Self-Service Analytics at Hadoop Scale

Together, Cloudera and Alteryx enable business users to access massive amounts of data to make the right decision. Alteryx, through a powerful combination of data blending and analytics, gives customers the ability to support the largest Hadoop datasets in the world, enrich the data with third party sources such as Experian, US Census, and Dun & Bradstreet and perform sophisticated analytics including statistical, predictive and geo-spatial analytics.

Empowering Data Analysts To Deliver Insights In Hours, Not Weeks
Alteryx enables data analysts to access and blend data to create the perfect dataset through a drag and drop interface. Business analysts can access all the data they need, joining data sets and restructuring information to optimize it for their analytics challenges. Alteryx provides tools to cleanse, blend, and enrich data, enabling analysts to reformat data into the perfect dataset for analysis. They can then apply advanced analytics without coding, delivering insights in hours.

Alteryx offers more than 50 predictive analytics tools. Written in R, these tools hide the complexity of R coding and enable business users to create and run predictive analytics models against their data. Alteryx also offers a complete set of spatial tools that enable analysis through techniques such as drive time, trade area, spatial matching and point creation.

Alteryx customers can access Cloudera using Impala or a Hive connector, or they can choose to read and write data directly to HDFS.

Sharing Insights
Many analysts spend their day trying to get access to the right data or getting by with Excel. But once they have run their analysis, it typically takes even more time and effort to get their insight ready for business users or decision makers. Alteryx makes this process quick and easy by integrating reporting and the sharing of analytics into an intuitive workflow for data blending and advanced analytics. Alteryx supports direct output to visualization engines such as Tableau and Qlik.

Customers can extend the value of Alteryx workflows by adding a simple interface and interactivity that can be consumed in the Alteryx Analytics Gallery environment or output the results into Cloudera as a dataset for consumption.
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 800 customers and thousands of data analysts worldwide rely on Alteryx daily.

Visit www.alteryx.com or call 1-888-836-4274. Alteryx is a registered trademark of Alteryx, Inc.

About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data, an enterprise data hub built on Apache Hadoop. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Only Cloudera offers everything needed on a journey to an enterprise data hub, including software for business critical data challenges such as storage, access, management, analysis, security and search. As the leading educator of Hadoop professionals, Cloudera has trained over 40,000 individuals worldwide. Over 1400 partners and a seasoned professional services team help deliver greater time to value. Finally, only Cloudera provides proactive and predictive support to run an enterprise data hub with confidence. Leading organizations in every industry plus top public sector organizations globally run Cloudera in production. www.cloudera.com.organizations globally.

Cloudera Enterprise Benefits

Stores and Analyzes Any Type of Data

- Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs
- Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required

Enterprise Approach

- Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management
- Enterprise-grade data auditing, data lineage, and data discovery

Industry-Leading Management and Support

- Best-in-class holistic interface that provides end-to-end system management and zero-downtime rolling upgrades
- Open platform ensures easy integration with existing systems
- Open source to achieve stability, continuous innovation, and portability

Benefits of Alteryx

Intuitive and Engaging

- Interface that can cut the time to blend and prepare data up to 90%, streamlining the path to analytic insight.

Powerful Analytic Workflow Environment

- Empowers data analysts to build and iterate analytic models rapidly to meet changing business needs.

Output Results Directly to Cloudera

- Fast access in a variety of contexts and formats, including visualization formats for Tableau and Qlik.

The Alteryx workflow enables data blending and advanced analytics through a drag and drop interface, no coding required.