



Alteryx and Teradata

Empowering Business Users with Access to Massive Data Resources

Combining the capabilities of the *Alteryx Analytics* platform with the powerful processing of Teradata's data warehouse, you can:

- Access the right data, wherever it resides, without waiting on overburdened IT staff
- Deliver advanced, easy-to-use analytic applications to decision-makers, enabling simple analysis of all relevant data
- Leverage high-performance, in-database analytics for Teradata, Data Labs, and Teradata Aster, supporting faster and more efficient decision-making

Organizations are investing significant time, money, and resources in Teradata® enterprise solutions to help manage and process massive amounts of data, but getting the right data and analysis into the hands of business decision-makers is a daily challenge. Combining the disparate data needed to support specific analytic requirements can involve multiple tools and individuals, slowing your decision-making process and hindering your organization's agility—and competitive advantage.

Together, Alteryx and Teradata deliver powerful data integration and enrichment capabilities that enable you to get the right information into the hands of the right individuals at the right time, speeding your organization's time-to-decision and improving your competitive edge. With the ability to rapidly upload data from *Alteryx Analytics* into your Teradata environment—and back again—through a high-speed direct connector, you can take advantage of Teradata's powerful data warehouse and Big Data analytics, realizing a faster return on your Teradata investment. What's more, you can make it all happen without needing to wait for your already overburdened IT organization, so you can combine the power of advanced analytics with Teradata's scalable array of processing platforms to give your line-of-business decision-makers the data they need, when they need it.

Access the right data, wherever it resides—faster

In typical analytic environments, teams of data specialists must access, join, merge, and cleanse new data before it is even ready for analytic consumption. Plus, it often takes more than one iteration to get the right data and the right answer. In today's fast-paced business environment, however, the delays that result from long-running IT infrastructure build-out projects mean more than just a small missed business opportunity; it can mean a serious competitive disadvantage.

Combining Teradata and Teradata® Aster with *Alteryx Analytics* enables you to take advantage of the power and scalability of Teradata's data warehouse and Big Data analytics without overburdening your IT department. With Alteryx and Teradata, you can seamlessly integrate, cleanse, and enrich data to across even the most complex data environments, using a high-speed connector that facilitates interactions between the platforms. So you get the right data to make the right decisions, faster.

About Alteryx

Alteryx is a leader in self-service data analytics. *Alteryx Analytics* provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks. Analysts love the *Alteryx Analytics* platform because they can connect to and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources, easily join this data together, then perform analytics—predictive, statistical, and spatial—using the same intuitive user interface, without writing any code. Visit www.alteryx.com or call 1-888-836-4274.

Deliver advanced, easy-to-use analytic applications to decision makers

To take the right action for your business, decision-makers must have access to all the relevant data at their fingertips. Making decisions without the right data can mean the difference between a successful new product introduction or corporate acquisition and a failed one. But it's not always easy to get access to all the data you need, especially Big Data, which can reside in multiple, disparate databases and warehouses.

With the new direct connector between Alteryx and Teradata, you can seamlessly and easily include Big Data stored in your Teradata and Teradata Aster environments in your Alteryx analytic applications, without knowing SQL or other technical tools. Supporting the entire analytic workflow with a single tool, *Alteryx Analytics* enables you to create sophisticated analytic applications for all types of data in a self-service environment, speeding time-to-decision across your entire organization.

Using Alteryx and Teradata, you can:

- Perform ETL/ELT from a number of data sources, supporting both Teradata's integrated data warehouse and Teradata Aster
- Design predictive analytic functions to use in a workflow as well as in production
- Include advanced geospatial and location analytics
- Leverage specialized vertical analytics for a wide variety of businesses

What's more, using the cloud-based Alteryx Analytics Gallery, you can put analytic applications in the hands of

decision-makers more rapidly than ever before and enabling them to perform sophisticated analytics in an easy-to-use environment.

Leverage high-performance, in-database analytics

Given the scale of data and the complexity of the analysis required for many of today's business decisions, organizations are turning to the cost, time, and security advantages of doing in-database analytics within their Teradata environment. Leveraging the scalable processing power of Teradata can help crunch Big Data more quickly, but getting there is no simple task and can require highly skilled data specialists or IT staff in order to gain any benefits from the Teradata centralized, managed analytics architecture.

Through integration with *Alteryx Analytics*, you can easily create advanced analytic workflows that leverage in-database analytics for Teradata and Aster, including complex cross-platform analytics, dramatically reducing the time and expense of doing analysis across multiple platforms. Call procedures built in the R predictive language can be executed within the Teradata database, and dynamic SQL statements can be generated on the fly. You can also take advantage of Teradata Aster to create MapReduce functions for large-scale data analysis as part of a seamless, cross-platform analytic workflow. Plus, because you can do all of this within the Teradata Data Lab, a controlled and secure environment, you can be sure that use your database resources most efficiently.

alteryx

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