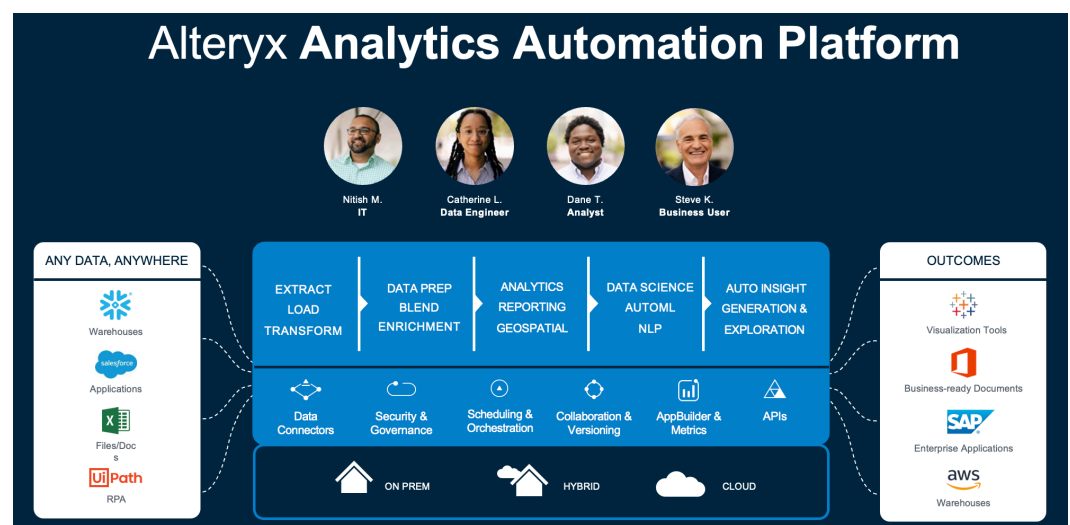# alteryx

The Alteryx Analytics Automation Platform

Data-driven transformation is more of a journey than a destination, meaning the most advanced organizations face shortages of skilled workers and managers who recognize the value of analytics over intuition.
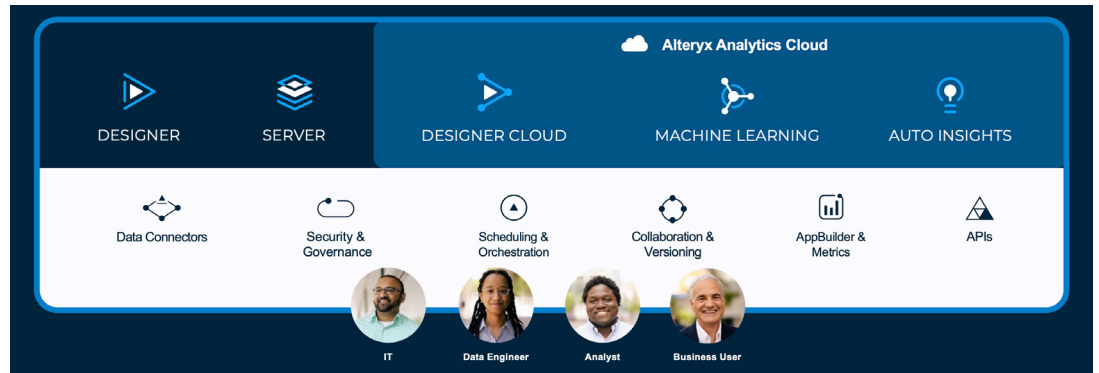
Trends point to data leaders focusing less on infrastructure and technology, and more on adoption and the organizational changes necessary to impact business outcomes. To accomplish this at scale, it's necessary to remove barriers to the productive use of data.

Between data sources and business outcomes lies a series of steps in a process that typically requires highly skilled data and analytics workers. Few to no purpose-built visual software tools reflecting this process are available, leaving most organizations to deal with some combination of suboptimal spreadsheets, manual coding, and a chasm between the business and IT too large to accommodate the speed and specificity required of quality decisions.

