

ANALYTICS

FOR ALL

Strategy to accelerate value, drive revenue growth and democratize analytics with Alteryx.

alteryx

Introducing...

Alteryx Local Leadership



Jeff Kortis
Sales Engineering Manager
Cleveland



Ryan French
Director, Sales Midwest
Detroit

About Alteryx

8000+

Customers

45%+

Global 2000

#1

Gartner Peer Insights

300k+

Community Members

25 Years

Experience

2,300+

Employees

alteryx



A Global Customer Base - Enterprise

8,000+ customers in **every industry**

Retail	Food Services	Consumer Products	Telcom/Cable	Media/Entertainment	Professional Services
Energy & Utilities	Healthcare & Insurance	Manufacturing	Financial Services	Travel & Hospitality	Technology

Top Line Growth Bottom Line Return Efficiency Gains Risk Reduction Fast Workforce Reskilling

45%+ of the Global 2000

Customers as of Q1 2022

“Data, analytics, and AI are the foundations of a digital technology platform necessary for achieving **digital resiliency across ALL dimensions** of an organization - whether it be operations, finance, customers, ecosystems, or even its leadership”



Enterprises are Investing in Analytics, but **The Analytics Gap** is ONLY Widening

92%

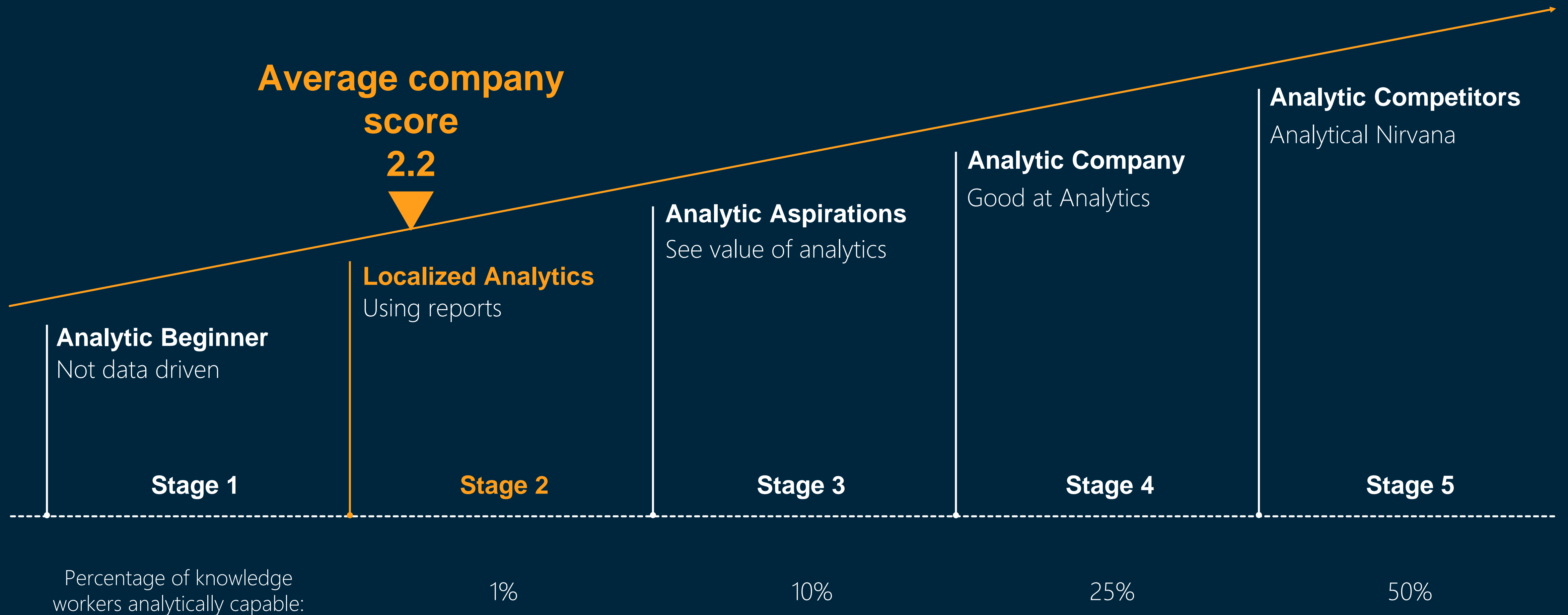
of organizations
continue to **invest
heavily** in AI and
analytics*

