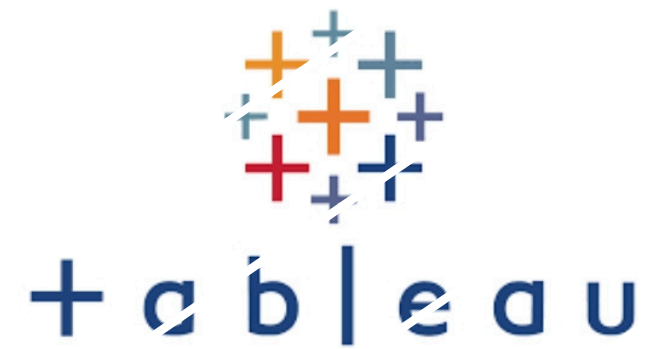


CASE STUDY: The Great Migration



HOW A RETAIL GIANT SAVED \$2M AND 18 MONTHS OF "MIGRATION HELL"

The Client: A Global Multi-Brand Retailer with 4,000+ stores.
The Challenge: A "Tech Divorce" from Tableau to Power BI.



The Crisis: The "Impossible" Deadline

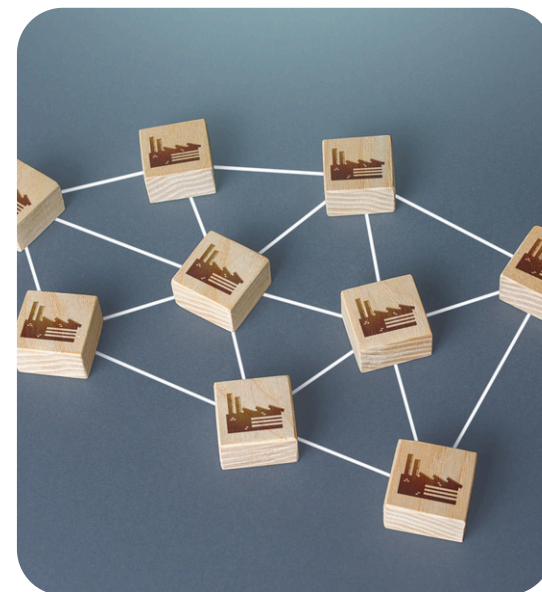
The client's Tableau enterprise license was set to renew in **6 months**. The cost? A staggering **\$2.2 Million**. Leadership issued an ultimatum: Move everything to Power BI before the renewal date or pay the fine.

"We were staring at a \$2M renewal fee for a platform we no longer wanted, simply because we couldn't move fast enough. We were trapped." — **VP of Analytics**



The Roadblock:
Scale: 2,800 Workbooks and 12,000+ complex calculated fields.

The "Human" Problem: Their internal BI team estimated that manual conversion would take **2 full years** and a team of 30 consultants



The Risk: If the calculations (LODs) didn't match perfectly, the supply chain would fail.





The Solution: Enter Pulse Convert

The client bypassed traditional consulting firms and deployed **Pulse Convert**. Instead of "re-building" from scratch, they used our **AI-powered Migration Engine** to automate the translation.



The "Deep Scan": Pulse Convert audited the entire Tableau environment in 48 hours, identifying "Zombie Reports" (unused) and high-priority assets



The AI Translator: Pulse Convert's engine automatically translated Tableau's proprietary syntax into optimized Power BI DAX

