

# MAXIMIZE REVENUE, AUTOMATE WORKFLOWS, AND STAY AHEAD OF THE COMPETITION

## | BUSINESS LEADER

**Improve** efficiency and reduce total cost of ownership (TCO) by using your existing infrastructure to facilitate fast & fact-based answers to your most urgent business questions.

**Reduce** operating expenses and churn by automating best-practice workflows that optimize performance and increase customer satisfaction.

**Gain the first-mover advantage** with in-depth analyses and cost justifications that will keep you ahead of the competition.

## | IT LEADER

**Deliver** more services, quickly, with fewer tools to manage, and with a reduced support workload.

**Simplify** business application support and database management with a single, integrated platform that effortlessly pulls key data from all divisions and silos.

**Automate** repetitive tasks by giving users of all skill levels the ability to structure & run their own ad hoc queries and reporting.

## | ANALYST

**Blend & analyze** all your key data – customer records, internal OSS and BSS data, external boundary and map data, market demographics, plus geospatial – using a single, integrated tool.

**Access** the most current information regardless of its format, complexity or location.

**Design** best-practice workflows using a highly visual drag & drop modeling tool to generate modular & scalable processes that can be easily shared across the organization.

**Accelerate decision-making** with fast & insightful business intelligence that uses your current IT assets to deliver the most relevant and up-to-date information.

## Who We Are

Alteryx, Inc., is dedicated to creating technology that lets people easily invent smart and extensible solutions to business problems. We seek to inspire ingenuity in our customers and associates by bringing freedom, flexibility and creativity to generating insightful business intelligence.

## How We're Different

Alteryx provides answers to diverse business problems quickly. The processes to solve these problems no longer take days and weeks to run. With Alteryx, they complete in just seconds or minutes.



## LEADING BROADBAND PROVIDER SELECTS ALTERYX

A leading American broadband provider with more than 7 million access lines chose Alteryx to support its wireless network expansion into new markets. This Fortune 500 Company needed to move quickly to define & deploy its coverage strategy, or risk losing market share to a more agile competitor.

### What problem did they solve with Alteryx?

– The initial challenge was to analyze the coverage areas of 58 wireless carriers, spread over 3 million block boundaries, then find spatial matches to their internal engineering data, and target consumer profiles for the region.

### How did Alteryx help to solve this challenge?

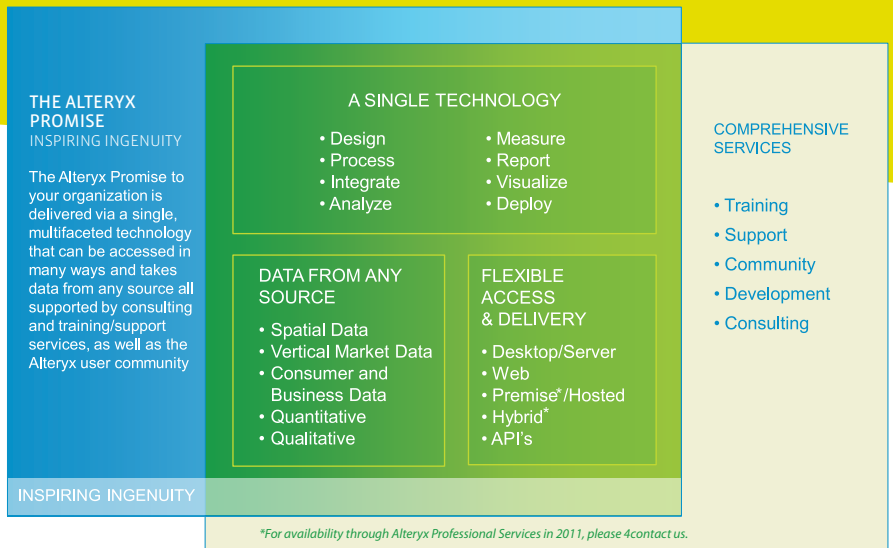
– Like many broadband providers, this company found the task of accessing, integrating and analyzing this vast quantity of complex & varied data to be slow and labor-intensive, often involving multiple tools and the use of spreadsheets to bridge the gaps. This meant decision making was sometimes painfully slow, resulting in lost opportunities and many inefficiencies.

### What was the measurable impact of the Alteryx solution?

– Without training, the Director of Network Engineering was able to master the intuitive Alteryx design tools in a matter of hours, not the days of specialized training required by other toolsets.  
– Alteryx processed their mountain of data in 19 minutes, compared to the estimated 10 days typically required by other tools!

### What was unexpected about the Alteryx solution?

– The company found that Alteryx handled their data challenges with ease & speed. Analysis & reporting were no longer slow or limited by the need to integrate & analyze their disparate data.  
As a result, Alteryx facilitated more nimble & effective decision making, which was a benefit so broad that the company could estimate its ROI in a matter of days, not the weeks or months of previous ‘solutions.’



## A SINGLE TECHNOLOGY

—Alteryx creates business intelligence technology that makes solving complex problems intuitive and easy.  
—Alteryx technology is a single tool for both business users and technical experts that finds answers for a broad range of problems.

## FLEXIBLE ACCESS AND DELIVERY

—Alteryx provides flexible delivery options to meet any organizational size and level of infrastructure by offering desktop, API, or cloud tools in on-premise or hosted environments.



## EXPERT KNOWLEDGE SHARING

—Alteryx provides a wide variety of expert consulting, training, and support services that help extend the reach of our customers' technology investment.

## DATA FROM ANY SOURCE

—Alteryx works with a wide range of data formats, including spatial, and synthesizes them faster and more accurately than any other technology.



# alteryx

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# INSPIRING INGENUITY