

## RESPOND QUICKLY TO THE MARKETPLACE USING EVERY BUSINESS INSIGHT

### | BUSINESS LEADER

**Reduce** network expansion or contraction risks using business insights unique to your model applied by site and market.

**Realize** maximum value in all investments across technology, people, processes and data.

**Develop** more effective market strategies and apply market research best practices.

**Remove common workflow constraints** with Alteryx® to change the way you think about typical restaurant business problems. Deliver the marketing and media answers to support performance objectives and respond quickly to changes in the marketplace.

### | IT LEADER

**Simplify** application support and database management.

**Automate** repetitive tasks. Get more done with fewer tools.

*With a single, flexible and fast market assessment tool, strategic thinking becomes more dynamic, intelligent and proactive. Alteryx empowers analysts and users to do the work themselves without expensive development resources.*

### | ANALYST

**Eliminate** workflow bottlenecks.

**Easily respond** to last-minute, urgent requests. **Spend** more time analyzing data, instead of gathering it.

**Design and implement** new tactics from fact-based insights using the most current data from every trade area you serve: data from your business, from your competitors, from consumers and from insights only Alteryx delivers.

### 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 RESTAURANT SELECTS ALTERYX

A leading franchise restaurant chain, with close to 1000 sites and over one and a half billion in annual sales revenue, puts Alteryx to work to conduct new site evaluations, sales performance analysis, marketing optimization, and merchandising.

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

—The company's real estate managers spend valuable time interacting with laptop programs and static datasets analyzing potential revenue and consumer behavior profiles for prospective restaurant locations. The company needed a simple way to deploy more timely sales forecasting data and its complex site-location selection model to its brokers.

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

—Because Alteryx can quickly integrate current data and allow users the flexibly to update analyses in seconds or minutes, field brokers capture more prime locations.  
—They now apply their complex site-selection model and sales forecasts for any proposed restaurant location in a fraction of the time.

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

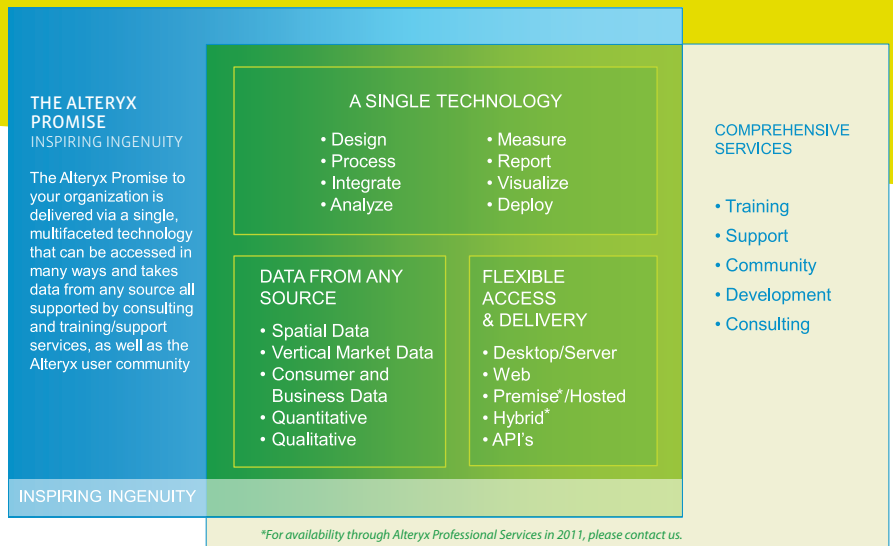
—Alteryx enables managers to receive current market data processed by a custom model in just minutes over the web. Site-specific reports are delivered instantly, as opposed to spending more than an hour per-site using previous solutions.  
—Each manager's efficiency has improved from analyzing more prospective locations in less time and completing more consistent and successful nationwide real estate transactions.  
—The company has increased its ability to find, open and maintain profitable stores.

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

—The ability of Alteryx to model a complex store concept using very diverse data sources exceeded the company's expectations.  
—It also allowed the company to eliminate unnecessary IT tools.

### What are the next steps for this restaurant chain?

—The company has begun increasing customer acquisition and retention through increased speed and flexibility of services and product delivery groups.



## 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

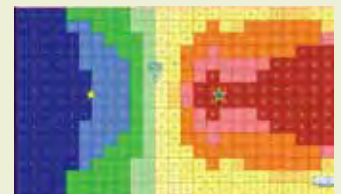
—Alteryx provides flexible delivery options to meet any organizational size and level of infrastructure by offering desktop, API, or cloud tools in on-premise or hosted environments.

## 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.



# alteryx

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# INSPIRING INGENUITY