The Alteryx Analytics Automation Platform abstracts complexity while automating tasks that benefit from independent execution. Thus, less time is spent on non-value-added tasks and more effort is applied to supporting data-driven transformation goals such as faster, better-informed decisions.

User experiences designed to accelerate every step of the analytics process are available in these Platform Products.

Alteryx Designer

Alteryx Designer is a self-service data profiling, preparation, blending, and analytics product used to create visual workflows or analytic processes, through an intuitive drag-and-drop interface. In addition to dramatically reducing the time and resources required, Alteryx Designer delivers more accurate, transparent, and sophisticated results. With Alteryx Designer, you can connect to your data, profile your data, prepare and blend your data, run advanced analytics, visualize your data, package, and output your work for others, and even create analytic applications to enable others to self-serve.
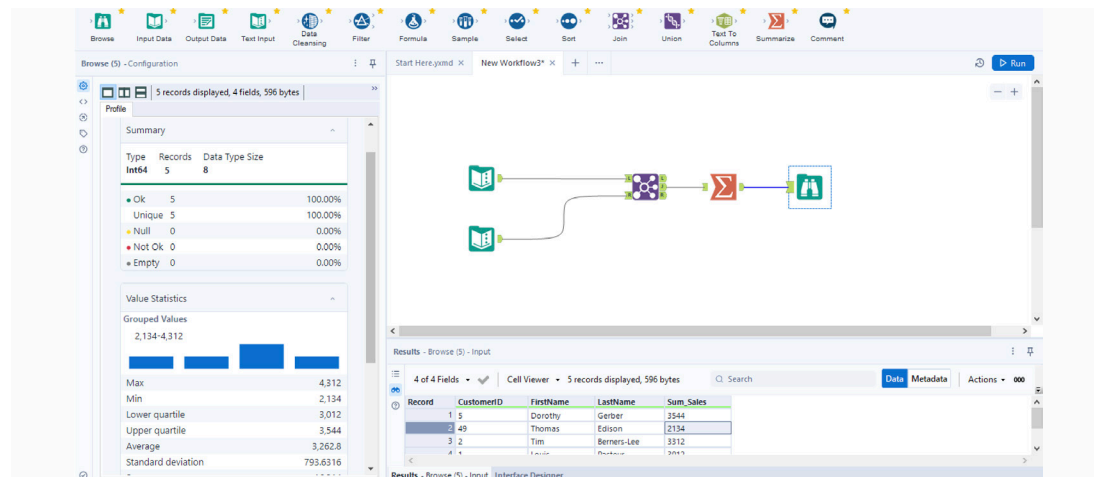
COMMON FINANCE USE CASES

Data Prep- Blend; financial forecasting; scenario analysis; reconciliation from systems; automation of management reporting; real estate planning.

COMMON SALES AND MARKETING USE CASES

Data preparation and integration of disparate transactional and customer data; 360 customer views; holistic view across marketing automation, CRM platforms; customer look-alike and segmentation analysis; data enrichment (w/ 3rd party data).

COMMON SUPPLY CHAIN USE CASES

Numerous; Demand Forecasting for Safety Stock Optimization, Inventory and Assortment Planning, Predictive Maintenance.

