Biztory

Customer Story: Bleckmann

# Migrating Bleckmann to Tableau Cloud

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Logistics / Supply Chain    Tableau    TabMove

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## Migrating Bleckmann from Tableau Server to Tableau Cloud

In 2024, Bleckmann, a global leader in supply chain management for fashion and lifestyle brands, took a decisive step to modernize its analytics infrastructure. With a clear vision to enable scalability, reduce IT complexity, and empower a data-driven workforce, the company partnered with Biztory to migrate from Tableau Server to Tableau Cloud—leveraging Biztory's proprietary tool, TabMove, to ensure a fast and frictionless transition.

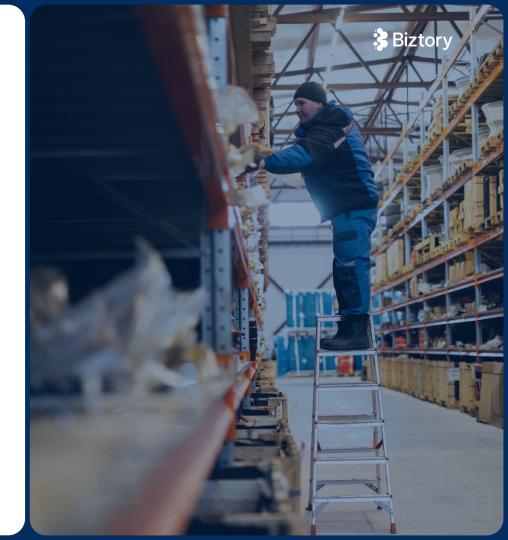Logistics / Supply Chain    Tableau    TabMove

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## Data Challenge

With an expanding user base and increasingly complex infrastructure, managing Tableau Server internally had become a bottleneck. The Business Intelligence team, led by Astra Vandenbussche, identified several strategic goals:

- Reduce IT workload and improve maintainability of the BI environment
- Leverage cloud-native capabilities to boost speed, flexibility, and uptime
- Unify licensing under an Enterprise model for greater cost-efficiency
- Improve analytics adoption through scalable training and governance
- Support a hybrid data architecture, including Snowflake, SQL Server, and Oracle

Moving to Tableau Cloud wasn't just a technical upgrade—it was a strategic enabler for Bleckmann's broader digital ambitions.
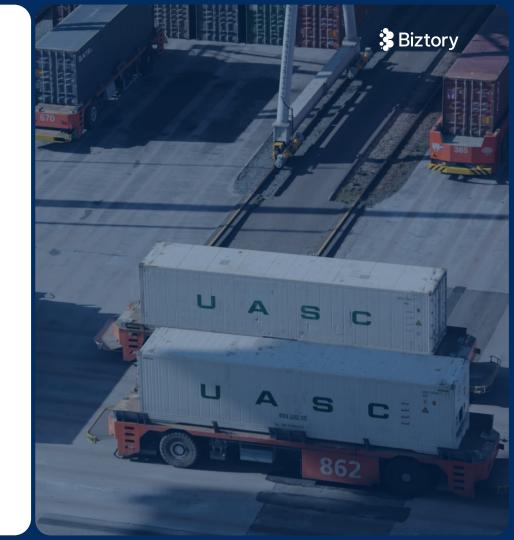
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## Data Solution

To meet the timeline and complexity of the project, Bleckmann turned to Biztory, Tableau's #1 partner in EMEA and an expert in cloud migration. Biztory completed the entire migration using: TabMove—a proprietary automation platform designed to streamline and de-risk Tableau Server to Cloud migrations, minimizing the risk for human error, but more importantly, saving time and resources.

But Biztory didn't stop at migration. The project also included a strategic license transformation to Tableau Cloud Enterprise, which included:

- Advanced Management Add-on for deep platform visibility, scalability, and admin automation
- Data Management Add-on for certified data, lineage tracking, and prep scheduling
- Tableau eLearning licenses to empower all users—technical and business—with personalized, on-demand training

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# The migration in numbers...

In just a few days, the Biztory team successfully migrated Bleckmann's entire Tableau environment. With zero downtime and no need for internal rework, the migration exceeded expectations.

## 301
Data sources migrated from Tableau Server to Tableau Cloud.

## 16
Prep flows migrated from Tableau Server to Tableau Cloud.

## 87
Projects migrated from Tableau Server to Tableau Cloud.

## 424
Workbooks migrated from Tableau Server to Tableau Cloud.

## Preserved
Permissions, schedules, and embedded credentials

## Connections
Live connections fully reconfigured (Snowflake, SQL, Oracle)

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"Very pleased with the results Biztory and Tabmove delivered. The **migration went flawless and saved us a bunch of time**."

**Astra Vandenbussche**
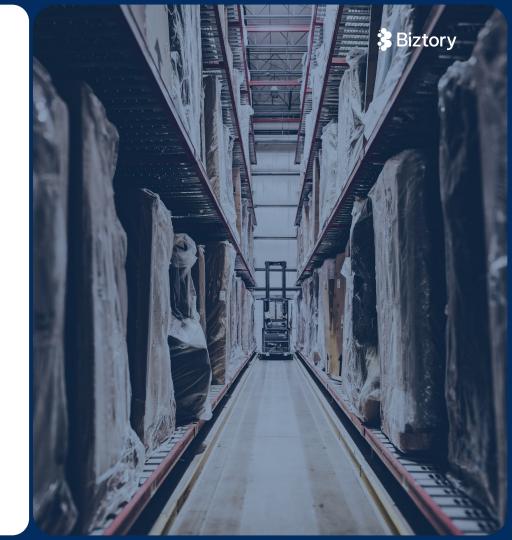BI Manager at Bleckmann

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## Impact

Thanks to this collaboration, Bleckmann now operates a cloud-native analytics environment that is fast, secure, and enterprise-grade. The results speak for themselves:

- A fully cloud-based setup with zero maintenance burden on internal IT
- Seamless and governed access to live data across Snowflake, SQL, and Oracle
- Empowered a user base of nearly 300 Tableau users (Mix of Creator, Explorer and Viewer licenses)
- Increased user satisfaction and faster dashboard performance
- Scalable training via eLearning, enabling deeper adoption and autonomy

From BI analysts to warehouse managers and operational leads, users across the business now access insights faster, more securely, and with greater confidence.

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# Success Factors

Bleckmann's success with Tableau Cloud wasn't just about the platform—it was about choosing a partner with proven expertise. Biztory brought a unique blend of several success factors:

## 01
### Technical excellence
honed through dozens of successful migrations

## 02
### Automation-first thinking
With the TabMove platform for Tableau Cloud Migrations

## 03
### End-to-end support
from licensing and governance to enablement and training

## 04
### True collaboration
rooted in understanding the client's business, not just the technology

## 05
### Proven Expertise
through several consultancy projects at Bleckmann

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# Got a similar project in mind?

*Let's see what the future holds.*

Get in touch