

TYLER BECK: All right. We'll go ahead and get started. So what gets measured gets managed. So what are we going to cover today? Seriously, what are we going to cover? Anybody?

AUDIENCE: Reporting.

TYLER BECK: Reporting. Thank you. I'm going to show you a report. I'm going to click through it really quick. Give you a couple seconds. I want you to see what you pull from this ugly report. What did you guys get?

AUDIENCE: [INAUDIBLE]

TYLER BECK: OK. Got a word. Awesome. What's that?

AUDIENCE: Pie chart.

TYLER BECK: It was a pie chart. So somebody pulled data from it. Watching TV. That was the biggest? So watching TV was the biggest.

AUDIENCE: [INAUDIBLE]

TYLER BECK: Did anybody read what it was about? Nice, OK. We step back. With cheat. What do you think the real point of this graph is? What Do they want you to feel? What do they want you to think?

AUDIENCE: Wasting time.

PRESENTER: Wasting time, OK. We watch a lot of TV. Does anybody feel that way? Does anybody think, do I watch that much? No. I have children. I wish I could watch that much TV.

That's the power of charts. Do you think they put way too much stuff in there if that's the message? If it really is TV, would you lay it out this way for me?

Do you get lost in all the other data? And do you start fighting with the fact that, like, what is relaxing for 17 minutes? What is that? And what's other leisure activities? It's not helping.

This quote gets passed around a lot at Autodesk. I love it. Without data, you're just another guy with opinion.

But I think a more powerful, data-driven philosophy is this. And I use this all the time. If you

want to win an argument, a data-driven argument, this is it. 60% of the time.

I will say when I was doing a PLM implementation with a company a few years ago, I was working for that company. We were 10 years into this implementation.

So that number describes how well it was going. It wasn't going well. And we used this all the time. But it was more like, 20% of the time, blank works every time, And that's how we talk [INAUDIBLE] PML.

So little bit about me. I'm Tyler Beck. We're talking about reporting today. And I'm a technical marketing manager.

I focus on Fusion Lifecycle and then some of the other Fusion platform tools, like our IOT tool. And we have a configure, price, quote tool. And then I help out a little bit with our Fusion 360, which is our CAD solution that's part of the platform.

If you guys haven't played with that stuff, it's phenomenal. I'm an old [? Saltworks ?] guy. And I'm really excited about how it's maturing and what it's offering in a cloud tool. So if you haven't, it's a free trial. Check it out. It's really neat.

I'm in San Francisco. I'm coming from industry. From before, I worked as a CAD administrator and an engineer. I was doing PLM input implementations we had PDM, several different PDM systems we were implementing and working with. And now with Autodesk.

Today we're talking about-- let's go through some basics real quick. Who's done a report in Fusion Lifecycle That's great. And who has Fusion Lifecycle Same folks, pretty much. OK, cool.

So forgive me if it's a little basic. I want to run through creating charts and then get a little more advanced. And then we'll step back and talk about, how do you create reports that actually tell a story, that convince, that persuade, that type of thing, and look at, what's a decent report? OK, safe harbor in case I incriminate myself by talking you about future releases.

OK so, just a tiny bit about my background. I came from Utah before I moved to San Francisco and I got into ski mountaineering and ski racing. And it looks ridiculous when you're doing it, people running uphill. It's like they didn't know you could just pay somebody to ride a lift. It's ridiculous.

So I got into this and I was the slowest guy. I did a race. And I came in almost last. And I made up my mind that I was going to get on the podium in the rec league or whatever. Or I was going to get a really good time.

And when I was training, I thought I looked like this. I looked more like this when I was training. But I was busy. I had a full-time job. I had children, a family that I'm passionate about.

So training was crucial. But I didn't have a lot of time. So I was adamant about tracking things down to the T.

I was the guy with the heart rate strap. I tracked every minute I trained. I get 10 to 15 hours of training a week.