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Alteryx Designer - FIPS

Alteryx provides a FIPS capable version of Alteryx Designer, called Alteryx Designer - FIPS, which is a desktop analytics environment that meets the thresholds for Federal Information Processing Standards (FIPS) compatibility as established by the National Institute of Standards and Technology (NIST) and in accordance with the Federal Information Security Management Act (FISMA). Just like Alteryx Designer, Alteryx Designer - FIPS is an intuitive solution that empowers you to blend disparate data for faster results in a more secure environment. And now you can expand access to analytics within environments that require a FIPS capable experience that allows users to accelerate from questions to answers and empower mission outcomes.
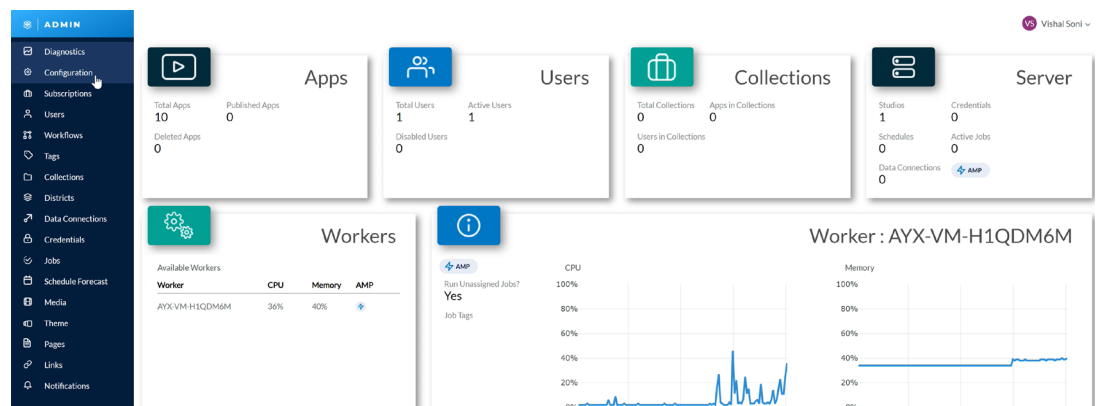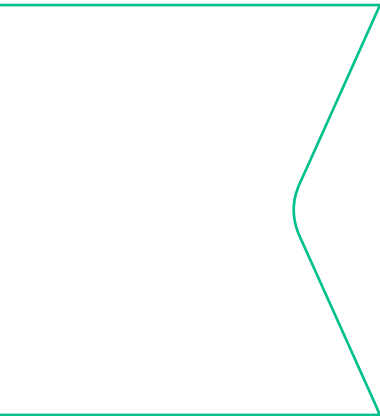
GOVERNMENT USE CASES
Create and automate analytics workflows; prepare and blend disparate data sources; geospatial analysis.

Alteryx Server

Typically paired with multiple Designer users, Alteryx Server offers enterprise-class data scalability, distribution, and security designed to maximize the value enterprises can achieve from their analytics. Alteryx Server enables business analysts to easily create, publish, share, and reference analytic workflows or applications and collaborate with others across their organizations by allowing other analysts to access previously built macros or analytic models in a secure, custom application library. Alteryx Server allows data-intensive workloads to be offloaded from user desktops to a server or cluster of servers. And it offers system administrators enterprise-compliant governance through fine-grained access controls, version control, and detailed usage reporting and logging.

COMMON USE CASES
Designer Workflows as Analytic Applications for Everyone (e.g., select a machine to determine service or maintenance status), IT/Data Governance, upskilling and training, automating process to push source data and create a data warehouse.

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Alteryx Server – FIPS

A strong data culture requires speed, reliability, flexibility, governance and scale. With Alteryx Server-FIPS at the heart of your analytics culture, data scientists and citizen users alike can spend more time answering the questions you didn't know you had, and IT can rest easy knowing they have the visibility, control, audibility and FIPS capability needed to manage self-service analytics at scale, making analytic governance the easiest part the day.

Alteryx Intelligence Suite

Alteryx Intelligence Suite is an Alteryx Designer add-on that gives business users and advanced analysts the tools to easily uncover insights from unstructured and semi-structured data. With drag-and-drop automation building blocks, users can apply Natural Language Processing (NLP) applications such as Sentiment Analysis to uncover insights in text data. Intelligence Suite also enables users to extract data from PDFs or photographic images using Optical Character Recognition, or easily train Image Classification models that can be used to categorize images. Finally, advanced users can create robust ML pipelines that seamlessly connect into Alteryx Designer workflows with Assisted Modeling.

