

## REDUCE THE RISK AND REALIZE THE MAXIMUM RETURN ON YOUR INVESTMENT CAPITAL

### | BUSINESS LEADER

**Reduce** the risks associated with retail network development and site selection.

**Get solid justifications** for your retail network expansion/contraction strategy.

**Improve** the performance of existing locations.

***The cost** of opening a new location is significant. The compound cost of that new location missing projected revenue goals is lethal. By removing common workflow constraints, Alteryx® can change your way of thinking about your business problems, letting you see the right answer and respond efficiently to changes in the marketplace.*

### | IT LEADER

**Simplify** business application support and database integration.

**Reduce** the total cost of ownership of applications using your internal business customers.

**Deliver** more services and solutions with fewer tools to manage.

***By integrating** spatial and non-spatial content, analytic models can be updated on-the-fly to include new data or modifications to analytical functionality. With flexible support tools, strategic thinking becomes more dynamic, intelligent and proactive.*

### | ANALYST

**Integrate** demographic, household, and individual data.

**View** competitive retailers' revenue down to the department level.

**Spend** more time analyzing data, instead of gathering it.

***New strategies** can be designed and implemented because you now have unlimited access to near real-time data with responsive analytical information for fact-based, revenue-generating decisions.*

### 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 RETAILER SELECTS ALTERYX

A leading Fortune 500 retailer with three major outlets works with its real estate group on location strategy and optimization analytics.

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

—The retailer is owned by an investment firm. The capital community is urging retailers to go into a growth mode, which means making the right real estate choices that will pay off over the next two years. The retailer must be able to increase forecasting and add locations in markets without cannibalizing its other brands' business.

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

—Only Alteryx could integrate data for all three outlets to provide site location and optimization scenarios, due to the technology's unique processing speed and capabilities.

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

—The retailer now has an analytics tool that can deliver updated data on the fly, forecast drive-times and potential cannibalization, and deliver a much more accurate real estate strategy. In short, they can view a model with current data, not with data that's nine months old. That matters hugely if the cost of misallocating an outlet is up to \$10 million.

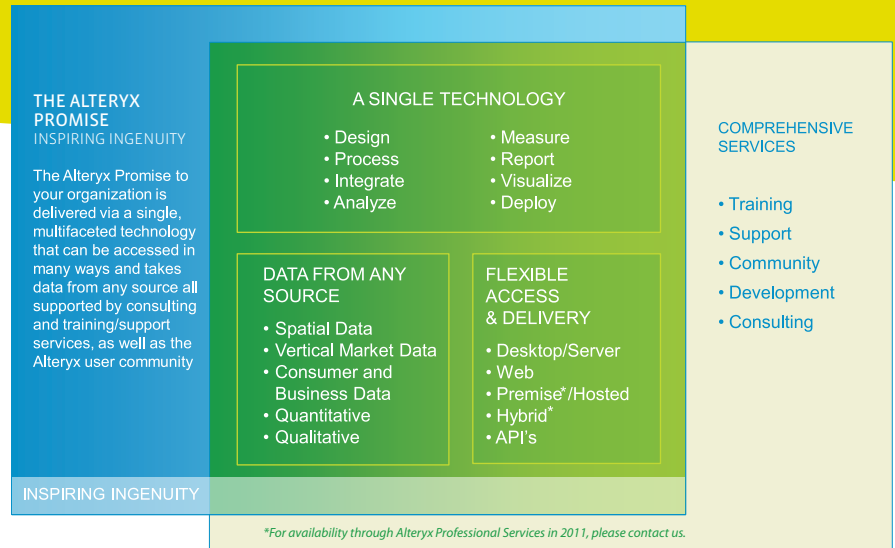
### What was unique or unexpected about the Alteryx solution?

—With Alteryx, you have real transparency: anybody can see how the modules were built and how demand curves were set up. You can see the math that went into the map, which is important for a big retailer that can spend up to \$500,000 on a model.

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

—The company will be using Alteryx to perform market screening and market entry analytics for Canada, various countries in Europe, and Australia.

—In the UK, they may place up to 50 well-located stores and, globally, they'd be using one technology, Alteryx, across multiple countries to drive their analytics.



### 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.

### EXPERT KNOWLEDGE SHARING

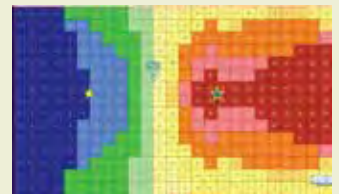
—Alteryx provides a wide variety of expert consulting, training, and support services that help extend the reach of our customers' technology investment.

### 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.

### 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