

Alteryx and Qlik

Using Advanced Analytics to Fuel Business Discovery

With Alteryx and Qlik, you can:

- Gather data from multiple sources using an intuitive workflow that replaces complicated coding
- Create powerful, advanced analytics—including spatial and predictive—in the same workflow
- Make decisions and share results based on visual presentations across the organization, driving deeper insights

You know you can make better, faster, and more accurate business decisions by putting the right data into the hands of those with the most intimate knowledge of day-to-day business operations: the employees working in the lines of business.

Until now, however, business users were at the mercy of statistical scientists and IT experts who neither understand what information business users really need nor provide what's needed when the business users need it. Lengthy cycles in over-extended IT groups resulted in many missed business opportunities.

New analytics solutions, such as those from Alteryx and Qlik, free your business users from the legacy model for analytics and let them get the information they need to make better decisions—without waiting days or even weeks. With Alteryx and Qlik, your business users can gather the data they need from multiple sources, perform advanced analytics, and discover and disseminate the results to other decision-makers across the organization. The result? You get a broader context of information, deeper analytics, and better insights through discovery that drives innovative decision-making.

Gather data from multiple sources using an intuitive workflow

If you're making critical business decisions today, you never rely on a single data source to provide the foundation of your analysis. Rather, you pull together data from multiple, and often incompatible, sources—social media, POS data, RSS feeds, CRM data, and more—that enable you to construct a complete picture of your business problem and make the most accurate decisions possible. This is no simple task, and one that is even more difficult in today's increasingly fluid and changing business environment.

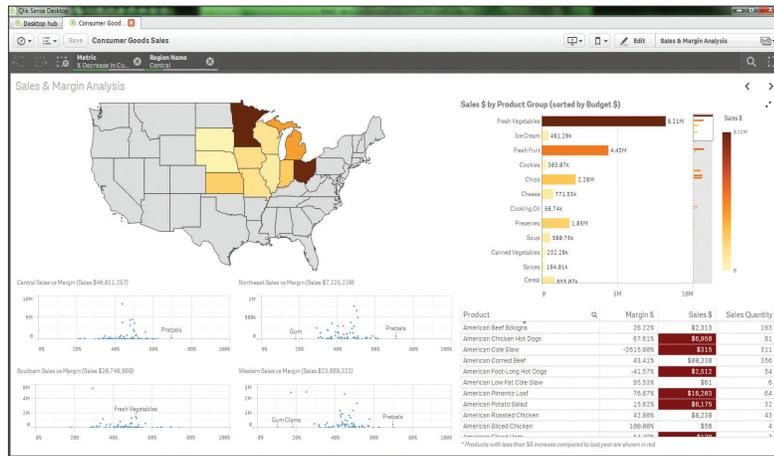
Until now. With Alteryx, gathering the right data from multiple sources for analysis is easier and faster than ever before. With an easy-to-use, drag-and-drop interface, you can pull together all the data you need to make your business decisions, in a single location. No more waiting for IT specialists or statistical experts to do it for you. In Alteryx, you can easily revise your data to reflect business changes and current market dynamics. What's more, thanks to integration between Alteryx and Qlik, you can format your Alteryx data for output directly into the Qlik .QVX format, enabling easy import into Qlik—and faster business discovery.

About Alteryx

Alteryx is the leader in data blending and advanced analytics software. Alteryx Analytics provides analysts with an intuitive workflow for data blending and advanced analytics that leads to deeper insights in hours, not the weeks typical of traditional approaches. Analysts love the Alteryx analytics platform because they can deliver deeper insights by seamlessly blending internal, third-party, and cloud data, and then analyze it using spatial and predictive drag-and-drop tools. This is all done in a single workflow, with no programming required. More than 500 customers, including Experian, Kaiser, Ford, and McDonald's, and 200,000+ users worldwide rely on Alteryx daily. Visit www.alteryx.com or call 1-888-836-4274.

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Create powerful, advanced analytics in the same workflow

Even when you finally have the relevant dataset in your hands, it's not enough. Some business decisions simply cannot be made without powerful, advanced spatial or predictive analytics to cut through the clutter and provide true clarity into the business problem. In the past, getting advanced analytical capabilities required multiple different tools and complicated coding. But in today's business environment, you don't have that kind of time—or money—to waste.

With Alteryx, you can quickly make your data more meaningful and create the powerful analytics you need—including spatial and predictive analytics—in a single, easy-to-use tool and a simple workflow. You can then deliver these results directly into the Qlik platform for use across the organization. It's easy to add advanced predictive analytics capabilities, such as segmentation, regression, and testing, as well as include spatial and location-based data, to any analytic workflow, enabling you not only to understand where events are taking place but also to make location-specific decisions.

Make decisions and share results based on visual presentations

With today's highly complicated business problems, business users like you are relying on visual presentations to gain greater clarity and a deeper understanding of analytic results.

But, again, this can introduce another layer of complexity and larger lag times into the decision-making process, as you convert your data from the analytic tool to the visualization tool and deal with the little idiosyncrasies of both.

Together, Alteryx and Qlik virtually eliminate the delays in the decision-making process. Because Alteryx can automatically output data to Qlik for visualization, using the Qlik .QVX format, you can immediately view your advanced analytic results in Qlik, without waiting for over-extended IT staff to convert your data or use a separate tool.

What's more, you can easily find hidden associations in your multiple data sources by leveraging the Qlik associative engine. Automatically creating associative models across all your enterprise data sources, the Qlik engine makes it easy for users to understand associations while navigating applications, slicing and dicing the data, and making selections along the way. You can quickly and easily compare different sets of data in Qlik and even capture the output of what-if scenarios created in Alteryx. Given Qlik's collaborative nature, you can annotate, save, and share discoveries in real time, helping drive better insights and decisions throughout your organization.

With Alteryx and Qlik, you can gather, consolidate, visualize, and analyze data and share your discoveries with every decision-maker in your organization