COMMON FINANCE USE CASES

Accounts payable/invoice notes analysis; financial forms and statements data capturing; transaction identification and labeling; feature extraction from unstructured data such as analyst and investor reports; or other forms of text and image.

COMMON SALES AND MARKETING USE CASES

Customer satisfaction analysis; customer reviews; product reviews; sentiment analysis; social media analysis.

COMMON SUPPLY CHAIN USE CASES

Product reviews; invoice and order notes analysis; root cause analysis; warranty analysis.
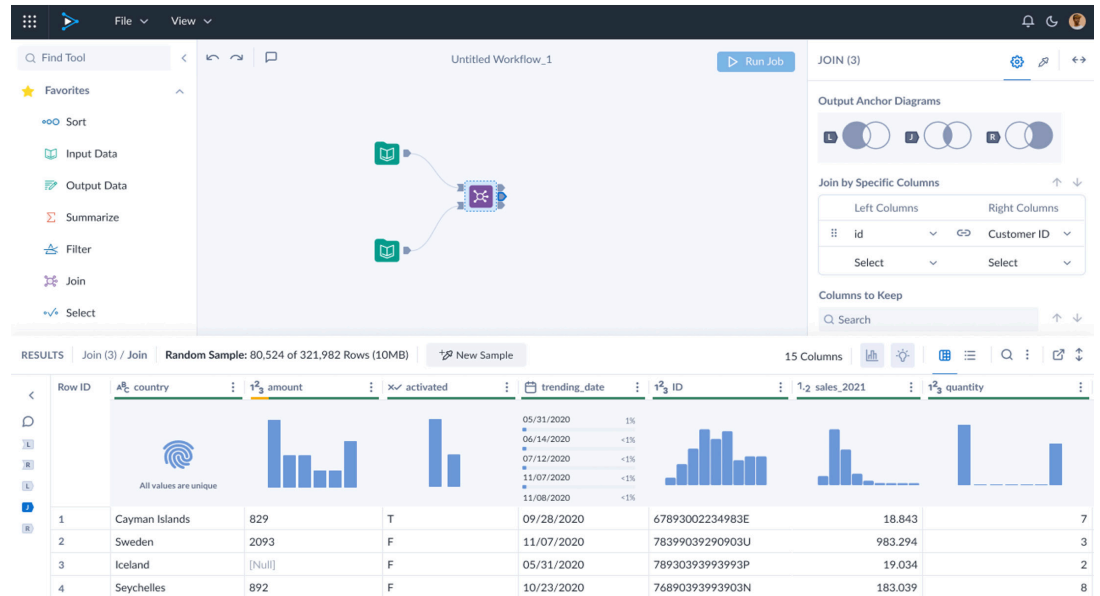
Alteryx Analytics Cloud

Designer Cloud

Now, anyone can prepare cloud data. The leading solution for data prep, blending and analytics, Designer Cloud leverages an easy-to-use and award-winning drag-and-drop UI that lets both technical developers and less technical subject matter experts collaborate in the data engineering process, removing bottlenecks, and leveraging the collective wisdom of the organization. With its AI/ML-based suggestions, users are guided through their data transformations, and with an interactive real-time results grid, users can see and iterate on changes to their data as they build.

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Designer Cloud is enterprise grade and provides unlimited scalability, built-in governance, best-in-class security, and is available on multiple clouds.

On-Premise-to-Cloud Data Warehouse Migration, Data Governance.

Metrics Store for Designer Cloud

With Alteryx Metrics Store, make it easy for your enterprise to standardize on metrics, so that everyone can access and collaborate on these metrics, in real time, irrespective of their skills or roles. One company, one Metrics Store. Your best-in-class analytics automation platform, now with one source of truth for consistent, reusable metrics most critical to your business. Trust your analysis and your insights with a single source of metrics. Accelerate time to value with template based KPIs.

Plans for Designer Cloud

Plans allow anyone to operationalize and automate data workflows, with options for parallel or conditional execution, as well as pre- and post-processing.

