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SALESFORCE ACQUIRE TABLEAU SOFTWARE



INTRODUCTION


Purchasing Tableau Software, the corporation stepped into a new level in the technology industry, which shows the increasing role of data illustration in BI. This \$15.7bn all-stock deal completed in 2019 allowed Salesforce to bolster its analytical capacity as well as deepen its suite of products in its efforts to better serve its customers.





RATIONALE OF THE ACQUISITION


The acquisition was thus informed by Salesforce's goal of being an institution that seeks to provide information to businesses. Tableau with powerful dataviz capabilities was a perfect fit for Salesforce's strong CRM capabilities. Both were intended to help enterprises have better information so as to make proper decisions.





IMPACT ON THE MARKET

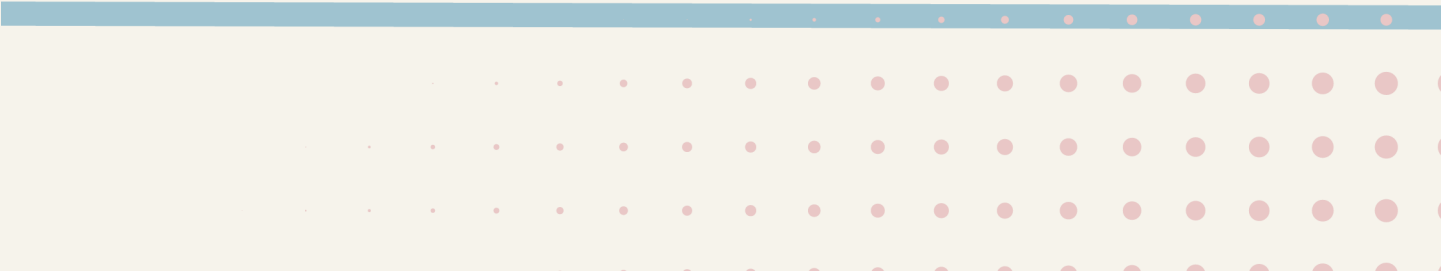
The acquisition was a major game changer in the enterprise software business largely due to provision of integrated environment for CRM and Analytics. Some of the corporations using Salesforce tools for customer management and Tableau's powerful data visualization tools for business analysis.





CONCLUSION

Another such deal is that of Salesforce buying out Tableau Software strategic deal in a bid to control the space of analytics industry. Together in synergy, the two companies have revolutionized the system to how companies can unlock the potential of data.





RECOMMENDATION

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