

Tableau Delivers Financial Analysis at the Speed of Thought ThoughtStorm Achieves Analytical Results in Just 10% of the Time It Took Previously

Company Profile

ThoughtStorm Strategic Capital is a boutique investment bank and advisory firm focused on increasing returns on invested capital for its clients. It concentrates its efforts in three areas: mergers and acquisitions, interim management services and strategy.

ThoughtStorm is led by a team of professionals from the consulting, investment banking and real estate industries.

Customer Case Description

To provide the highest quality services to its shareholders and to manage its holdings most effectively, ThoughtStorm engages in a significant amount of detailed data analysis. Because of the diverse holdings of this firm, ThoughtStorm encounters large amounts of disparate data sources.

ThoughtStorm's challenge is to continue expanding its services to its shareholders and increasing its ability to provide interim management to its expanded holdings—all while holding costs down, accelerating its decision-making, and generally outsmarting the market.

Historically, ThoughtStorm has worked a team of SQL programmers, analysts and statistical experts. The problem with that is that they often do not understand the strategic and management considerations of the financial experts at ThoughtStorm. Meanwhile, the financial experts are not able to spend time creating SQL queries or running complex statistical software.

Overall, ThoughtStorm was losing time and ground. In the financial markets, losing time means losing opportunities to increase revenue and profit. ThoughtStorm sought a way to leverage its financial analysis experts directly against their massive amounts of data as quickly as possible without turning them into programmers.

The Solution

ThoughtStorm selected Tableau Desktop Professional. By using Tableau Software, ThoughtStorm has been able to dramatically increase the speed and effectiveness of its analytical efforts.

Where it used to take ThoughtStorm months of finding the data sources, processing the data, writing report requirements for the SQL programmers, and then finally getting down to analyzing the data, Tableau now allows them to move dramatically faster—literally from taking 8-12 weeks without Tableau to 3 days with Tableau.

For More Information About This Case

Contact: visualanalysis@tableausoftware.com or call (206) 633-3400 x1

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"Instead of 8-12 weeks spent on waiting for data and analyzing scenarios, it's literally just 3 days with Tableau. Time is critical in my business and Tableau gives me back time. Tableau's benefit on the time-dimension is tremendous."

Mike Princi, Managing Director