But I was able to follow this. And the thing that I found fascinating was, I'd say I've been training all week. I'm going pretty hard. And then I look at my calendar and I'd see like, huh, in that middle week there, like I haven't trained for three days.

But I just said I've been training all week. Our engineering change orders, we close them out pretty quick. Actually, they're a lot longer than we thought.

So I love how data, when you start going beyond collecting, to measuring it, that you start managing it. Maybe look at it a slightly different way. Who budgets in their house, house budget? OK, who knows they spend more money when they're not budgeting? Who who spends a lot when they don't pay attention?

Anybody? Definitely me. Yup. So same thing. You stop measuring it. Doesn't matter. Oh, we're fine. We haven't spent that much-- until you see the bills.

So we already did that. Talked about creating a report. So first, let's get into the basics real quick. We'll do that. And then we'll circle back and get into some more advanced topics with reporting.

So I will try to go through this a little bit faster, because I created a video for you guys that explains this functionality getting started with reporting. So I know that you don't have to catch all of it as we go through it. That's OK. So the dashboard, this is personalized to you. How many can you have on the dashboard?

AUDIENCE: Nine.

TYLER BECK: Nine. Thank you. I would have given you a *Star Trek II* Blu-ray. But we turned it into lost and found. That would have been your prize.

So you edit that chart. And you can pick up to nine. We did a poll in one of our webinars. And guess how many people use? Three.

So that seems to be like the sweet spot for people. But you can add more, obviously. Adding a chart is easy. You select it.

And I notice that the reports that I can select from is smaller than my whole reports list. I have like 150 reports in my report space. But I see 20. Why? Why is that? That's weird.

Nice, there's charts. So I don't have all charts in my report workspace. Great. So I can. Of course, add one of these, too.

So let's look at the report's workspace. All right. I'm going to create a chart just to begin with. And then we will get into the nitty gritty after that.

We can do an item in [? BOM. ?] You have to do it based on a workspace. Again, think of this as a friendly review if you're familiar.

OK, so some of these topics-- report name is crucial. The description is really friendly when your workspace starts to pile up with reports. And then if you have global reports and shared reports across the organization, descriptions are crucial. You're being friendly to your neighbor, to yourself, when you're looking at a bunch of different reports. So that description can be pretty important.

I'm going to open one. And we'll look through that. That will save us a little bit of time.

[INAUDIBLE]

So I can edit an existing report that I did recently. There's the description. When you're first doing your chart report, not a bad idea to do a limit. Do like 100. Do 10.

If you are pulling a lot of data, on the first report, first draft, don't let it chug when you've got thousands of records. Maybe limit it just for your test.

And then private report. One question that came up in the forums was, how do I share to certain people, but not to the organization? How do you do that? That's a good question.

So private, that stays right in my workspace only. And then public is like it sounds. Everybody in the organization that logs in gets it.

Shared, if I select that, then I can choose. I have a bunch of people in my workspace. I have like two.

So I could send it to my fake friend or me. So with shared report, you can send it to anyone in your organization. So if you have more, more users than I do in this particular [? tenant-- ?]

OK, here's a got you. If you want to do charts, you have to do a group. You have to enable this. If you don't, it's going to be a different type of report. And we want that. So I'm doing it by Lifecycle

And here's another got you that kind of threw me the very first time I was creating reports in Fusion Lifecycle is turning on this aggregation. That's important. Again, I did make a video if you'd like to review, go through each one more in-depth.

So as I scroll down, when I hit Save, it will, of course, warn me of anything I forgot. One of these is making sure my chart type-- if I want a pie, a I want a column-- this chart title is what goes in the white space of the chart.

So it can be very helpful when you're looking at the chart. It explains. And then, of course, you can add labels and even a baseline. So I'll show that in just a little bit. So that's creating the chart.

And let's look at the chart itself. That's not awesome. But it tells me what I think I need to know. How many of my items are in production state versus unreleased versus in working states? So big takeaway half of my stuff, or really half of it still in working.