AppBuilder for Designer Cloud

Democratizing analytics becomes reality with AppBuilder, a cloud-native, code-free, drag and drop user experience that allows analysts and data engineers to build sophisticated web applications for access by anyone. For example, an analyst in a company's customer support team could publish a web app for their sales team to execute customized workflows that instantly tell them if an account is at risk of churn and needing some proactive outreach. And delivering self-service insights frees analyst time for other high value work.

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Reporting for Designer Cloud

Reporting helps data workers frictionlessly share data insights across all levels of an enterprise making it easy to create, share, and consume reports. With click of a button, analysts and data engineers can leverage Reporting Designer Cloud to democratize access to their analysis.

Alteryx Machine Learning

Alteryx Machine Learning transforms how organizations develop and operationalize machine learning models by bringing machine learning capabilities, methods, and models to more users across departments. It provides a fully guided, cloud-native automated ML solution with education mode which makes it easy for any analyst to learn about data science while they build. Machine Learning makes it easy to prepare and investigate data by enabling users to quickly load data and assess data health, as well as discover correlations and outliers to learn about patterns and relationships in their data. User can then compare competing models and see how features influence outcomes and test scenarios with simulations. Alteryx Machine Learning takes projects off overloaded data science teams and enables users with industry and business knowledge to uncover answers to their most pressing business problems.

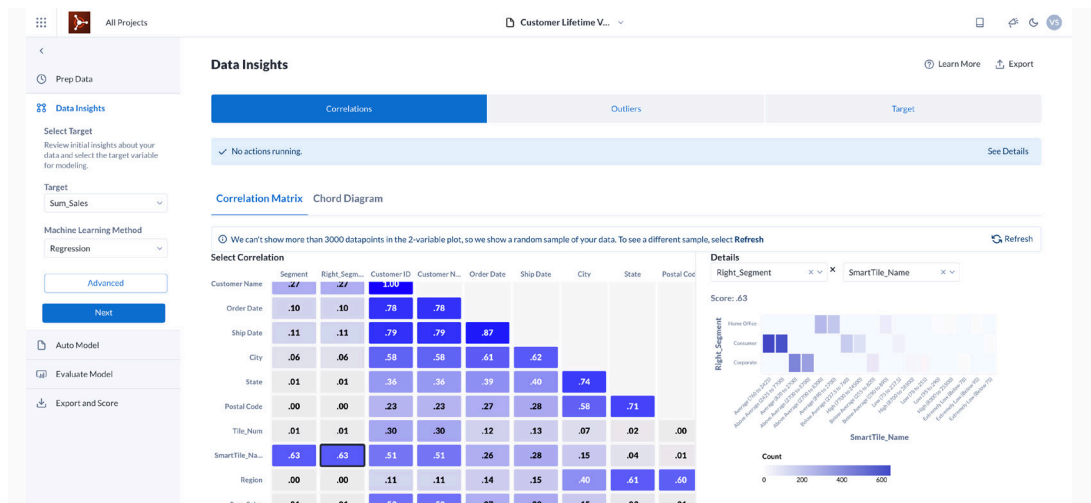### COMMON FINANCE USE CASES

Payment prediction, tax classification, fraud detection; predictive modeling and forecasting.

COMMON SALES AND MARKETING USE CASES

Predictive lead scoring, recommendation engines, customer churn prediction and intervention.

COMMON SUPPLY CHAIN USE CASES

Demand Forecast Prediction, Capacity Planning, equipment failure prediction, Inventory planning.

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Alteryx Auto Insights

Alteryx Auto Insights is the leader in the democratization of automated AI and is a new way to get intelligent insights. It is a multi-tenant cloud-native SaaS solution that automates insight generation and reporting in just minutes.

