alteryx | golden ANALYTICS

PARTNER BRIEF

ALTERYX + GOLDEN ANALYTICS

Seamless road to trusted insights

Your data is only as good as the trust behind it. Alteryx governs and certifies data inside your Cloud Data Warehouse (CDW)- no extracts, no copies. Alteryx makes your data trustworthy; Golden Analytics queries that same data live, turning it into trusted, AI-native dashboards and natural-language answers in seconds, not days. Leverage the power of Alteryx and Golden Analytics to expedite intelligent decisioning.

The Challenges	The Joint Solution
Legacy BI relies on heavy, slow data extracts that break governance and add latency. • Business waits days for IT to extract, prep, and deliver data; opportunities pass. • Bypassing IT creates shadow IT, fragmented data, missed KPIs, and SLAs. • Pure AI agents guess answers from ungoverned data, producing hallucinated answers to important business questions, eroding trust in AI.	A modern analytics partnership built directly on your CDW (Snowflake, Databricks, BigQuery) designed to drive your busines forward. • Alteryx One: Preps, blends, and certifies data in place- zero data movement. • Golden Analytics: queries that governed data live for instant AI dashboards & Natural Language answers. • Trusted Answers: Insights are based on inspectable, trusted, live, governed data.

Benefits of the Partnership

Complete Transparency
Alteryx runs repeatable, auditable workflows; Golden Analytics provides the insights — so every answer comes with a traceable audit trail.

Everyone gets what they want
IT maintains governance and security. Business gets access and speed to insights. Same trusted data, zero trade-offs.

Maximize Your Investment
Ask as many questions as you want with no additional token costs.

Impact Across Industries

Across every industry, the Alteryx + Golden Analytics partnership replaces slow, manual processes with fast, trusted, auditable insights that drive measurable business impact.

Domain	Business Challenge	Impact Delivered
Financial Services	Complex risk models & compliance audit trails across siloed systems.	80% faster compliance reporting; zero data leakage.
Retail & CPG	Demand forecasting and omnichannel customer journey attribution.	+15% promotional ROI and inventory optimization.
Office of Finance	Month-end close delays and manual spreadsheet reconciliation.	5 days saved per month-end close cycle.

Alteryx

Alteryx helps organizations turn complex data into trusted insights, decisions, and action. Its agentic analytics and automation platform enables business users to create AI-ready data and encode business logic in visible, repeatable, auditable no-code workflows, giving AI the trusted context it needs to deliver reliable results.

Golden Analytics

Golden Analytics is an AI-native platform that turns enterprise data into trustworthy answers. It combines intuitive exploration, powerful analytics, and generative AI to accelerate insights and decisions—without sacrificing accuracy, control, or existing investments.