

Ferrari and Maserati of North America Revs Up Its Data Analysis with Tableau Software

Tableau's Easy Implementation and Online Dashboard Speeds Data Analysis for the Luxury Carmaker

Customer Profile

Ferrari and Maserati of North America imports cars for distribution and sale in the United States, Canada and South America and provides after-sales assistance to its dealer network including: marketing, sales, customer service, technical training and warranty administration. Additionally, Ferrari and Maserati of North America advises Ferrari and Maserati S.p.A. on product development for its market and participates in motor sports, cultural and philanthropic activities.

Customer Case Description

While researching for flexible and interactive reporting tools, Ferrari and Maserati of North America's IT Director, Sandro Levati, was discouraged by the complexity and cost of the Business Intelligence (BI) solutions available. His needs were relatively simple, so it was particularly disheartening to be presented with the substantial consulting fees associated with the development of custom solutions that could access his company's data that was stored on IBM iSeries, and MS SQL Servers effectively.

The Solution

Ferrari and Maserati of North America successfully deployed Tableau Desktop to key users without the need for external resources, which kept the cost of deployment within budget. Levati also selected Tableau Server to enable online publishing and distribution of specific workbooks.

Users have the ability to interact with company data in real-time and can access personalized views and **dashboards** from its Intranet (a Microsoft SharePoint/Tableau Server-based portal). Reports for retail sales analysis, service and repair orders and monthly expenditures are now easily generated and shared throughout the organization. Previously, this was a time-consuming task that involved manually entering data into Excel files and distributing that static information via email. "When we discovered Tableau, its simplicity, intuitiveness and effectiveness were immediately evident and quite enticing. It not only met our needs and situational requirements, but it also fit our budget and allowed for an in-house implementation."

For More Information About This Case

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

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Sandro Levati, Director of IT
Ferrari North America