

# ALTERYX ANALYTIC PROCESS AUTOMATION (APA) FOR INSURANCE

## The Convergence of Analytics, Data Science and Process Automation

As insurance organizations launch digital transformation initiatives to drive operational efficiencies, adapt to changing customer expectations, and gain a competitive edge, their technology infrastructure and manual processes can cause delays in their success. Insurers that accelerate digital transformation can improve risk controls, adapt to evolving regulatory challenges, identify fraud, measure customer and product profitability, and meet evolving customer demands.

The need to accelerate the democratization of data and analytics, optimize and automate business processes, and enable fast upskilling of people in one unified approach has driven the emergence of a new category of software called **Analytic Process Automation (APA)**.

An Analytic Process Automation platform converges these three key pillars of digital transformation to enable the democratization of data and analytics, the automation of business processes, and the upskilling of people to accelerate business outcomes.

With the Alteryx APA Platform, you can enhance analysis, enable intelligent decision-making, and empower your analysts and data scientists to deliver actionable insights that can control risk, reduce fraud, meet regulatory requirements, improve customer satisfaction, and deliver better outcomes for customers and stakeholders.

### PROVEN ORGANIZATIONAL IMPACTS OF APA:

1. Faster analytic and data science outcomes for actionable business decisions
2. Fully-optimized and automated intelligent business processes
3. An engaged workforce that experiences fast, self-service upskilling to drive greater outcomes
4. Capital-efficient digital transformation
5. Measurable ROI across four areas: Revenue and cost optimization, improved service delivery, efficiency gains, and rapid workforce upskilling



## EMPOWERING INSIGHT + RESPONSE

“Organizations that invest in integrated automation platforms that span analytics, data science, AI, and process automation will extend the reach of their transformation initiatives and build a sustainable competitive advantage.”

— John Santaferro, Research Director, Analytics, Business Intelligence, and Data Management, EMA

### About Alteryx

As a global leader in analytic process automation (APA), Alteryx unifies analytics, data science and business process automation in one, end-to-end platform to accelerate digital transformation. Organizations of all sizes, all over the world, rely on the Alteryx Analytic Process Automation Platform to deliver high-impact business outcomes and the rapid upskilling of their modern workforce.

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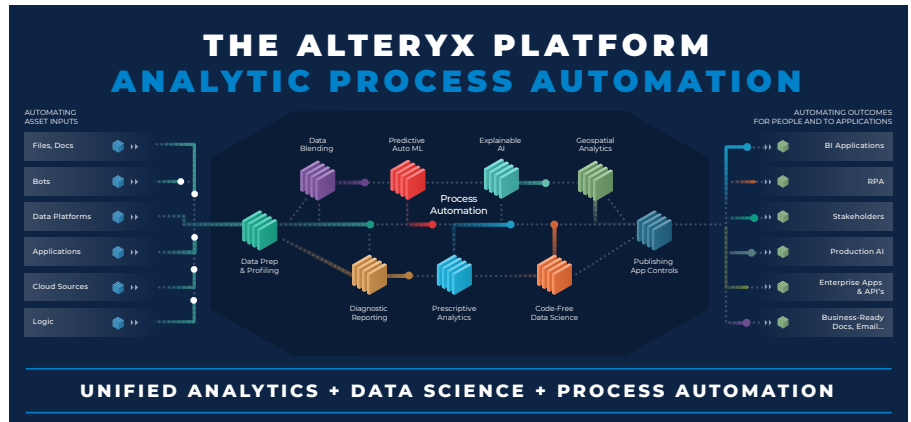
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## Discover + Collaborate + Automate with Alteryx

Alteryx is a pioneer in Analytic Process Automation (APA). The Alteryx APA Platform provides insurance organizations with a unified, human-centered platform experience that automates access to data, analytics, data science, and process automation, all in one. This is enabled through hundreds of ready-to-use automation building blocks in the Platform. The Alteryx APA Platform also automates the discovery of data assets, analytics and data science processes, and the sharing of insights to stakeholders. It also facilitates easy access to enterprise applications, bots, and more to enable faster speed to insight and accelerated outcomes.

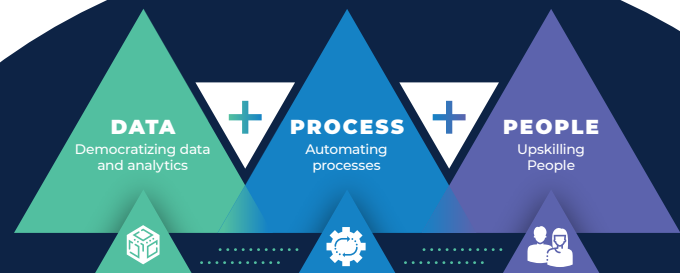


## What Makes Alteryx Different

Speed to actionable insight is critical for accelerating outcomes in insurance organizations. The speed and dexterity of the Alteryx APA Platform enables organizations to process any kind of data — big, little, structured, unstructured, in the cloud, or on the ground — in a frictionless way.

Alteryx is changing the conversation around analytics as customers are looking for solutions that support their analytic journeys from beginning to end, from simple to sophisticated. Alteryx provides the only platform in the market that simultaneously addresses the needs of the data analyst, data scientist, and citizen data scientist, and enables seamless collaboration across data workers and functions.

Alteryx continually receives validation from multiple industry analysts and third parties, including Gartner. In February 2020, Alteryx was listed as a Leader in the Gartner Magic Quadrant for Data Science and Machine Learning Platforms. In particular, Alteryx was recognized for its product vision, especially in relation to augmented data science and machine learning and process automation. The Alteryx Platform is just as easy to use for newcomers as it is for data scientists.



Alteryx is a unified analytics platform that provides data analytics, data science, and process automation capabilities across the entire digital transformation capability continuum and brings together business users, citizen analysts, and information consumers to accelerate organization-wide outcomes.