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SOLUTION BRIEF

Alteryx: The Business User Interface for Cloud Data

Turn Cloud Data Investments into Decisions

Enterprises have poured millions into modern data stacks to drive smarter, faster decisions, yet most business users still struggle to access or trust the data they need. In fact, only about 30% of cloud resources are utilized, and more than half of analysts say they rely on too many tools and manual processes to get insights. Without an intuitive, accessible interface to bridge the gap between data and decision-makers, cloud investments often stall as data remains locked away.

Alteryx: The Business User Interface Layer

Think of Alteryx as the “front door” to your cloud data:

For Analytics Professionals – Automates tedious prep, accelerates repeatable insights, and enables advanced analytics without coding

For Analytics Leaders – Scales adoption across the enterprise with governance built in, proving ROI and democratizing data access

For IT – Streamlines pipelines, enforces governance, and reduces backlog by empowering self-service analytics

This makes Alteryx the one interface where IT, data teams, and business users collaborate on the same data — securely and at scale.

Unlock Cloud Access and Value with Alteryx

Alteryx turns your cloud data into a business-ready asset by providing a unified, intuitive interface that anyone can use:

One platform for the entire analytics lifecycle

Connect, prepare, analyze, and automate with 300+ drag-and-drop tools — no coding required

Cloud-native, hybrid, and flexible

Works across AWS, Databricks, Snowflake, and Google Cloud. Pushdown processing brings compute to your data, reducing egress costs and boosting performance

AI-infused & future-proof

Built-in predictive, prescriptive, and generative AI capabilities prepare **AI-ready data** and accelerate adoption of next-gen analytics

Governed & secure

Enterprise-grade certifications (SOC2, ISO 27001), private data handling (PDH), and role-based access ensure confidence and compliance

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What Sets Alteryx Apart

Other tools in the market promise value from the cloud — but most fall short because they are too technical, too rigid, or too narrow in scope.

Most analytics platforms	Alteryx
Require coding skills or deep technical expertise, limiting adoption to a small audience.	Alteryx is designed for every user — from business analysts to IT leaders — with no-code/low-code workflows that scale across the enterprise.
Most solutions don't go beyond dashboards or static BI views, leaving users with limited insights.	Alteryx unifies data prep, advanced analytics, automation, and AI in one platform — enabling decisions and action, not just reporting.
Traditional ETL tools move and clean data but lack flexibility for business users or AI-readiness.	Alteryx delivers governed, repeatable workflows that turn raw cloud data into business-ready, AI-ready assets.
Many enterprise platforms require heavy implementation, costly customization, and ongoing IT ownership.	Alteryx combines governance and security with unmatched ease of use, accelerating ROI from day one.

Why Leading Global Companies Choose Alteryx

Accessible to All: Easy enough for business analysts, powerful enough for data scientists.

End-to-End Automation: Replace spreadsheets and point solutions with a single platform.

Cloud Optimized: Native pushdown, 150+ connectors, and hybrid deployment flexibility.

Enterprise-Proven: 8,300+ customers worldwide, including 51% of the Global 2000

ROI at Scale: Customers report millions saved, 10,000+ hours automated, and 80%+ processing time reductions

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Your cloud data is powerful — but without the right interface, it's underutilized.

Alteryx is the business user interface for the cloud, giving every employee the ability to turn data into trusted insights faster.

Unify your cloud. Democratize your data. Accelerate your ROI.