←..... The Analytics Gap→

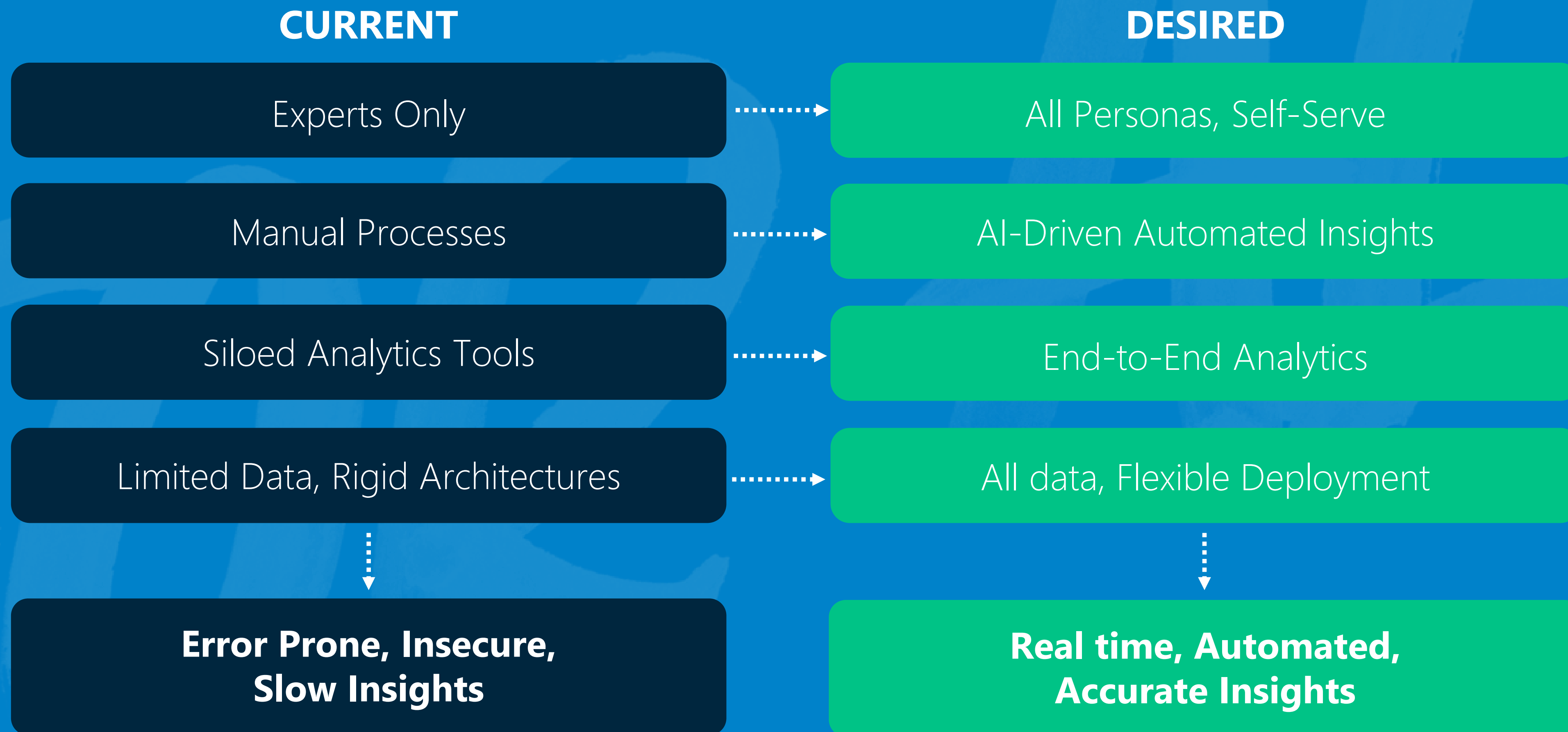
19%

feel that they're truly
being **data driven***

Stages of Analytic Maturity



Analytics Approaches **Need to Change**



ANALYTICS

FOR ALL

1

Make analytics

Easy

Execute every task in minutes or hours, not days and weeks

2

Cover

Everything

From insight to action across every data type and source

3

Be

Everywhere

Insights across hundreds of use cases, on-prem and in the cloud

4

Enable

Everyone

Democratized analytics for every person, every skill level

Alteryx Makes Analytics

EASY

✓ Intuitive Interfaces Built for Efficiency:

300+ drag-and-drop automation building blocks and 100+ connectors to data inputs and applications

✓ Approachable Advanced Analytics:

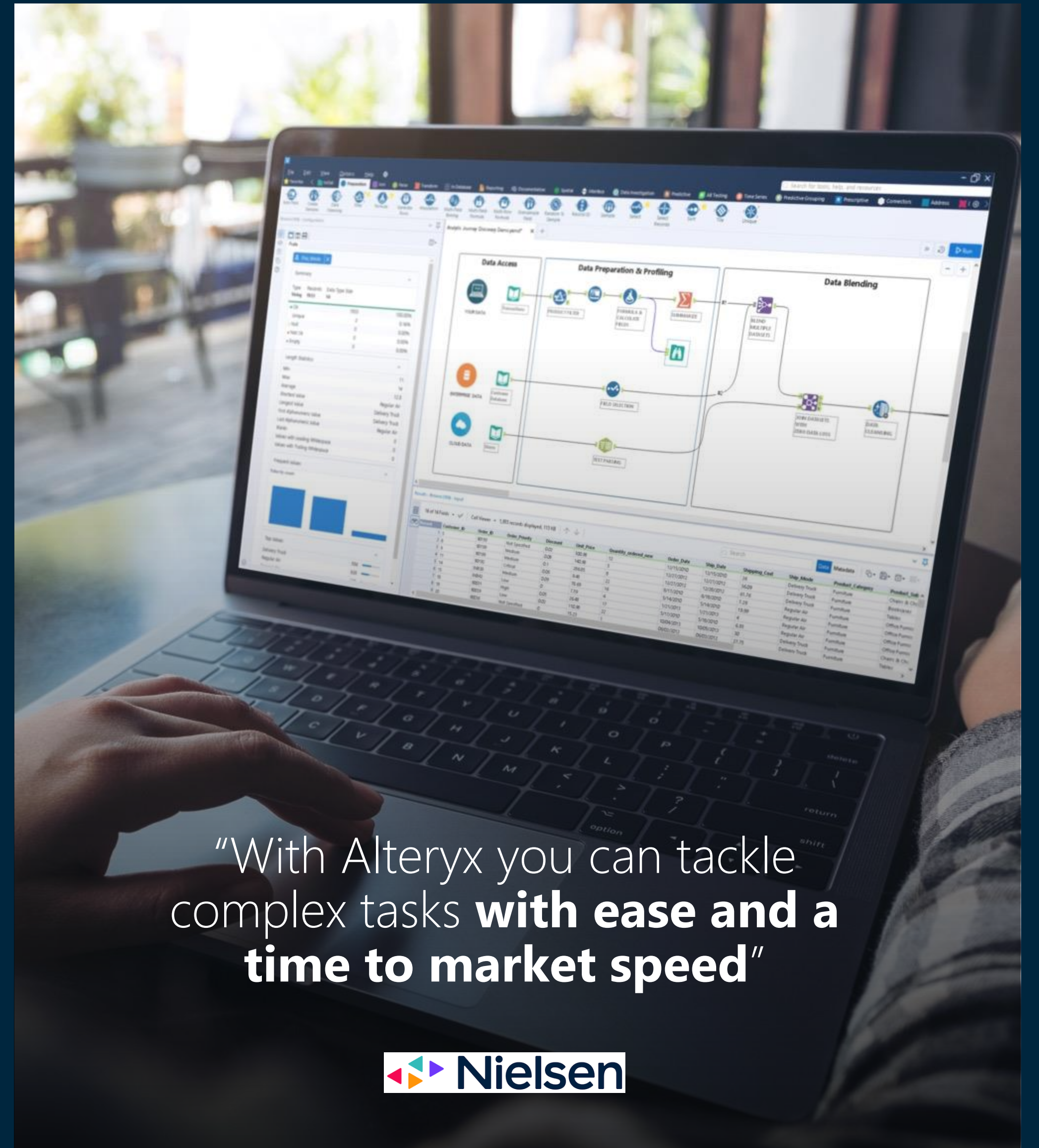
Automated ML, Computer vision, and NLP

✓ AI Driven Insights:

Automatically surface anomalies, perform root analysis, and tell data driven-stories

✓ Analytics Apps:

Share configurable apps across the organization



“With Alteryx you can tackle complex tasks **with ease and a time to market speed**”



Alteryx Covers

EVERYTHING

The collage illustrates Alteryx's capabilities across three main areas:

- Integration:** A workflow screenshot showing a 'Slack task' configuration window. The window includes fields for 'OAuth Token' (X790jhka6789jLJDPAM-9090jK0landajke90-8naNDL), 'Channel' (analyst), and a 'Message' field containing 'New analytics and model ready!'.
- Data Processing:** A workflow screenshot showing 'Data Access' and 'Data Preparation & Profiling' stages. A summary table for 'Ship_Media' is displayed:

Type	Records	Data Type	Size
Ship_Media	14		
OK	100.00%		
Unique	2	0.14%	
Null	0	0.00%	
Not OK	0	0.00%	
Empty	0	0.00%	
- Analytics:** A 'HYPER ANNA' dashboard screenshot showing revenue metrics for August 2021. Key metrics include:
 - Revenue: \$2.46b (up from \$1.49b, 65.83% increase)
 - Number of Customer Name: 358 (up from 253, 41.5% increase)
 - Average Revenue per Team: \$189.51m (up from \$114.28m, 65.83% increase)

- ▶ ELT
- ▶ DATA PREP & BLEND
- ▶ DATA ENRICHMENT
- ▶ ANALYTICS
- ▶ MACHINE LEARNING
- ▶ AUTO INSIGHTS
- ▶ OUTCOMES

Alteryx Covers

EVERYTHING

"As we transition towards modern data approaches, we're excited to adopt capabilities from Alteryx and achieve greater efficiencies for our organization."



"With Alteryx, the physical, virtual, and race world data can be combined to create optimal efficiency and build the most performant race car possible"



"With Alteryx Auto Insights I was able to get insights within minutes"







- ▶ ELT
- ▶ DATA PREP & BLEND
- ▶ DATA ENRICHMENT
- ▶ ANALYTICS
- ▶ MACHINE LEARNING
- ▶ AUTO INSIGHTS
- ▶ OUTCOMES


Alteryx Works


EVERYWHERE


ANY DATA, ANYWHERE






-  Warehouses
-  Applications
-  Files/Docs
-  RPA

Deployed **everywhere**






ON PREM


HYBRID


CLOUD

OUTCOMES

-  Visualization Tools
-  Business-ready Documents
-  Enterprise Applications
-  Warehouses



IT



DATA ENGINEER



BUSINESS USERS



ANALYST

Alteryx is for EVERYONE

HR

Employee Retention
ESG
Recruiting
Performance
Management

FINANCE

Tax Automation
Audit & Compliance
Daily Reconciliation
FP&A

SALES & MARKETING

Segmentation
Forecasting
Customer360
Churn

OPERATIONS

Incident Management
Response Time
Analytics
Call Center Analytics
Customer Sentiment

SUPPLY CHAIN

Demand Forecasting
Inventory
Optimization
Predictive
Maintenance
Capacity Planning