Now, of course, you can manipulate this pie chart. And that's nice when you're trying to visualize data. But it's not adding a lot of value on this particular one. Maybe going to 2-D is going to be a little more helpful, and then breaking this apart. So that's creating a chart.

So let's get into it. When we look in to our reports, got my report workspace. And there's three types. What are they? Can have a chart.

AUDIENCE: [INAUDIBLE]

TYLER BECK: Yes, you can do 3-D visualization, a graph. What else can you do? Sorry. Right here. What are

those? You can do those three.

AUDIENCE: [INAUDIBLE]

TYLER BECK: Yeah, Excel and HTML, nice. Why do you use those? Excel is kind of obvious, You want to be able to share it and manipulate it. It's great for importing, exporting data, your BOM imports. That's terrific.

HTML, super fast and friendly. And it's got this cool little option when you do this report. It's got this shortcut. If you click on that, that takes you to the item. Really cool.

And you can jump back. Now you can refine this even further. And we'll get to that a little bit later today.

Now I bumped into this the other day. That sweet shortcut I was going to show you is gone. And it wasn't 2:00 a.m. last night when I was prepping for this. Or maybe it was.

Why did it go away? Why, on some charts is it not there, and then others it is? Why are some HTML reports smarter? Any guesses?

So back to what I had. If you create a report-- so this one-- you going to run for me? That one doesn't have it. What's that?

AUDIENCE: [INAUDIBLE] OK. It has Grouping turned on. Grouping meaning I made a 3-D chart. So you probably are making the call.

You make an HTML-friendly one or you make a 3-D visual-friendly one. It's not that dire, obviously. It's not that big a deal.

But is there a way that you could make the cool HTML one and then not waste all that effort, and then just make your cool 3-D visual one, have two different ones? What's the workflow for that?

AUDIENCE: [INAUDIBLE].

TYLER BECK: Clone. Thank you. So you just make your HTML first. And that's a good workflow.

I was on the call with a PLM ninja the other day, with [? Bashian ?] Martinez. He's in our support group and our street team, super smart, super nice. If you ever need help, maybe you've talked to him already--

But we were talking about creating a report. And he had never done it. I'd never done it.

And I was like, hey, do I have to do scripting to do this? I've been wrack my brain how to achieve this. He's like, I don't know. Let's play with it.

So what did he do first? He made an HTML first. He didn't even go to charting yet. He was just like, let's see what these records look like at all. He made that first.

And the data looked pretty good. And then he cloned it. And then we started playing with the 3-D visuals. And it took us four or five to get the right message, the right data showing in that report.

Let's about popular reports. These are the reports that are trending on Twitter. They're a big deal, really big deal. So clicker not working?

OK, one of our most popular-- I heard this from [? StreetTeam ?] from Tony in our technical sales team. This is one that just speaks to people. And it's helpful.

And this is one of those things we really wanted to see at my last company. But we had created a homegrown solution for change orders. Quality had its own homegrown solution. Our PLM was supposed to bring in CAD data. And that's all it was doing.

And so we weren't getting any of this important data. We were doing it all manually. We had whiteboards. That's really what we were doing.

Change orders by reason, being able to see that. And I'll show those maybe in a separate video, just that setup, if you're interested. But I'm going to refine one of these in a minute.

So, change order, seeing by column and by reason code and workflow. This is the same concept, grouping it, but understanding if it's approved, if it's still in the create state or if it's being fast-tracked. The Project, Task, Workspace, Milestones, so tasks relating to your milestones-- those are some cool reports that you should definitely check out. Those are crowd-pleasers.

But let's go a bit further. And when you're trying to figure out what reports are going to help your team, help your company, this is from [? Siersha. ?] She's in our consulting group.

She talked about this at one of our PLM boot camps. She was talking about quick wins. She

actually presented this afternoon already. So go back in time and watch her presentation. Is really good. Or you can watch it on Demand if it got recorded.