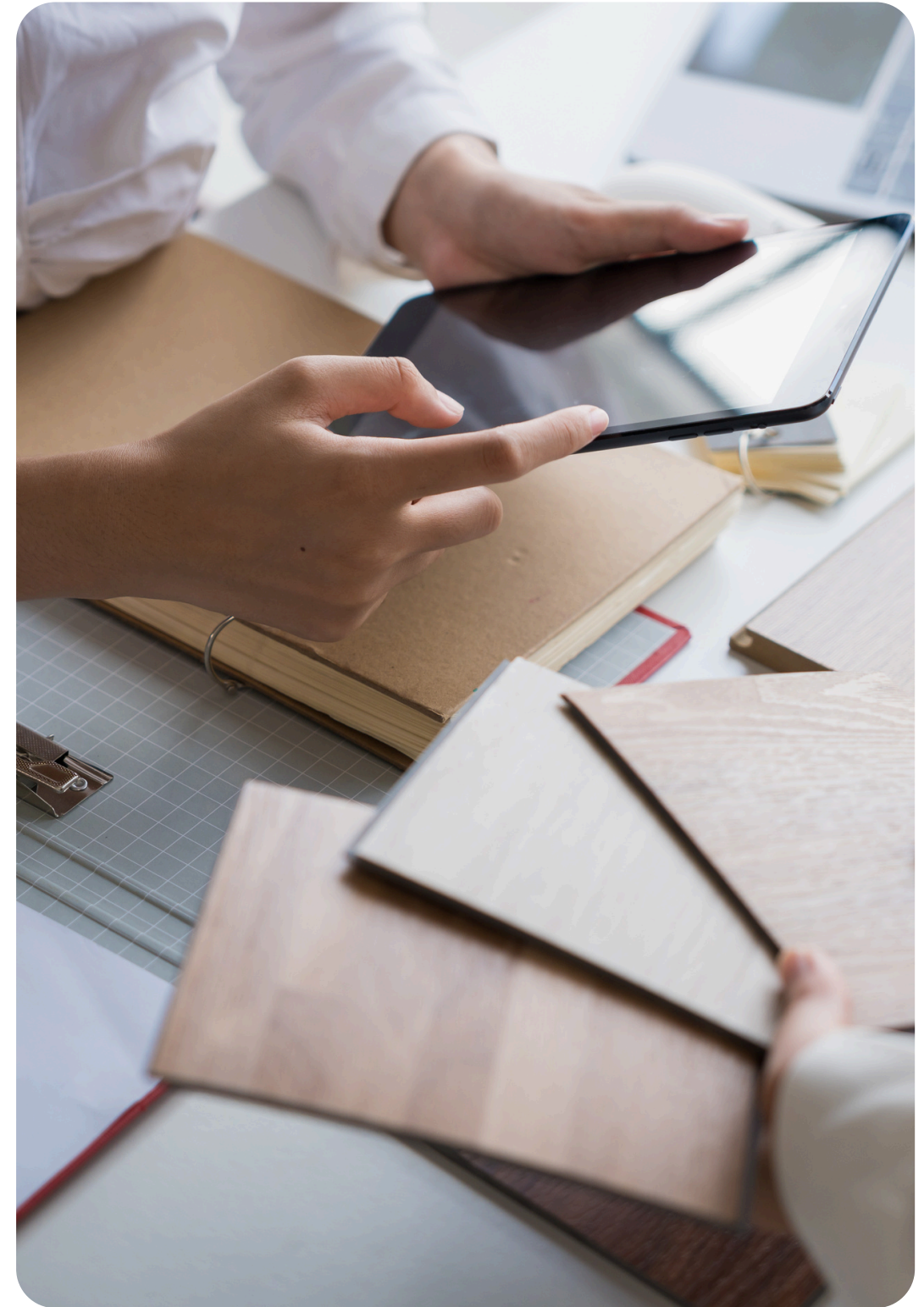


One-Click Validation: Rather than manual UAT, the platform compared the "Old" and "New" data side-by-side to ensure 70-95% accuracy.



The "Aha!" Moment

Halfway through the project, the client discovered a set of highly complex "Nested LOD" calculations in Tableau that usually take a human developer 3 days to replicate in Power BI. ***Pulse Convert migrated them in minutes.*** That was the moment the team realized they wouldn't just meet the deadline—they would beat it.



The Results: By The Numbers

The impact was immediate and measurable.

Goal	Manual Migration (Estimated)	With Pulse Convert
Time to Completion	24 Months	06 Month
Labor Cost	\$1.5M (30 Consultants)	\$320K
Data Accuracy	50% (Human Error)	70-95% (AI Precision)
Tableau Licenses Saved	\$0 (Missed Deadline)	\$2.2M (Renewed Zero)



Life After Migration: **The Pulse Ecosystem**

The story didn't end with migration. By moving to the Microsoft ecosystem via Pulse Convert, the client unlocked:



GEN Flow Integration:

Their data pipelines are now fully automated, eliminating manual ETL work.



Pulse QA:

They now use GenAI to auto-test every new dashboard update, ensuring their supply chain data never breaks again.