Business User



Data Engineer



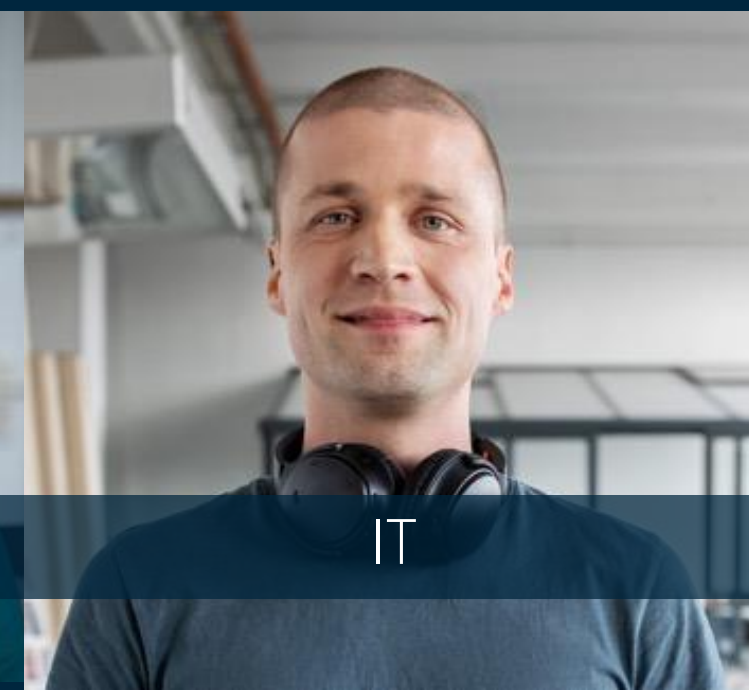
Professional Services



Financial Services



Analyst



IT



Marketer

Alteryx Analytics Automation Platform



IT



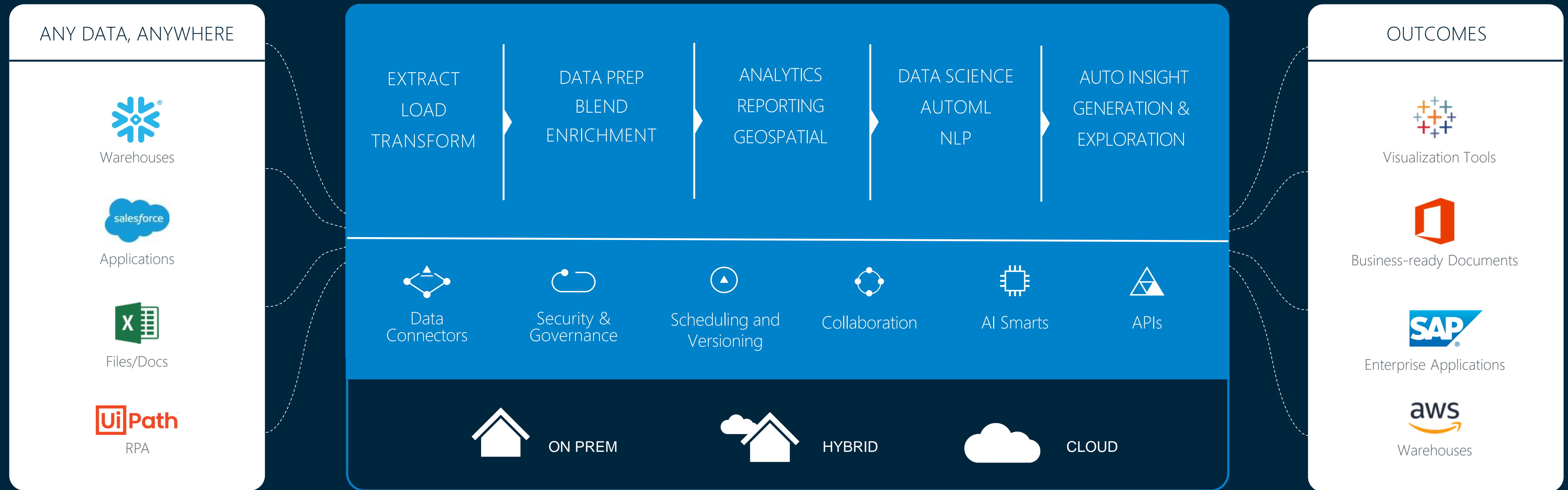
DATA ENGINEER



ANALYST



BUSINESS USERS



Alteryx Portfolio



DESIGNER CLOUD
Powered by TRIFACTA



DESIGNER DESKTOP



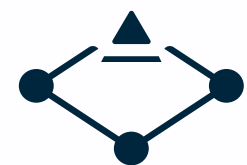
SERVER



MACHINE LEARNING



AUTO INSIGHTS



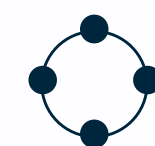
Data Connectors



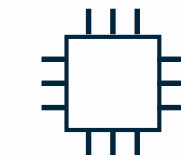
Security & Governance



Automation



Collaboration



AI Smarts



APIs



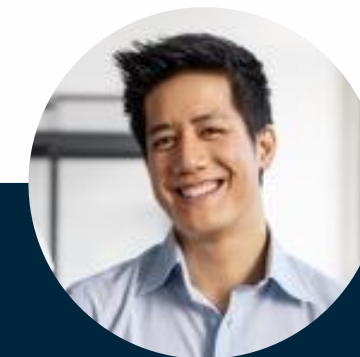
IT



DATA ENGINEER



ANALYST



BUSINESS USERS

Analytics **Program Best Practices**

Approaches and Tactics



Crawl



Walk



Run



Value Engineering



Center of Excellence/Enablement



Education Sessions



Community



Training (Live and On-Demand)



Hackathons & Demo Days



Reward & Recognition



Executive Support

Business Value Map

Alteryx Strategic Focus



BOSCH uncovers \$**1.08M** in annual savings in **4 days** with Analytics Automation



We reduced the number of truckloads leaving the production facility by 45 trucks per month!”



ANTON JUSTUS,
Head Digital Enabler, Bosch B/S/H



THANK
YOU



Jeff Kortis
Sales Engineering Manager
Cleveland



Ryan French
Director, Sales Midwest
Detroit

alteryx