Quick wins-- what's a quick win? It's basically just setting up a workspace in your company that's low-configuration. It's fast, it's visible, and it can actually be useful across the departments. And a big part of that is setting up a workspace with your reports in mind, almost working backwards.

So finish line is having a report that talks to my C-levels, talks to my executives, talks to the quality manager, talks to the people I need it to. I'm going to build my workspace with that in mind. It's measuring my key performance indicators.

And I loved her language. It was, create the reports soon after, or immediately after you've done your workspace. You want to show wins with your PLM tool. And maybe an example might be issue resolution, something so simple as counting up tickets within the organization, whether it's for customers, whether it's even internal service items. Whatever it is, if it's an issue resolution, that could be a great example of a quick win workspace that you then report on.

Maybe this is an example of a quick win. If we were doing audits against our suppliers, we're managing just a supplier list within Fusion lifecycle. And I want to run reports against our suppliers and see who's been audited. Who sucks? I want to scorecard everyone.

That's one way to think of it. And some cool tips, that if you were in Brian's presentation, he went through this. He alluded to this.

So if I do my audits, I'll look at those real quick and pull the HTML. And I'll get a feel for all the different audits that have happened. Now before I created this report, how else could I have gotten this data in an effective way?

I'll give you \$1,000 if you don't use the reporting tools to tell me which suppliers have been audited. How would you do it? Tony, you can't play at all. How could you do that? What's a way that you can search through all your records and see who's been audited?

AUDIENCE: [INAUDIBLE]

TYLER BECK: OK, like in the left panel?

AUDIENCE: [INAUDIBLE]

TYLER BECK: Yeah, exactly. And this is another way to cheat. And it's a way of actually reporting. So I go to my supplier workspace. I actually have an audit workspace, or supplier.

And all I do is a simple search, like, I create one, suppliers with audit. Let's edit that one. This is using the same functionality as our reporting.

And this is a great way-- you might even think of, this is your first draft of your report. You can refine it. You can even search within this workspace. Let's edit it and look at it.

So if I wanted to refine it, how would I? I've got the data that comes into it. That's great.

But is there a way I could say, eliminate [? Marata, ?] or eliminate someone that's already ISO 9000-certified, or eliminate someone? Can I can I filter these? Yeah, I set that up. That was a softball. Come on.

So you can filter. You can filter on if they're ISO-certified comments, whatever it is. So you can think of this as reporting, as well.

This is the HTML report that we created for suppliers with an audit. And I want to go to-- how do I make something fancier, where I do audits of suppliers and it says, which one? Who's done this one? Anybody run this one before? It's pretty slick.

It's just an [INAUDIBLE] report. And it just asks me, hey, which one did you want? And I'd say [? Abricon. ?] And it would bring up any records. Did you mean [? Abricon ?] or [? Abricon? ?]

So those are the records. And I can then look at the items. Now how do I set it up? Let's run through that. It's pretty easy.

When I'm setting it up, I have disabled grouping. This is not a chart.

I put any tab or fields that matter. And then the supplier filter contains, I leave this blank. And it's just an edit at run time. That's it. That's the trick.

So it's every time you're about to run the report and process it, it does this pre-run. It asks you what values. And you can set it up based on a filter.

Let's take a step back. Let's not look at the software for just a minute. You guys are doing great. It's 5 o'clock, my first day. Good job.

OK, let's talk about just data visualization for a little bit. Let's talk about reporting and understanding what we want to communicate.

I had the chance to hear Scott Berinato speak. At the time, he was with Harvard Business Review. And he's a big guy on DavaViz data visualization. It's a hashtag. You can check it out.

Good charts is the book. It's a great read. It's pretty aesthetically pleasing. He's got some cool charts in it where he's conveying really complex data in an understandable way, which is cool. But he also gives a framework of, how do you convey data?

Let's ask the question. So let's talk about beer. Yeah, beer. Let's just talk about it. You said it.

Game over. We're out. We're leaving.

Let's talk about beer at our American ballparks. Would you say it's outrageous without even thinking about it? Yeah you're right. It's outrageous.

