

# Amberd vs. Tableau

From dashboards to decisions

Traditional BI platforms like Tableau help teams visualize data. Amberd helps organizations make decisions from it. Most companies today don't lack data; they lack clarity on what changed, why it changed, and what to do next. **Amberd helps organizations act on data.**



	Tableau	Amberd
<b>Approach</b>	Dashboards & visualizations	AI-powered decision layer
<b>Output</b>	Charts, reports	Answers, explanations, actions
<b>User</b>	Analysts, business users	Executives, decision-makers
<b>Interaction</b>	Build & explore dashboards	Ask questions, get answers
<b>Data types</b>	Structured only	Structured AND <u>unstructured</u>
<b>Time to insight</b>	Days to weeks	Instant

	Tableau	Amberd
<b>Data warehouse</b>	Required	Optional
<b>ETL pipelines</b>	8–20 weeks + ongoing maintenance	Solution Architecture onboarding is a one-time setup
<b>Data engineering</b>	Required permanently	No data engineering headcount needed post-onboarding
<b>Deployment time</b>	8–18 months	4–8 weeks

Amberd.ai's Solution Architecture led onboarding eliminates the entire pre-warehouse layer, reducing deployment to 4–8 weeks.

## How it Works

### Tableau:

- Requires dashboards to be built
- Depends on analysts to interpret data
- Insights must be manually extracted

### Amberd:

- Sits directly on top of your existing data stack
- Interprets data automatically
- Delivers answers in plain language
- Answers critical questions: *What changed, why it changed, and what to do next*

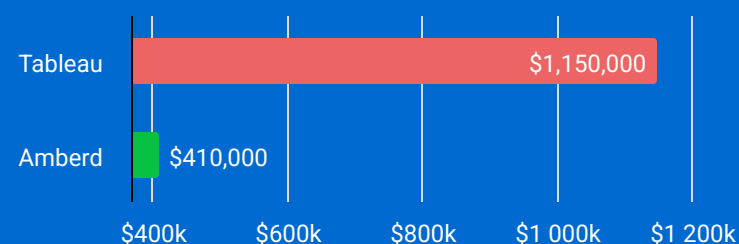
## What Changes for Your Team

### Before (Tableau):

- Dashboards multiply
- Reports get shared
- Teams debate numbers
- Decisions slow down

### After (Amberd):

- Every metric comes with context
- Every anomaly has an explanation
- Every insight leads to an action
- Teams move faster with confidence



### Total Cost of Ownership (3 years)

Tableau: ~\$1.15M | Amberd: ~\$410K

*Driven by: No warehouse, no pipelines, no data engineering  
The cost benchmarked for Tableau is for 100 users,  
but unlimited for Amberd.*

**Tableau helps you see your data. Amberd helps you act on it.**

The organizations that move fastest with data don't present numbers, They present decisions.