

# Alteryx APA Platform™

Digital transformation is the new normal

For successful businesses, analytics are the heartbeat of decision making. IDC projects that the world will create more than three times the data over the next five years than it did in the previous five — with data increasing at this rapid of a pace, it is essential that data is at the center of your digital transformation strategy. But that's easier said than done.

Why is digital transformation so challenging? Data exists in a variety of sources, databases, data lakes, data swamps, spreadsheets, PDFs, and potentially voice, image, and video data. Not only that but your organization's processes may inefficient as employees email spreadsheets back and forth and repeat too many manual steps, slowing time to value. And that leaves the potential of your people untapped, as they are unable to dedicate time to meaningful projects that lead to organizational breakthroughs.

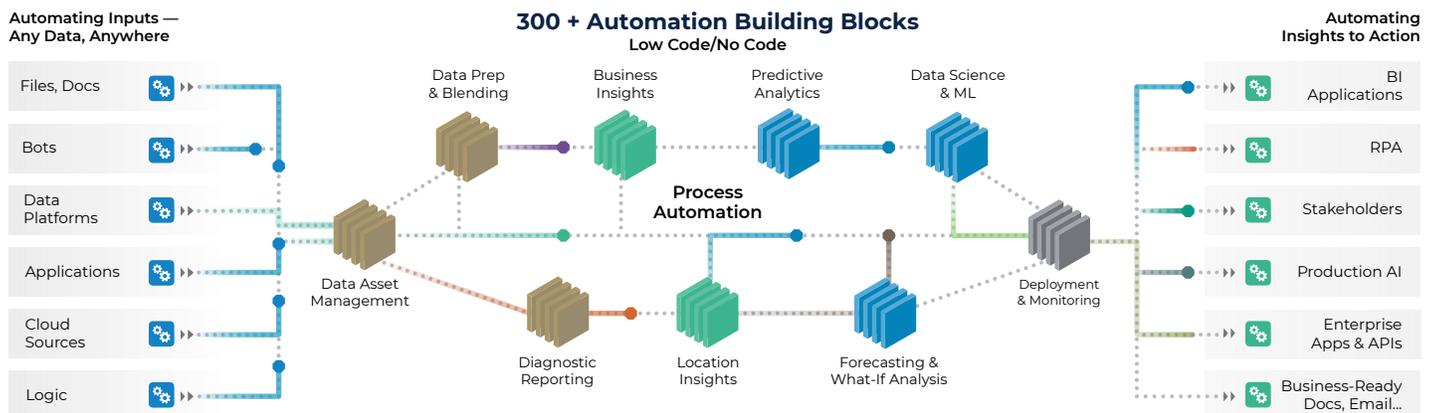
These challenges demand a new approach to analytics, data science, and process automation. We call it **Analytic Process Automation (APA)**.

## THREE PILLARS OF DIGITAL TRANSFORMATION

1. **Democratized Analytics** — Prep and blend data from anywhere, and then start on what's next with accessible data science.
2. **Automation for All** — One automated platform for data profiling, prepping, and blending, plus machine learning, data science, and intelligent process automation.
3. **Simplified Data Science** — Unified data and analytics workflows, human centered-experience, and industry-specific solution starter kits.

## The Alteryx Analytic Process Automation Platform

Unified analytics, data science, and process automation



"As a global bank, our clients count on us for solutions and advice. To meet these demands, data is critical to our digital transformation initiatives. Integrated automation platforms enable us to not only accelerate our analytics and data science to provide the best quality service and automate many processes, they also upskill thousands of people across the bank and allow them to add even more value."