OK, East Coast-- raise your hand. East Coast is more expensive, or West Coast? The Giants in San Francisco, or the New York Yankees, Boston Red Sox, the Cubbies in the middle. Who says East Coast-- show of hands-- is the most expensive beer for a ballpark beer? OK who says West Coast? All right, OK.

So he gave this chart. I'm sorry the rest is kind of low. But they're approaching \$8.

Red Sox wins, east coast. That's a cool ballpark though, isn't it, Kerry? Diamondbacks cheapest.

Now this is great. And the trivia is over. And Yeah, we did it. But it doesn't really say much to you. You're like, this guy makes a living doing this? I could do that in Excel.

So the average is \$5.98. The caveats, that aren't even mentioned, they're not comparing like to like. The beer at Red Sox stadium is slightly bigger than the one at Diamondbacks stadium. He's not mentioning that.

So he said, that doesn't talk to you. It doesn't really tell you what I want to know. So he took at it. And he's like, OK, so what do we do?

What is the main idea? And how do I make that stand out? And how to adjust what's around it?

So that's his framework. And he gets further into that in this book. But how does he make this relate to your everyday buying beer experience to what it's like at the ballpark?

So he tries again. And immediately, he says, if you were to buy it by the case--- you go to the case in your hometown, it's \$20. at Red Sox stadium, it's \$186 for a case. You could get nine cases.

And what's awesome is, the cheapest-- the Diamondbacks are still four cases. You could get four cases at home versus one at the ballpark. I love his language, too-- expensive, unconscionable. That's great language for pricing of beers at a ballpark.

And that was a cool chart. It's a cool graph. So I like how he refined the message. I like how he attacked it.

So I I'm talking about change orders. How do I refine this change order and tell you what you really want to know? You look at it, and you're like, yay, you made a chart. That's so great. And we would have killed to have this chart at my last company. So I'm not going to belittle that.

How do I tell you what you really want to know about the change orders? What do you care about when you say, how many change orders did we have this month, this year?

AUDIENCE: [INAUDIBLE]

TYLER BECK: Yup, you do. You're getting paid. If it's quality-related, like--

AUDIENCE: [INAUDIBLE]

TYLER BECK: Yup. Were they resolved? Do you care about initial release? If you're thinking about quality, if you're thinking about quality issues, cosmetic issues, supplier issues, initial release-- that's different. I don't want that in the bucket.

I would exclude Initial Release maybe, and see, does that make it pop? The initial release is taking up space. And it's taking up the message.

So how would you do that? How would you refine that plot in Fusion Lifecycle? Let's do that real quick. Bring up that change order plot. How do I get it to work like this?

I'm bringing that up to 2-D. Maybe you can see it a little better. Do I need to go to 720? It's going to fail now. You angered it. OK don't look directly at it.

So change orders by reason code-- cosmetic quality 36% of our change orders. Quality issues, almost 19%. That says something to me. That's one in five. Having problems with good quality?

That's not getting blurred by Initial Release. Now do we need to refine it further? Maybe, if that's really the message I want to tell my engineering manager, I want to tell my CFO. Who am I talking to? And how do I want to communicate it?

OK, so on that same one, let's look at-- how else could we talk about the change orders in a way that is effective for creating anxiety around what we need to still get done? I was thinking about this.

Tony mentioned this one. This is a great one. [? Tony ?] [INAUDIBLE] about-- what about change orders that are still open? And how many days have they been open? How would I look at something like that?

So I started playing with it. And it was an iterative process to get this chart. I played with multi-column chart, I grouped it by priority.

So this was a high-level change order. This is low. This is medium. I can see it by week.

And I look at that I'm kind of like, all right, well week 46, there's a few. There's a week from 45. And there's one from week 9. Does that tell you the urgency of how bad that is, that we have one from week 9? Maybe not.

So we look at days. You can try looking at days. And I'll stack them so that I just-- I just want to know how many there are. I would like to understand their priority.