Together with Alteryx Designer, Alteryx Auto Insights allows organizations to automate the end-to-end analytic and insight generation process in one unified platform. Alteryx Auto Insights complements modern BI dashboards by going beyond high-level summary KPIs to generate root cause analysis, explaining drivers for key metrics. All insights hidden in the data are surfaced automatically and proactively, unlocking the potential of analytics for everyone in the organization.

Alteryx Auto Insights automates root cause analysis and discovers trends in your metrics over time. Alteryx Auto Insights will even contextualize the findings into natural language, making it simple to share, discuss, and easily act.
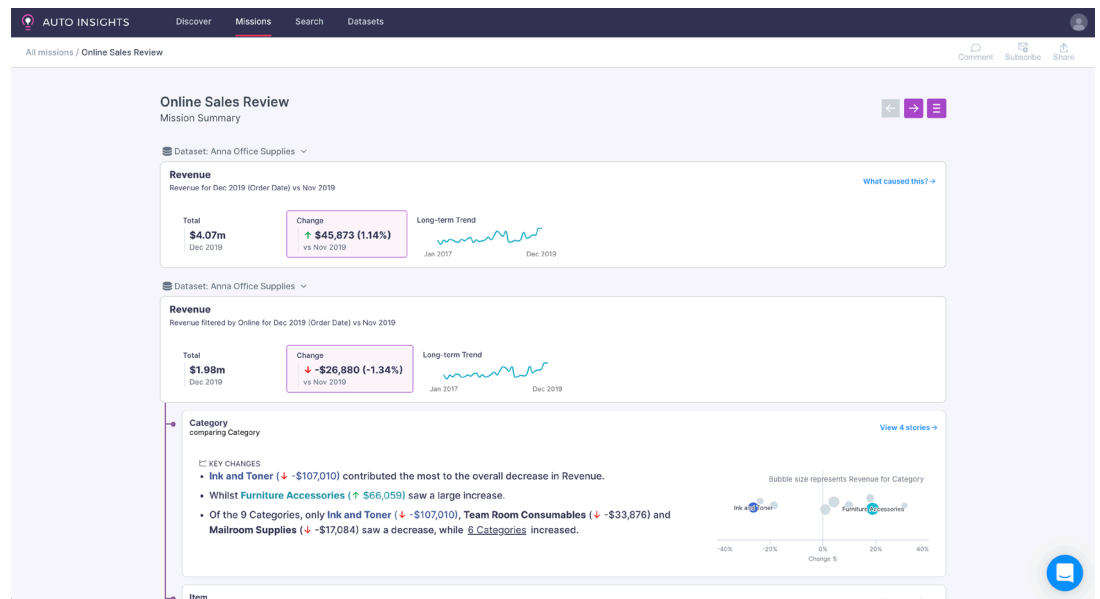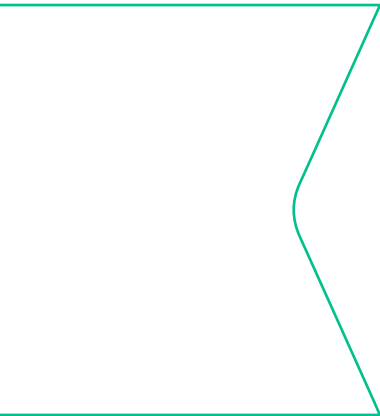
COMMON FINANCE USE CASES
Identifying variance drivers, reporting automation.

