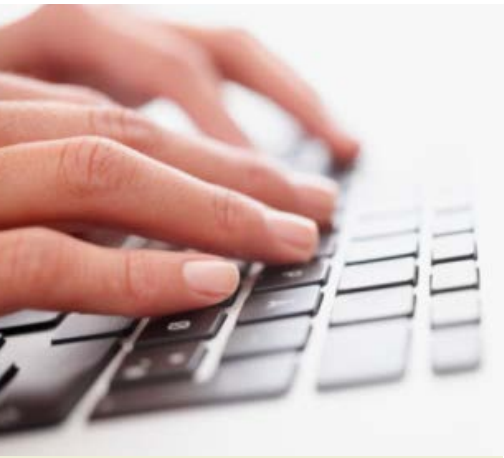
alteryx



Alteryx Designer

Delivering an Intuitive Workflow for Data Blending and Advanced Analytics

The intuitive workflow inherent in *Alteryx Designer* allows you to:

- Blend internal, third-party, and cloud-based data
- Build powerful R-based predictive and spatial analytic applications without any programming
- Share deep data insight with business decision-makers in hours, not weeks

As a business analyst, you may be all too familiar with the complicated and painful nature of the analytic process. You often need one set of software tools to gather, cleanse and blend information from the ever-growing number of data sources, a different set to build and publish analytic models, and still more applications to put your time-critical information into the hands of business decision-makers. And that's if you even attempt these steps yourself without relying on a centralized analytics department staffed by data scientists with other priorities.

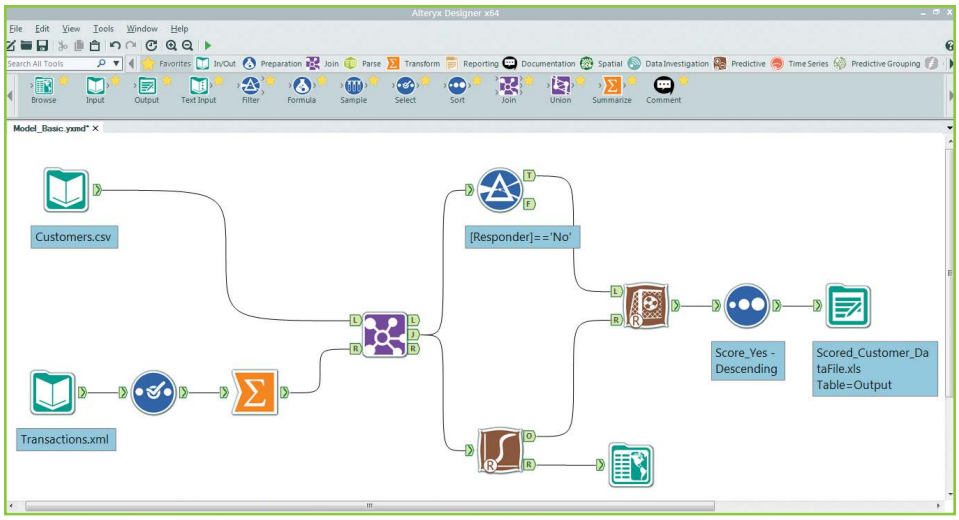
Alteryx changes everything you know about the convoluted and time-consuming analytic process, making it simple, fast, intuitive, and cost-effective. Without any programming, *Alteryx Designer* lets you blend data, create advanced predictive and spatial analytics, generate powerful reports, and output results in a single, intuitive workflow. The result? Deeper insights in hours rather than the weeks of traditional approaches, allowing you to spend less time preparing your data and more time getting insight from it.

Blend Internal, Third-Party, and Cloud-Based Data in a Single Tool

To do your job as a business analyst, you must access and blend data from many sources: internal data from spreadsheets and data warehouses, third-party data from external data providers, and cloud-based data from social media applications, Big Data stores, and other SaaS platforms. Typically, this means leveraging multiple tools—and even multiple people—to pull together all the relevant data you need for your analytics.

Not anymore. Alteryx eliminates the inefficiencies inherent in data blending with a single, intuitive workflow. Using *Alteryx Designer*, you can access, prepare, cleanse, blend, and enrich your data up to 100X faster than with other approaches. And because *Alteryx Designer* enables you to complete the full range of data preparation tasks in a single, drag-and-drop workflow and without any programming, you'll speed through the previously time-consuming data preparation process, leaving you with more time for value-added analysis.

