

## ACCELERATE REVENUE GROWTH, IMPROVE EFFICIENCIES, & GAIN COMPETITIVE ADVANTAGE

### | BUSINESS LEADER

**Accelerate** revenue growth.  
**Increase** worker productivity.  
**Reduce** time to market.

*Alteryx delivers proven technology that accelerates revenue growth, increases worker productivity, reduces time to market and can create competitive advantage for your company or business unit. With Alteryx, you will find that creating, adding value to, and delivering the datasets your customers want is fast and easy.*

### | IT LEADER

**Optimize** critical data-driven business processes.  
**Improve** efficiency by better leveraging your technology assets and people.  
**Deliver** higher value solutions to your organization.

*Alteryx helps companies optimize critical data-driven business processes. Alteryx technology improves operational efficiency by better leveraging your technology assets and people to deliver higher value solutions for your organization.*

### | PRODUCT MANAGER

**Increase** the speed and quality of your data factory processes through process improvements for data quality and integration.  
**Reduce** time-to-market for existing and new data products.  
**Tightly integrate** your data to your clients' business processes.

*Alteryx technology can increase the speed and quality of your data factory processes through workflow improvements for data quality and integration. Reduce your time-to-market for existing and new data products, and control tighter integration of your data to client business processes.*

### 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.



# The Alteryx Offering

## LEADING MARKETING SERVICE PROVIDER (MSP) SELECTS ALTERYX

A global credit service and marketing business, which focuses on the credit marketing side, uses Alteryx to deliver product quickly to market.

### What problem do they use Alteryx to solve?

This MSP compiles huge amounts of data in their consumer records: 5 billion a day from over 100 different sources, including age, income, marital status, mortgage value, owned vehicles, credit status, etc. MSPs need to drive hard costs of their data delivery infrastructure by automating routine tasks and increasing processing speed by an order of magnitude.

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

Only Alteryx could handle the scale and diversity of the data from data compiling and enhancement to analytics, helping this MSP continuously improve the quality and value of its services.

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

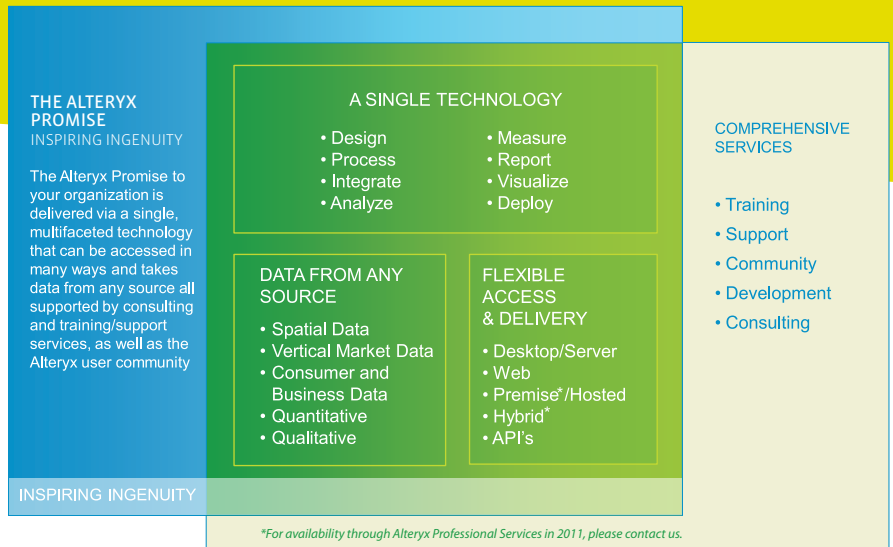
The MSP achieved a return on investment of 300% after just 16 months, by reducing labor costs, turnaround time on data enhancement projects, and costs of custom coding. Our ongoing partnership will reduce turnaround times even further, from seven days to two days, with an anticipated coding cost savings of potentially \$5 million a year.

### What was unique or unexpected about the Alteryx solution?

People may not see Alteryx as an application for Marketing Service Providers, but we have increased the speed to market for several of the world's leading data providers who were unable to buy or build a better solution. MSPs can license our technology so they can focus on the quality of the data they provide, not on managing technology.

### What are the next steps for this MSP?

As with many Marketing Service Providers seeking the means to better serve their clients, this provider will be moving toward supporting self-service, product customization over the web. Alteryx web services enable this upgrade through our unique, single-platform enhancements. As a result, this MSP can move to this new business model seamlessly, without suffering a costly conversion to a new distribution methodology.



## 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

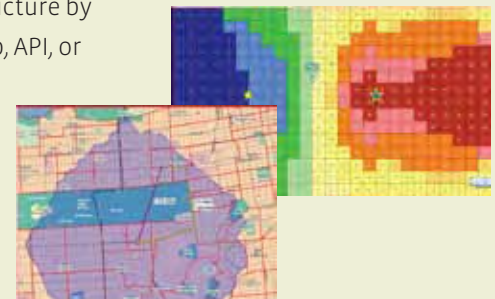
—Alteryx provides flexible delivery options to meet any organizational size and level of infrastructure by offering desktop, API, or cloud tools in on-premise or hosted environments.

## 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