COMMON SALES AND MARKETING USE CASES
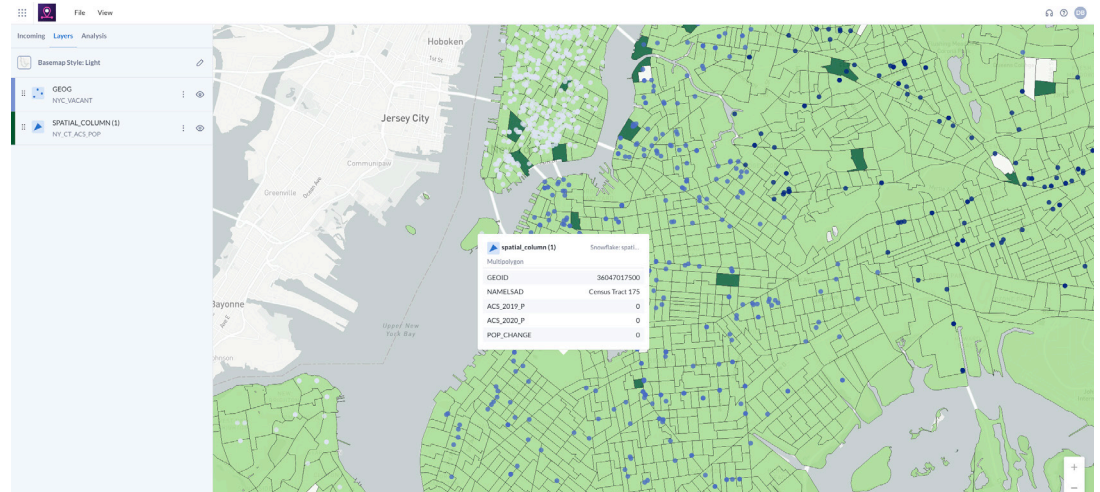Pipeline analysis; customer journey analysis; product, pricing, and promotion strategies.

COMMON SUPPLY CHAIN USE CASES
Spend and Procurement, Retail Performance and Operations, Labor Productivity and Utilization.

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Location Intelligence

Alteryx Location Intelligence democratizes geospatial analytics and enables everyone to make intelligent location-based decisions. The unified, map-based enterprise-grade solution provides an easy-to-use interface to create location-based insights leveraging the power of cloud based geographic data and in database processing. With Location Intelligence, you can accelerate your organization's resiliency.

Cloud Partner Ecosystem

Alteryx solutions integrate a variety of data sources and tools including cloud warehouses, databases, robotic process automation (RPA) bots, cloud marketplaces, and visualization and business intelligence (BI).

Alteryx enables organizations to create and support modern analytics stacks. For example, the best-of-breed analytic stack with Snowflake, Alteryx, and Tableau is featured:

- **Snowflake:** Pair your data with Snowflake's powerful processing engine, and the easy-to-use analytic building blocks of Alteryx to empower analytic workers across the business to quickly develop insights around enhancing customer relationships, improving operations, and more.

- **Tableau:** Unify business intelligence, data preparation, analytics, code-free data science, process automation, ML, and AI into one user experience wherein insights are generated in Alteryx and visualized in Tableau.

Alteryx also helps organizations leverage data no matter where it is stored, on-premises, or in the cloud. Marquee cloud technology partners include:

- **AWS:** Low-code/no-code analytic automation workflows built with the Alteryx platform on AWS enable analysts to derive insights from data without coding or IT intervention.

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- **Google Compute Platform (GCP):** Alteryx powers Google Cloud's Native Dataprep Service, which combines the Alteryx interactive data wrangling experience with the elastic scale of Google Cloud storage and processing. Dataprep enables data engineers and analysts to prepare diverse data and configure data pipelines to feed downstream analytics and machine learning initiatives on Google Cloud. Dataprep is available in the Google Cloud console, the Google Cloud Marketplace, and adheres to the same consumption, invoicing, and security principles of Google Cloud.

- **Azure:** Generate strategic insights as well as create and share datasets more quickly using repeatable and automated Alteryx workflows that leverage the parallel

Analytics for All

While each element of The Alteryx Analytics Automation Platform offers distinct value, it's when they are applied collectively relative to an organization's priorities and analytics maturity that the most value is realized. For many, the value of better decisions made more quickly – by more workers – makes The Alteryx Analytics Automation Platform an essential part of digital transformation success.

To benchmark your organization's analytics maturity, take the Alteryx Analytics Maturity Assessment

Take Assessment

To identify the best use cases to pursue first, complete the Alteryx Business Use Case Discovery Guide

Complete the Guide