This is a little better. This is November 9th, November 11th, a few days ago, 14th. Great, those are what's open.

And then boom. One from March 3rd is still open. And it's a high priority. Did it just slip through? It should have been closed. What happened?

Does this communicate to you like the seriousness of that one. You have to look at the data pretty closely. There's not a scale.

Another way you could do it is how about, change orders open more than 30 days. Boom.
Yes, finally. All I even put a "not cool" baseline.

If there's more than one, it's not cool, or one or higher. So communicates. That's effective.
That talks to us, right?

How did I create that one? Let's take a quick look on set up for tips on that. How do I do that?

And I played with this for a while. I'm sure there's some ninjas in here that would have figured
it out in a few minutes. But that's how it goes.

So how did I create this? It was a chart. I grouped it by the last date somebody touched it. And
then I cruised down. And I filtered--

What would you filter out? For all your change orders, what do you not want to see in this
graph?

AUDIENCE: [INAUDIBLE]

TYLER BECK: Yup, you want to do a date. So 30 days old, at least, when it was last touched. Perfect.

Is it OK that it got started 30 days, 35 days ago? That it's just created? Do you want to see
that?

AUDIENCE: [INAUDIBLE]

TYLER BECK: Yeah, you don't want to see Completed. That's right. So I would say, does not contain
released or approved, whatever the language is that you use. Where's my filter? There we
are.

Does not contain Approved. And then, Earlier Than or Greater Than plus or minus number of
days. I did 30 the first time. And nothing came out, because it went 30 days ahead. That didn't
work.

So I did negative 30. And boom. That's that one change order that slipped through the cracks.
Not cool.

Don't be afraid-- I'm not saying this out loud. Don't be afraid to use other tools to do your
reporting, too. You can export to Excel. And then you can spend more energy-- if this is for

your CFO, this for your CEO, it's OK that that chart in Fusion Lifecycle isn't quite exactly how you want to communicate to your CEO.

To export the data in Excel, a few that I've played with I like, Datawrapper is free. It does have some paid options. Tableau's free option was great. It was really cool.

So some cool reporting tools for getting a little bit fancier, a little bit more aggressive on some of your reporting. So I started playing with this, like my change orders that are still open. And they weren't quite right. It wasn't quite communicating the way I wanted to.

Those are the ones by priority from November. And I have this one for March. I don't know about that. Doesn't really help.

This one, maybe. But it's grouping by the same color. That doesn't talk to me. It doesn't tell me that this one, this outlier, is a problem, and what still open. This one, the color is OK. But it's not laid out well.

So continue to play with it and massage it until it works. But this talks to us. This tells us on a day-to-day basis with a dynamic plot within Fusion Lifecycle, it's updated automatically. And it tells you what's still open.

Let's do a quiz. So if you wanted to communicate to your company-- we hire you for a startup. And you guys are selling widgets, whatever.

And you want to show that people are actually buying on their mobile at certain parts of the day more than they do desktop. We need to increase our ad spend right at that time to get all those mobile buyers that we can. And then we ignore them the rest of the day. And we advertise to our desktop prospects and clients.

Which chart communicates that the best if you're trying to get ad spend from your CFO? That's what he's going to listen to is the data. So the first one, that's sales by time of day.

Desktop's clearly the winner. Great. That dwarfs everything, which probably makes your CFO say, why are we even talking about mobile? Desktop is everything. It's not.

You go to the next one. And you start to see that mobile and tablet, they're maybe having a little peak early in the day, like you'd guess, early in the morning before people are at their laptops, at their PCs. They're on their phones. That's a little better.

And then this one, you can see where mobile actually has its uptick versus desktop. So kind of cool. It's conveying the same data. You're just finding and honing the message on what you want to communicate.

I'm going to get into just some quick tips, little ones, and we'll run through a quick summary. And we'll wrap it up. This one straight from [? Brian ?] [? Shannon. ?] Every workspace deserves its own report, its own search in the left panel out in the [? WorkSpaces. ?] So I've got my own report. And I've got that left panel search.