The Alteryx intuitive workflow for data blending and advanced analytics leads to deeper insights in hours instead of weeks



Alteryx Designer enables you to access virtually any data source, including:

- Data warehouses and databases, such as Oracle, SAP, Teradata, HP Vertica, and Pivotal Greenplum
- ERP and cloud-based applications, such as Salesforce.com, Marketo, and Google Analytics
- Hadoop data stores, including Cloudera and MapR distributions
- NoSQL Databases, such as MongoDB
- Flat files and Office applications, such as Microsoft Excel and Access
- Social data and sentiment analysis from Twitter, Facebook, Foursquare, and other DataSift-based sources
- Third-party data from Experian, D&B, TomTom, and the US Census Bureau
- Other analytics platforms, such as SPSS and SAS

Make Better Business Decisions with Powerful R-Based Predictive Analytics

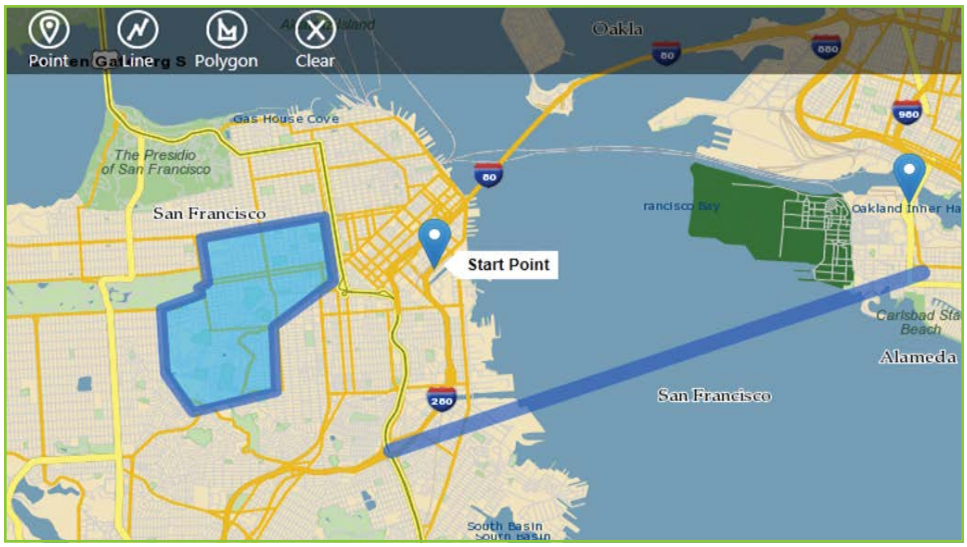
You know that the most accurate business decisions are based on forward-looking, predictive analytics rather than on past performance or simple guesswork. Unfortunately, most predictive analytics tools require statistical experts with specialized training to code complex algorithms and complicated models. That means another bottleneck and level of indirection while you wait for someone else to create your analytic application.

Now, Alteryx puts the power of predictive analytics in your own hands. With *Alteryx Designer*, you can turn your raw data into actionable insight with drag-and-drop tools that let you create and run your own predictive analytics with no programming. Using the Alteryx visual interface and more than 30 predictive tools based on the R open source statistical language, you can quickly and easily predict customer behavior, determine future inventory requirements, identify new retail store locations, and more.

Alteryx Designer lets you easily include any of the following predictive analytics without any programming:

- Predictive modeling techniques, such as logical regression or decision trees
- Clustering techniques, such as K-centroid clustering and principle component analysis
- Data investigation techniques, such as scatter plots and association analysis

Advanced spatial analytics tools in *Alteryx Designer* enable drive-time calculations, trade area analysis, spatial matching, and more



Let Location Matter by Including Spatial Analysis in Your Applications

Thanks to the explosive growth of mobile computing and social media, most consumer and business interactions now include a location data-point, making spatial analysis an increasingly significant component in data analysis. Who is buying your product, where are they located, how far away do they live from and how long does it take them to reach the nearest store—these questions all factor into the decision-making process. But, as with predictive analytics, geospatial and location intelligence has been the domain of a small number of experts who cannot scale to meet the needs of growing businesses with an increasing dependence on analytics.

Alteryx Designer enables you to easily append pre-packaged location data from TomTom to the rest of your data set using an intuitive, drag-and-drop interface, so you can not only visualize where events are taking place but also understand their impact on your business. Now you can conduct advanced location-based calculations, such as drive-time, trade area, and spatial matching and point creation analyses, in your same analytic workflow—and make location-based business decisions that make sense for your business.

