As organizations continue to digitally transform business processes by adopting and embedding modern technologies into their operations, they are seeing unprecedented gains in efficiency and cost savings.

Chief among these modern technologies is cloud computing, which is helping businesses centralize their data governance. While cloud computing has driven tremendous cost savings and agility for compute and storage, the full benefits are still unrealized as IT and technical users are still the main ones accessing cloud data resources. This leads to business users overly relying on IT for access to data.

To overcome these challenges, IT departments and data workers must take advantage of the agility the cloud provides through data as a service. Enabling a broader set of data workers empowers business users to apply their knowledge to the data.

Snowflake and Alteryx integrate to create an offering that makes analytics fundamentally easier. Alteryx Designer (part of the Alteryx Analytic Process Automation (APA) Platform™) combines with the Snowflake Data Cloud platform to offer a flexible and secure backend that powers enterprise productivity.

Together, they create a platform with the elasticity and security of the Snowflake Data Cloud and the data preparation, analytics, no-code data science, process automation, AutoML, and AI of Alteryx.

Quick, easy, and powerful analytic problem-solving and process automation

Combine The Best of Analytic Productivity and Cloud Data

1. Enable business analysts, data scientists, and data engineers to drive business outcomes with impactful analytic solutions
2. Support central data governance as well as the freedom to explore and innovate
3. Near infinite elasticity with pushdown analytic processing for performance at scale
4. Provide no-code, drag-and-drop analytic capabilities combined with low-code SQL, Python, and R for expert users
5. Upskill knowledge workers with fast, self-service analytics to drive more timely and accurate outcomes

Democratizing data and empowering 54 million business users with Analytic Process Automation
Alteryx Designer

The engine behind analytic automation is Alteryx Designer, where knowledge workers can easily connect to nearly all their organization’s data, transform and enrich it, and produce actionable insights that can be presented, written to a data management system or BI dashboards, and even fed back through other analytic processes within the ecosystem.

Alteryx Designer is at its best when it’s part of an organization’s analytic and data strategy equipped with a central, scalable, and secure cloud data platform. With Alteryx, it’s easy to evolve from a sprawl of data sources to a managed cloud data store without the need to make massive changes. This step-by-step approach strongly contributes to the success of automation and analytic projects.

“Our new Alteryx and Snowflake process took off three hours on average from when the dashboard is made available every day. This is huge, as it can now deliver daily key insights to our business leaders practically first thing in the morning.”
— Ben Kocarnik, Data Analyst, Juniper Networks

Snowflake Data Cloud

Snowflake eliminates the administration and management demands of traditional data warehouses and Big Data platforms. Snowflake is a complete data service running in the cloud. With Snowflake, there is no infrastructure to manage or knobs to turn. Snowflake automatically handles infrastructure, optimization, availability, data protection, and more so you can focus on using your data, not managing it.

Designer & Data Cloud

Snowflake’s cloud-native data platform coupled with Alteryx Designer offers a scalable, governed analytics and data-centric process automation solution for the entire enterprise. Users across the enterprise with different skills and needs can work together using hundreds of Alteryx automation building blocks with Snowflake’s platform services to bring projects of any size into production.

With Snowflake as the gravitational center for data and Alteryx as the means to turn that data into analytic insight, your organization can expect exponential productivity across all lines of business. Business and IT leaders dedicated to optimizing and increasing analytic throughput can equip business analysts, data engineers, and data scientists with greater degrees of data discoverability and accessibility.
With a single source of truth and a tool bench of analytic building blocks that appeal to technical and non-technical users, organizations using Snowflake and Alteryx can accelerate digital transformation, promote data literacy, and nurture a truly data-driven culture.

As data naturally makes its way to the Snowflake Data Cloud platform, it becomes readily available for automated prep and blend, predictive ML, NLP, and other advanced models to inform on risk, inventory, and customer sentiment, to name a few. Alteryx greatly enhances Snowflake’s ability to employ data to solve problems using advanced techniques that require less advanced skill sets. The automation building blocks, including AutoML, do the heavy lifting in a no-code, low-code environment where the results automatically upload to a nearly endless array of destinations and formats including BI dashboards, flat files, operational applications, and back into Snowflake.

With end-to-end connectivity and alignment throughout the entire organization, knowledge workers are empowered to work on novel data projects. This unleashes new levels of insights and promotes upskilling, employee satisfaction, and greater levels of productivity.

**Designer & Data Cloud Platform in Action**

Since Alteryx Designer and Snowflake Data Cloud address a wide range of users, use cases, and data, it can help to look at one business area at a time and grow into other prioritized business areas. For example, it’s common for users that previously did data preparation and analytics in spreadsheets to start with self-service automated prep and blend workflows, and later, go on to perform advanced analytics or to build analytic applications.

