

# 10 BEST PRACTICES FOR MODERN ANALYTICS IN FINANCE

1

## BEGIN WHEREVER YOU ARE

“ [Advice I’d give finance leaders reluctant to change is to] Look at classic business intelligence tools. Just 15 years ago, basic SQL computations allowed you to scale the push out of the reports. Now, we have the BI concept of wrapping up, packaging, and making widely available today — just like what SQL did years back, but elevated. So really, it’s not that much different. It’s just evolved. ”



**BILL FRANKS**  
Chief Analytics Officer, IIA

Hear what real finance pros have to say about streamlining processes across FP&A, accounting, tax, and audit.

2

## EMPOWER YOUR BEST PEOPLE

Companies that have seen the most success have moved away from labor-intensive processes like VLOOKUPS, manual interventions, and custom-built processes. With a modern analytics platform, they enjoy repeatability, consistency, and predictable outcomes.

## SHIFT TO SELF-SERVICE



**ANALYST**

3

## CONSIDER THE RISKS AND CHARGE AHEAD

“ [Modernizing finance with analytics] is all part of the journey. Once you have a data strategy, you can use that data in a platform like Alteryx and infuse that into machine learning, natural language processing — even block chain. ”



**ZARA MURADELL**  
Partner, Tax Reporting, Grant Thornton



Find the Right Data Asset



Data Cleansing



Prep and Blending

4

## DOCUMENT ALL OF YOUR WINS

“ Track use cases and the ROI coming back. We have examples of a previous four-month process that our analyst got down to less than eight hours. And that’s with all approvals and everything else! ”



**KELLEY LEAR**  
Enterprise Leader, Thomson Reuters



Spatial Data



Predictive and Prescriptive



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Production and Output

5

## PUT ANALYTIC HARMONY INTO ACTION

Self-service analytics is key to speed. It puts the power of data in the hands of hundreds of business domain experts, not just one.



**NEW INSIGHTS, BETTER DECISIONS, MORE VALUE**

**6**

## DRILL DOWN INTO FINANCIAL OPERATIONS

“ Systems will be able to standardize and automate highly repeatable tasks so we can focus human power in areas that impact business and make a difference. ”



**KEVIN RUBIN**  
Chief Financial Officer, Alteryx

**7**

## LEARN FROM REAL RESULTS

Real success stories happen every day. Take a look at these companies, across departments and industries, who switched to a modern platform and used analytics to their advantage.



**EXPLORE SOLUTIONS ACROSS THE OFFICE OF FINANCE**

**8**

## CONSIDER ALL YOUR DATA NEEDS

To solve data analytic challenges, look to cutting-edge solutions that offer code-free and code-friendly flexibility, including open-source machine learning and AI, R or Python languages, and self-service analytics.

**9**

## BUILD NEW CAPABILITIES THROUGH UTILITIES

As you evolve, modern analytics processes allow you to create brand-new capabilities, through innovation programs, that allow for a new axis to emerge. This helps you deliver products and services that better support your needs and those of your customers.

**10**

## EMBRACE THE POSSIBILITIES

“ Tap into the innovation experience within your organization. Or dedicate an innovation team of people already dealing with data. Remember to celebrate every success — no matter its size. ”



**NICK JEWELL**  
Director of Product Evangelism, Alteryx

# PUT FINANCE ANALYTICS INTO ACTION

Don't just survive, thrive in the newest industrial revolution in finance with an end-to-end modern analytics platform.



**DOWNLOAD A BLUEPRINT FOR ANALYTICS TRANSFORMATION IN FINANCE**



alteryx

The Thrill  
of Solving