With *Alteryx Designer,* you can include advanced analytics with spatial context, such as:

- Geocoding and standardization of addresses
- Data blending on spatial aspects
- Trade area creation and analysis
- Drive-time analytics
- Mapping and geographic visualization

Share Insights with Business Decision-Makers

Your job is not done after you run your analysis: now you need to get the insight ready for and into the hands of other business users and decision-makers. Often, you spend as much or even more time packaging the results for consumption by others as you do running the analyses themselves. What's involved? Cutting and pasting into reports, changing data formats for visualization tools, and updating files to feed into other systems and processes. All of which wastes time and introduces errors, negating the power and timeliness of the insight itself.

About Alteryx

Alteryx is the leader in data blending and advanced analytics software. *Alteryx Analytics* provides analysts with an intuitive workflow for data blending and advanced analytics that leads to deeper insights in hours, not the weeks typical of traditional approaches. Analysts love the Alteryx analytics platform because they can deliver deeper insights by seamlessly blending internal, third-party, and cloud data, and then analyze it using spatial and predictive drag-and-drop tools. This is all done in a single workflow, with no programming required. More than 500 customers, including Experian, Kaiser, Ford, and McDonald's, and 200,000+ users worldwide rely on Alteryx daily. Visit www.alteryx.com or call 1-888-836-4274.

Alteryx Designer streamlines the sharing of data insights throughout your organization by integrating powerful reporting and file output capabilities into the same intuitive workflow you use for data blending and advanced analytics. Once you've completed your analysis, you can create custom reports featuring tables, charts, and maps that can be refreshed and emailed on demand. Or you can easily save your results in a wide variety of formats used by downstream systems and business processes, including native Tableau or QlikView file formats for data visualization. You can also share workflows from *Alteryx Designer* as analytic applications using the *Alteryx Analytics Gallery* or *Alteryx Server*. With just a few simple clicks—and without altering the integrity of your analytic results—you can bring the power of Alteryx analytics to everyone in your organization.

Desktop System Requirements

Minimum
- Microsoft Windows 7 or later (32-bit)
- Dual Core
- 4G RAM
- 500 GB free disk space

Recommended
- Microsoft Windows 7 or later (64-bit)
- Quad Core i7 (single chip)
- 3GHz or faster processor
- 8G RAM
- > 1 TB free disk space

High Performance
- Microsoft Windows 7 or later (64-bit)
- Quad Core i7 (single chip)
- 3GHz or faster processor
- 16G RAM
- > 1 TB Disk free disk space

Supported File Formats

Flat Files
- ASCII
- CSV – Comma Separated Value
- MDB/ACCDB – Microsoft® Access database
- DBF – dBASE Database File format
- XLS/XLSX – Microsoft Excel® spreadsheet
- HTM/HTML/XML – Hyper Text/Extensible Markup Language
- QVX – QlikView data eXchange
- SAV – IBM SPSS file format
- SAS7BDAT – SAS binary file format
- TDE – Tableau

Relational Database Files
- ODBC – Open Database Connectivity
- OLE-DB – Object Linking and Embedding Database
- OCI – Oracle® Spatial Database

Spatial Files
- GRD/GRC – Grid and Classified Grid
- KML – Google Keyhole Markup Language
- MDB/PGDB – ESRI Personal Geodatabase®
- MID/MIF – MapInfo Professional® Interchange Format
- SDF – Autodesk® Spatial Data Files
- SHP – ESRI® ArcMap® Shape (includes .SHP,* .DBF,* .SHX,* .PRJ*)
- SZ – Alteryx Spatial Zip
- TAB – MapInfo Professional Table (includes .TAB,* .DAT,* .MAP,* .ID,* .IND*)

Supported Databases
- Apache Hive (read-only support)
- Amazon Redshift
- Amazon S3**
- Cassandra***
- Cloudera Impala
- ESRI GeoDatabase (read-only support)*
- Google BigQuery
- Hortonworks
- HP Vertica**
- IBM DB2
- IBM Netezza®*
- Microsoft SQL Server®*
- MongoDB
- MySQL®
- Oracle*
- Pivotal Greenplum Database
- SQLite
- Sybase®
- Teradata and SQL server**
- Teradata®

Reporting Formats
- PNG – Portable Network Graphics
- HTML – Hyper Text Markup Language
- PCXML – Alteryx Markup Language
- PDF – Adobe® Portable Document Format
- RTF – Rich Text Format
- DOC/DOCX – Microsoft Word
- XLS/XLSX – Microsoft Excel
- PPT/PPTX – Microsoft PowerPoint

Tools/Macros
- Amazon S3
- Datasift
- Foursquare
- Gnip
- Google Analytics
- Hadoop Distributed File System (HDFS)
- Marketo
- Salesforce.com
- Sharepoint Lists
- Twitter

* Includes support for vendor-specific spatial functionality

** Now includes bulk load support

*** ODBC Driver Available upon Request

alteryx

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