Alibaba Cloud: A Great Choice for Tableau Deployment on Cloud

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Sales Consultant
Tableau
Agenda

What’s Alibaba Cloud?
   Dozens of Services

Why Alibaba Cloud?
   Market Share
   Cost Effective

What are the current joint offerings?
   Deployment
   Analysis
What’s Alibaba Cloud?
Taobao November 11 Shopping Festival

Peak Transaction Volume for Each Year's Double 11

November 11 Shopping Festival
Products & Services

- Elastic Computing
- Storage & CDN
- Networking
- Database Services
- Security
- Monitoring & Management
- Domains & Websites
- Analytics & Big Data
- Application Service
- Media Services
- Middleware
- Cloud Communication
- Apsara Stack
- Internet of Things
## Main Data Services from Alibaba

<table>
<thead>
<tr>
<th>Service</th>
<th>Alibaba Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>RDBMS</td>
<td>ApsaraDB RDS for MySQL, SQL Server, PostgreSQL...</td>
</tr>
<tr>
<td>Data Warehouse</td>
<td>AnalyticDB</td>
</tr>
<tr>
<td>Big Data</td>
<td>MaxCompute</td>
</tr>
<tr>
<td>Data Lake</td>
<td>Data Lake Analytics</td>
</tr>
</tbody>
</table>
RDBMS – ApsaraDB RDS

- A MySQL, SQL Server and PostgreSQL-compatible relational database built for the cloud
- Optimized database services
- Cost-Effective
- High Security Protection
Data Warehouse - AnalyticDB

AnalyticDB is a real-time Data Warehousing service with highly concurrent query capability.

- Real Time Analysis
- Fast Response Time
- Data Scale to PB Level
- Compatible
Big Data- MaxCompute

MaxCompute provides big data analysis and modeling services.

- Large-scale Computing & Storage
- Multiple computational models
- Reliable data security measures
- Cost Effective
Data Lake Analytics (DLA) is an interactive analytics service that utilizes serverless architecture.
Why Alibaba Cloud?
Why Alibaba Cloud

2018 Asia Pacific IaaS and IUS Market Share

<table>
<thead>
<tr>
<th>Company</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alibaba</td>
<td>19.6%</td>
</tr>
<tr>
<td>Amazon</td>
<td>11.0%</td>
</tr>
<tr>
<td>Microsoft</td>
<td>8.0%</td>
</tr>
<tr>
<td>others</td>
<td></td>
</tr>
</tbody>
</table>

Market Share Gain (2018 vs 2017)

- Alibaba: +4.7%
- Amazon: -0.2%
- Microsoft: +1%

Graph created by Alibaba based on Gartner Research,
Source: Gartner Market Share: IT Services, 2018, Dean Blackmore et al., 8 April 2019
*Asia Pacific=Mature Asia/Pacific+Greater China+Emerging Asia/Pacific+Japan (Region)
*IUS = Infrastructure Utility Services
20 Data Center Regions
Tableau Server on cloud – cost analysis example

- Single Server:
  - 16 vCPU, 2.0 GHz or higher;
  - 64GB RAM
  - 40GB Disk Space for OS, 200GB volume for Tableau Server
- Windows Server 2016, 64-bit
- Region: China or near to China
- Elastic IP
# Server Costs by Providers

<table>
<thead>
<tr>
<th>Service</th>
<th>Region</th>
<th>Compute</th>
<th>Storage</th>
<th>Other services</th>
<th>Monthly Total</th>
<th>Yearly Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alibaba</td>
<td>China</td>
<td>$273</td>
<td>$4</td>
<td>$27</td>
<td>$304</td>
<td>$3,648</td>
</tr>
<tr>
<td>AWS</td>
<td>HK, China</td>
<td>$1,312</td>
<td>$32</td>
<td>~$30</td>
<td>$1,374</td>
<td>$16,488</td>
</tr>
<tr>
<td>GCP</td>
<td>HK, China</td>
<td>$1,010</td>
<td>Included</td>
<td>~$30</td>
<td>$1,044</td>
<td>$12,528</td>
</tr>
<tr>
<td>Azure</td>
<td>East Asia</td>
<td>$982</td>
<td>$5.20</td>
<td>~$30</td>
<td>$1,017</td>
<td>$12,204</td>
</tr>
</tbody>
</table>
Tableau Server on cloud – cost comparison

- Pricing estimates for 1 year
- Pricing estimates for windows
- Based on Region “China” or Asia
In Summary,

1. Named 1st in Asia Pac Market Share of Iaas
2. Strong Network of 20 Data Center regions, 61 Availability Zones
3. Cost effective option compared with other cloud providers
4. A mature Cloud provider sustains real-world tests daily
What are the current joint offerings?
Deployment

Analysis
Deployment

Analysis
### Tableau + Alibaba - Deployment

<table>
<thead>
<tr>
<th>Tableau Server</th>
<th>Alibaba Cloud ECS Self-Deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production ready</td>
<td>✅</td>
</tr>
<tr>
<td>Upgrade Tableau without replacing the instance</td>
<td>✅</td>
</tr>
<tr>
<td>Install on Linux</td>
<td>✅</td>
</tr>
<tr>
<td>Install on Windows</td>
<td>✅</td>
</tr>
<tr>
<td>Scale-up</td>
<td>✅</td>
</tr>
<tr>
<td>Scale-out (add nodes)</td>
<td>✅</td>
</tr>
<tr>
<td>Active Directory support</td>
<td>✅</td>
</tr>
<tr>
<td>14-day trial license</td>
<td>✅</td>
</tr>
<tr>
<td>BYOL license</td>
<td>✅</td>
</tr>
</tbody>
</table>

**Typical Instance type:**
- `ecs.c5.4xlarge`
- `ecs.g5.4xlarge`
- `ecs.r5.4xlarge`
Deployment

Analysis
Tableau + Alibaba – Data Sources

1. RDS SQL Server
2. RDS MySQL
3. RDS PostgreSQL
4. Other ODBC or JDBC compatible DBs

Tableau platform supports direct connections to Alibaba data sources, driving live queries.

Direct Connection or Extract (In-Memory)

Workbook, connection or extract

Desktop + Prep

Analyze & prep data,

Tableau + Alibaba Cloud

Connection from published datasource or workbook

Server + Online

Share dashboards and data with others
What New Connectors for Alibaba in 2019.4

1. AnalyticDB for MySQL
2. Data Lake Analytics
3. MaxCompute
The Drivers Required

1. **AnalyticDB for MySQL**
   - install the latest MySQL 8.0 driver

2. **MaxCompute**
   - install the latest Java 8 version
   - Download the latest JDBC driver (*odps-jdbc-[version]*-jar-with-dependencies.jar file) from the [Aliyun GitHub site](#)
   - Move the downloaded *odps-jdbc-[version]*-jar-with-dependencies.jar file to C:\Program Files\Tableau\Drivers.

3. **DataLake Analytics**
   - install the latest MySQL 8.0 driver
Tableau on Alibaba

Raw data
- Batch
  - Flat files
  - Application data
- Streams
  - Logs
  - Internet APIs
  - Sensors
  - Realtime Compute

Collect/Store
- Object Storage Service
- Table Store

Process
- E-MapReduce
- MaxCompute

Query
- AnalyticDB
- Data Lake Analytics
- ApsaraDB RDS

The Tableau Platform
- Analytics
- Collaboration
- Content Discovery
- Governance
- Data prep
- Data access

Data Flow • Native connectors
1. Tableau Online help of Server installing on Alibaba

2. Mail me if any question about deployment on Alibaba or using Alibaba Data sources via Tableau
   hwen@tableau.com

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