



THE 10X VELOCITY SHIFT

“ **HOW A GLOBAL FINANCIAL SERVICES FIRM
MIGRATED 1,200 TABLEAU WORKBOOKS IN
RECORD TIME** ”

The Client: A Tier-1 Banking and Financial Services Institution.
The Challenge: A massive backlog of Tableau reports that were blocking a company-wide transition to the Microsoft ecosystem.

THE BOTTLENECK: "MIGRATION PARALYSIS"

The bank had made a strategic decision to standardize on Power BI to reduce costs and improve integration with their data lake. However, they were "stuck" in Tableau due to the sheer volume of legacy content.

Scale:
1,200+ Workbooks
with over 8,000
unique dashboard
views.

Complexity:
Heavy use of
Tableau-specific
features like "Sets,"
"Parameters," and
deeply nested Level
of Detail (LOD)
expressions.

The Talent Gap:
Finding enough
Power BI developers
who also
understood Tableau
logic was proving
impossible and
expensive.

The Quote:
A "Big 4"
consultancy quoted
\$1.2 Million and an
18-month roadmap
to manually rebuild
the environment.

THE SOLUTION: PULSE CONVERT "ENGINE-FIRST" MIGRATION

The bank chose Pulse Convert to shift from a "People-Heavy" approach to an "AI-Heavy" approach. The platform acted as an automated translator between the two BI worlds.



Automated Metadata Extraction: Pulse Convert parsed the Tableau XML files to understand the data lineage, filters, and hidden calculations without needing to open a single workbook manually.



Semantic Layer Mapping: The engine automatically converted Tableau's data models into Power BI's Star Schema, ensuring that the relationships between tables remained intact.



Formula Translation: Pulse Convert's proprietary logic engine translated complex Tableau syntax into clean, performant **DAX** (Data Analysis Expressions), maintaining 100% calculation parity.

THE "UNFAIR ADVANTAGE"

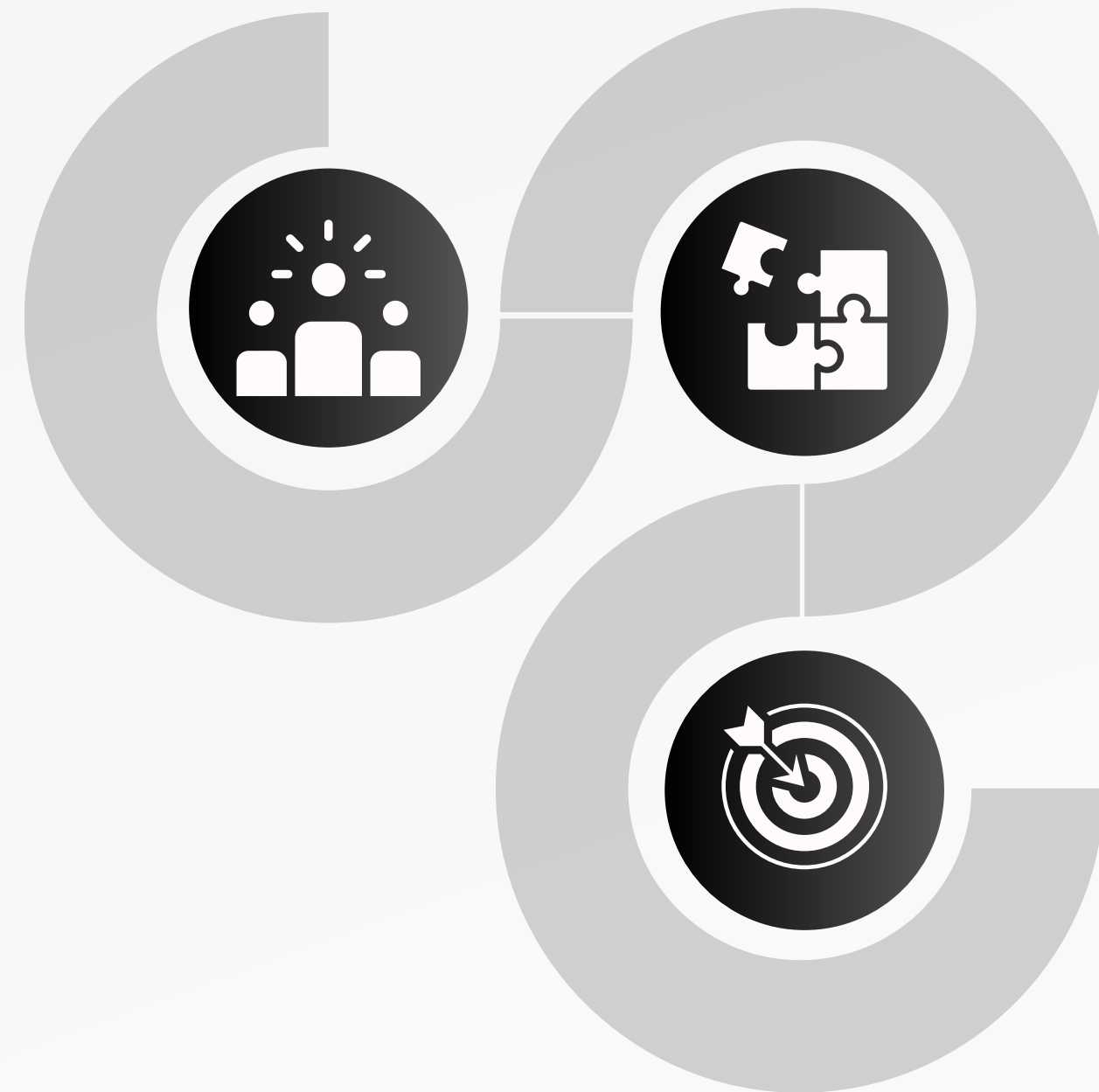
The breakthrough came during the "Stress Test." The bank's most complex report—a "Risk Exposure Dashboard"—was fed into Pulse Convert.

01

The Result: In under **10 minutes**, the engine generated a Power BI file (.pbix) that mirrored the original Tableau report's logic and layout.

02

The Comparison: A senior developer estimated it would have taken **15 days** of manual coding to achieve the same result.



THE RESULTS: PROVEN ROI

By removing the "Human Element" from the conversion process, the bank achieved unprecedented efficiency.

Metric	Traditional Manual Rebuild	With Pulse Convert
Project Timeline	18 Months	4.5 Months
Cost of Migration	\$1.2M (Consulting Fees)	\$280K (License + Internal)
Error Rate	12-15% (Manual entry)	< 0.5% (AI Precision)
Internal Resource Load	10 Full-Time Developers	2 Project Leads



THE FINAL OUTCOME


The bank successfully decommissioned their Tableau Server **8 months ahead of schedule**, saving them an additional **\$400,000 in pro-rated licensing fees.**

More importantly, their BI team was freed from the "drudgery" of rebuilding old reports and was able to focus on building new, high-value analytics for the business.

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