When users develop their confidence and skills, a rich set of capabilities are available to explore and grow into. In Alteryx, such capabilities are easily accessible as they don’t require coding or scripting. For the business analysts who know their data, understand its importance, but lack the technology platform to realize their analytic ambitions, Alteryx becomes the accelerant to productivity, perpetual upskilling, and job satisfaction.
When we think about what is possible, here are some capabilities made easy:

<table>
<thead>
<tr>
<th>DESIGNER</th>
<th>DATA CLOUD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automated data ingestion from structured and semi-structured files, databases, and APIs</td>
<td>Central data storage destination with security and governance</td>
</tr>
<tr>
<td>Drag-and-drop analytic building blocks to wrangle, prepare, profile, explore, cleanse, transform, and blend data for analytic outcomes</td>
<td>Pushdown computation allows data to stay in the data platform while operations are performed, combining Snowflake’s outstanding performance with ease of use</td>
</tr>
<tr>
<td>Rich self-service analytic modeling including descriptive, diagnostic, and spatial analytics</td>
<td>Integration allows key SQL capabilities to perform in the database with additional capabilities accessible through connectors</td>
</tr>
<tr>
<td>Advanced analytic modeling including predictive, prescriptive, natural language processing, text mining, and sentiment analysis</td>
<td>Massive store supporting any data type, from simple data types to full texts, images, and geospatial data (e.g., the results of surveys can now be analyzed with sentiment analytics)</td>
</tr>
<tr>
<td>Scalable analytic apps to enable organizations to parameterize and run analytic models as needed</td>
<td>The elastic nature allows compute-intensive applications to run quickly and efficiently</td>
</tr>
<tr>
<td>Automated output of analytic outcomes to data visualization tools, BI tools, files, databases, APIs, and RPA bots</td>
<td>In addition to commonly supported destinations, ERP, CRM, PPM, EHR and other systems can leverage snowflake data</td>
</tr>
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Fuel your analytic automation with accessible data, optimized analytics, powerful data science, and process automation using the power of the Snowflake Data Cloud.
Designer & Data Cloud Usage Scenarios

Automate the Movement of Your Data to Snowflake Data Cloud via Alteryx

Data used in analytic processes originates from many sources, formats, and systems. Alteryx Designer can automate and publish outcomes to over 70 outputs, including reports, BI tools, productivity apps like Office 365, databases, and of course, cloud data services like the Snowflakes Data Cloud.

As organizations increase their data footprint within the Snowflake Data Cloud, Alteryx Designer makes it simple to send the datasets originating from other sources to Snowflake using the Snowflake Bulk Data Loader. This native integration makes it so all data workers are increasingly receiving the benefits of scalability, elasticity, and processing power for more and more of their data. This greatly simplifies the technology stack by minimizing the locations that data workers need to retrieve data from as more data is served directly within Snowflake.

Pushdown the Analytic Processing From Alteryx to Snowflake

When analytic processes are powered by Snowflake Data Cloud & Alteryx Designer, users are given unprecedented choice on not only how data is uploaded, stored, managed, and analyzed (whether the preference is ETL or ELT), but also where it’s processed. In-Database analytic building blocks in Alteryx make it easy to supercharge analytic throughput and outcomes by unlocking the near-unlimited scale, concurrency, and performance of the Snowflake Data Cloud. This eliminates the need to load data queried from Snowflake into Alteryx, giving a significant performance boost. Additionally, you can blend data originating from sources other than Snowflake with Snowflake data in an Alteryx workflow and push it to Snowflake using the native Alteryx to Snowflake Bulk Data Loader.

> In-Database (or pushdown processing) provides an effortless way to analyze large datasets to achieve significant performance benefits when compared to standard building blocks.
Designer & Data Cloud for Advanced Analytics

It’s no secret that the effectiveness of any data project depends on the data and its accessibility to the people and technology that transform it. With Snowflake Data Cloud, the data is structured, organized, and ready to deploy to Alteryx Designer and the Alteryx Intelligence Suite where knowledge workers can build advanced analytic models using predictive and prescriptive analytics.

With Intelligence Suite, citizen data scientists can validate, deploy, and optimize models in a visual, guided experience. Users can leverage integrated data prep and blending automation and data profiling to help explore the unique elements of a dataset that ultimately help create more advanced models. Advanced analytics in Alteryx Designer helps make forecasts, optimize insights, find anomalies, or identify look-a-likes with built-in R and Python integrations.

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.

alteryx.com

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