



# 2025 CDAO Sydney

*Deliver Agentic Analytics with Tableau & Salesforce*

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# Strategic Clarity in a Noisy AI Landscape



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Forbes

INNOVATION > ENTERPRISE TECH

### The Third Wave Of AIs Here: Why Agentic AI Will Transform The Way We Work

By [Bernard Marr](#), Contributor. [Follow Author](#)

Nov 15, 2024, 02:11am EST

[MIT Sloan Management Review](#) [Topics](#) [Our Research](#) [Spotlight](#) [Magazine](#) [Webinars & Podcasts](#)

### Don't Get Distracted by the Hype Around Generative AI

Tech bubbles are bad information environments.

[Join us](#)

WORLD ECONOMIC FORUM

FOURTH INDUSTRIAL REVOLUTION

### Why AI agents will be a global trade game changer for SMEs

Feb 21, 2025

HARVARD Kennedy School  
**ASH CENTER**  
for Democratic Governance and Innovation

ADDITIONAL RESOURCE NOV 20, 2024

### Watching the Generative AI Hype Bubble Deflate

Medium

### Deepbrain AI | Generative AI: Greater Than the Sum of its Parts

DeepBrain AI [Follow](#) 4 min read · Apr 25, 2023

[Events](#) [Video](#) [Special Issues](#) [Jobs](#) **VentureBeat**

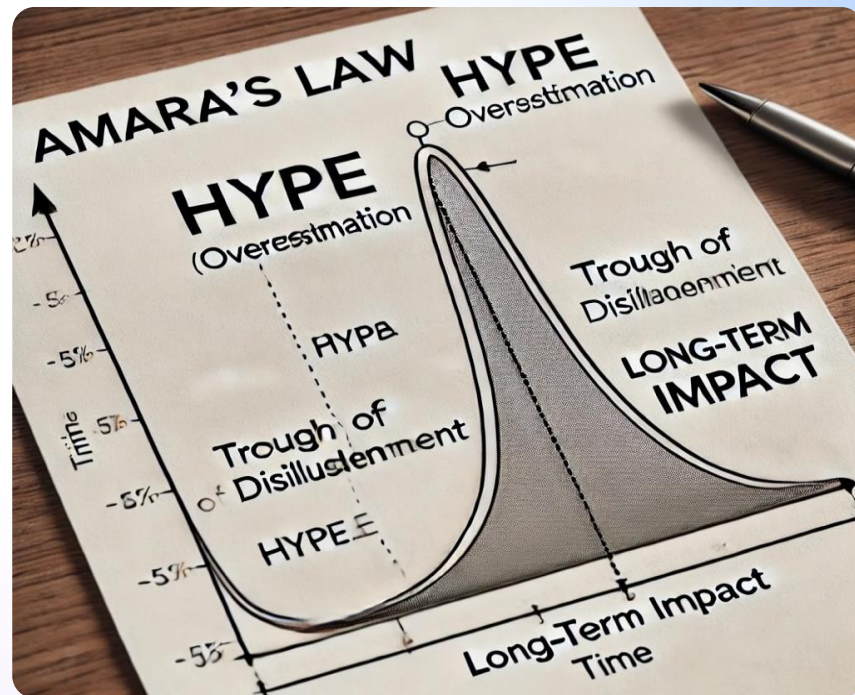
[Artificial Intelligence](#) [Security](#) [Data Infrastructure](#) [Automation](#) [Enterprise](#)

### Gartner predicts AI agents will transform work, but disillusionment is growing

# Amara's Law

Short Term Hype. Long Term Underestimated Impact.

"We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run." - Roy Amara





**We Help People See,  
Understand and Act on Data**

# We still have a long ways to go...



Already  
**30%**  
of employees utilize  
data day to day

- Is that true at your organization?
- Do you see value in reaching the other 70%?
- What are the barriers to adoption?

## How Do You Reach the Other 70%?

- Conversational UX is important
- Personalized, contextual, smart
- Dashboards don't work for everyone

# What's Preventing Adoption?



Takes too long to get insight

Don't believe the data

Insights are in application silos

Insights don't lead to Action

**Speed**  
**Trust**  
**Engagement**  
**Action**

# The Agentic Era

## The 3rd wave of AI

Wave 1

Predictive  
AI

Wave 2

Generative  
AI

Agentic AI: The Next Big Breakthrough That's  
Transforming Business And Technology

Forbes



*Personalized A.I. Agents Are  
Here. Is the World Ready for  
Them?*

The New York Times

How Waymo outlasted the competition  
and made robo-taxis a real business

FORTUNE

Artificial  
General  
Intelligence

# Customers are asking for a new user experiences



## Augmented Apps with Copilot UI

New Intelligent data  
experiences



## LLMs in the Flow of Work

Generative AI models with  
access to my customer  
context in the flow of work



## Unified, Actionable Data

Structured + unstructured  
data powering AI, analytics,  
and automation



## Data Security & Compliance

Control over data usage, LLM  
benefits without cost of  
model training



# What is an Agentforce Agent?



## Role

**Service Agent for Retail**  
An agent in your team



## Knowledge

**All of your data and case history**  
The data an agent needs to be successful



## Actions

**Answers questions & process returns**  
The things an agent can do to fulfill



## Guardrails

**Refunds up to \$100**  
Refunds up to \$100 without approval



## Channel

**Web, Mobile, WhatsApp, Slack**  
Where an agent gets work done



# Tableau Next



Built on **Data Cloud** | Unified **Semantic Layer** | Analytics Skills for **Humans** and **Agents**



Agentforce

## Pre-built Analytics Skills



Empower every user



Data Pro



Concierge



Inspector

Enrich every agent



Sales



Service



Marketing

Visualization + Action

Semantic Layer

Data Layer



Salesforce Platform

# Tableau ushers in a new era for Data

A new paradigm for creating economic benefits from data

Leaders shape  
the future



## Reporting

Historize, organize & maintain data

## Visual Analytics

Collect, store, process, and analyze data  
Make data-driven decisions

## Agentic Analytics

Transform data into financial value  
Create economic benefits

Tableau Next

1<sup>st</sup> Market  
Disruption

Tableau Classic

2<sup>nd</sup> Market  
Disruption

1980 - 2000

2000 - 2024

2025 onwards



IT  
Expert Technical Skills  
Coded Custom Queries

Data Curious  
User-Acquired Skills  
'Follow-the-manual' steps

Everyone  
Built-in Skills in the tool  
Guided Agentic Intelligence

Everyone empowered with  
agentic skills



Aggregated Data  
Full-Service  
IT Solutions  
Static Report

Data Visualizations  
Self-Service  
BI Portals  
Manual Data Exploration

(Agentic) Actions  
Personalized Insights  
In the flow of work  
AI-assisted Pattern Recognition

Act in the flow of work,  
based on personalized,  
contextual insights



Tables & Joins  
Custom Development  
Delegation  
SQL

Data Model  
Specific Objects  
Authoring  
Drag & Drop

AI Semantic Layer  
Reusable & Composable Assets  
Co-creation / Collaboration  
Multimodal: NL, D&D, API

Data semantics enriched  
by information & business  
rules they trust



Databases  
Data Silos

Structured Data  
Data Consolidation

Structured & Unstructured Data  
Real-time, Cloud Scale data

Incorporate any data, in  
any format

# DEMO