**NICK BIGNELL**

*Direct Data Science, UBS*

## Analytic Process Automation Enables Breakthroughs

Analytic Process Automation 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 automate processes, enhance analysis, embed intelligent decisioning, and empower your analysts and data scientists to deliver actionable insights that can:

- Reduce supply chain risks
- Improve visibility of data
- Automate eligibility determination
- Improve service delivery
- Enhance safety and security
- Reduce fraud, waste and abuse
- Power through disruption to deliver better outcomes for stakeholders and constituents

## Discover + Analyze + Model + Automate with the Alteryx Platform

The Alteryx APA Platform automates the discovery of data assets, automates all analytics and data science, and automates sharing of insight to stakeholders, enterprise applications, bots, and more to enable faster speed to insight and accelerated outcomes.

### Discover and Catalog with Alteryx Connect

Alteryx Connect helps users search and find the right analytic assets at the right time. It combines data cataloging and powerful metadata with human insight to document the types of information your data contains, where the information comes from, who is using it, and how it is used. This is done through a collaborative environment, leveraging social interactions and organizational knowledge, all in a governed environment that ensures IT compliance.

### Prepare, Analyze, and Model with Alteryx Designer

Alteryx Designer provides the self-service data analytics mechanism for analysts to prepare and blend data from all of their relevant data sources. Hundreds of ready-to-use "automation building blocks" allow users to quickly cleanse, prep, and blend data without having to write code. Enrich your data with packaged third-party demographic, firmographic, and spatial data. Leverage the repeatable workflow to automate and output results to reports, Excel, and leading visualization tools.

Alteryx Designer empowers users to understand the health of their data at every step of the analytics process through Visualytics. In addition, that same drag-and-drop environment provides a code-free environment with powerful tools for statistical, predictive, prescriptive, and spatial analysis, while also enabling code-friendly analysis from R and Python.

## SUPPORTED LANGUAGES

English  
Chinese (Simplified)  
French  
German  
Italian  
Japanese  
Portuguese (Brazilian)  
Spanish (Latin America)

## 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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## Unleash Data Science & Machine Learning with Alteryx Promote & Alteryx Intelligence Suite

Alteryx Promote makes it easy for enterprises to deploy, manage, and monitor production-based predictive and machine learning models. Quickly deploy analytic models whenever and wherever you choose — real-time or in batch, on-premises or in the cloud. Embed Alteryx, R and Python models directly into production applications via APIs and actively manage and monitor the performance and health of models.

With Alteryx Intelligence Suite, analysts, developers, and business domain experts, can experience automated, fully-guided machine learning and modeling, as well as “expert-mode” options, that drive results faster. Advanced analytics with built-in R and Python integration can help you make forecasts, optimize insights, find anomalies, or identify look-a-likes. You can also leverage visual text mining and NLP to analyze text from documents and other sources.

## Share, Automate and Govern with Alteryx Server

Alteryx Server delivers enterprise scalability, automation, and governance across the analytics pipeline. It enables collaboration across teams and lines of business through the sharing and publishing of workflows, macros, and reports. It provides the automation and scheduling of analytics process and reports to improve efficiencies, all in a governed environment that provides role-based access and version control.

## What Makes Alteryx Different

When it comes to accelerating outcomes, the speed to actionable insight is critical. The speed and dexterity of the Platform enable organizations to process any type of data — big, little, structured, unstructured, data in the cloud, and data on the ground. And we give organizations the ability to access it in a frictionless manner.

We are changing the conversation around analytics. As customers look for partners that can support their analytic journeys from beginning to end, and 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, while enabling seamless collaboration across data workers.

Alteryx continually receives validation from top industry analysts and third parties, but most importantly, our customers. Alteryx is proud to be named a Gartner Peer Insights Customers' Choice for Data Science and Machine Learning Platforms in the recently released 2020 Voice of the Customer report. Gartner Peer Insights is a comprehensive platform that provides unfiltered, firsthand product and service ratings and reviews by experienced enterprise technology buyers. We've been recognized for our ability to provide actionable insights that fuel data decisions and for an easy-to-use platform that is accessible to both newcomers and experienced data scientists.

For more information, visit [alteryx.com/platform](https://alteryx.com/platform).

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