He even went as far as to say-- I love this. I've started adopting this. It's, you should have an exportable report ready to go that you can then manipulate it. Like if it's all your items and BOMs that you can export those on the fly. And then edit and change those-- so having those exports ready.

That cool shortcut to your item with the HTML-- And what was the got you? Grouping, yeah. You turn on the chart for grouping. Then you lose that capability.

Again, reports are a terrific import and export tool. It's a great way to do this. So having those reports ready--

I was doing this for the presentation. You probably noticed. I just had my Google Chrome bookmarks. I use those for Fusion Lifecycle often. But for my reports I do, as well.

So you might put them in a folder. You might organize how it helps you. But I've got some of my key reports. And what's cool about that? Why would you do that, other than like, I can bring it up separately?

Actually, it gives you the full-sized screen as opposed to the little mini that you get when you enlarge your dashboard. There is that option. That's cool. So you supersize your plots.

I found this the other day. It was one of our AEs turned me on to this one. So I saved three shortcuts, my home page, my change order workspace, my reports.

Really easy to do. You just you save those. And then you right-click and say, Open all of them at once.

So it's kind of like get started for the day Fusion Lifecycle. I don't have to turn on items and BOMs turn on change orders-- if that's where I'm going to go look, and my reports. It's pretty

easy.

See that again. So you right-click on it. And it's just, Open all bookmarks. You can do that in a new tab or a new workspace.

But it opens all three at once. I love that. And you could open all your reports at once in that folder, as well, if that is beneficial.

Print views-- another way to kind of visualize data, share data, is print views. And this is just the ability to create different parts of your WorkSpaces. You've got basic print view, advanced print view. I put those in the handout, along with the video explaining-- the beginner's guide to reporting.

This is an advanced print view, HTML editor. And you can look at-- an example might be your tasks and your projects workspace, where you want to see that type of report in a printable fashion, you could use your advanced print view to create on your tasks workspace. So it's a good one if you're trying to share these out often and you want to be able to do it and replicate it.

Another tip-- say I come to work at your company. And you fire me. It doesn't have to be that dire. It's just-- got a new opportunity. I get hit by the proverbial bus, to quote Brian.

We just added this functionality recently that you can come in and transfer the ownership of these reports to other users so it's not lost. So you can change the ownership. Yeah.

AUDIENCE: [INAUDIBLE] [? ownership ?] is there a way to make the owner

TYLER BECK: That's a great question. Brian, do you know? OK.

AUDIENCE: [INAUDIBLE]

TYLER BECK: Yeah it's a great request. I put this in the handout for the class. Just some data visualization tips. There is a great TED Talk on DataVis that was I thought was fascinating.

So if this is a part of what you're trying to communicate, if you're communicating the value of PLM, it's important that you have these reports that share that data, that you're communicating the effectiveness, or the growth, or the acceleration, or when things are slowing down, or if you're trying to validate head count. Whatever it is, if you're trying to communicate these important parts, it's great to use data to do so.

In closing, charts can be inspiring. They can be educational. They can be empowering.

This one that was hilarious was, they were talking about all these media scares. And they're relating it to-- I guess the quantity of media buzz around these catastrophes. Do you guys remember SARS in China?

And Y2K-- that was the apocalypse we thought was going to happen. And that was a lot of buzz. Didn't work out on the catastrophe. And then the Ebola, Ebola outbreak, excuse me.

But it's a cool chart that conveys something that could be really boring or hard to capture. I encourage you to give it some energy. Check out that book if you are interested in improving that part of the way you communicate data.

Thanks for coming, guys. I'll be around for a few minutes. Come to the VR booth. That's where I'll be tomorrow. Come to the actual help desk perfusion Lifecycle Our experts are there. Brian, are you going to be there [INAUDIBLE]? And Tony, will you be? Tony will be there. And [? Kerry, ?] are you going to be there? No. OK, awesome. Thanks for coming, guys.