete individual views and dashboards within a workbook, rather than deleting the whole workbook and having to republish just the views you want to keep available online.



# Server View Acceleration - and More New Features!

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## **Server View Acceleration**

*Server Views Load Faster and Are Much More Responsive*

Server views now are designed to load much faster - and load with the entire view in one pass. Your Server users will find their visualizations and dashboards much more responsive and useful.

## **Friendly Names**

*See Your Friendly Name in Server - not Just Your Login ID*

When Server users share and comment on views and dashboards, you'll see the person's name not their ID. So when you go look at a shared view, know that it's coming from "Elaine Jones" and not just "e.jones12".

## **Export Crosstabs**

*Export Your Summarized Cross-tabs to Excel or Other Apps*

Server users can now export views into table-based cross-tabs for use in Excel or other applications. With these views, they can work with the numbers behind the visualization without having to examine all the underlying individual data.

## **PDF Printing Enhancements**

*Print and Create PDFs from Server with Greater Flexibility and Control*

Server users can now print and export their customized views to PDF with greater control over page breaks, headers, black & white gradation and more. PDF documents are legibly beautiful with appropriate headers across page breaks and more.



# Clickable Data Hierarchies And More!

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## **Data Hierarchies**

*Point & Click Dates for Instant Drill-down - and for Cube Hierarchies*

Server users can now drill-down into time-based series with a simple click. Go from year to quarter or quarter to month by clicking on the "plus" sign within a view. Instantly, a more detailed view of the data over time is shown.

## **Filter from Legend - and More**

*Filter Data by Clicking on the Legend*

Server users now have more filtering and customization power. By right-clicking on a legend in a view or using our new filtering options on the tool bar, they can filter data within their views. So whether quick filters are set up or not, Server users can filter as needed.

## **Pan and Zoom**

*Pan and Zoom Across Your Views*

With greater control and accuracy, you can zoom into your views and pan across those views. Highly useful for maps, you'll also gain greater insight in your highly dense scatterplots. See your outliers but then zoom into and pan across highly dense areas for greater detail.

## **Safari Browser Support**

*Use Tableau Server with the Safari Browser*

The Apple-based browser Safari is now tested and validated with Tableau Server. We have tested and ensured that Tableau Server's capabilities and features are compatible with Safari.

