



# Alteryx for Analytic Consultants

## Driving Higher-Quality Analytics Projects

With *Alteryx Analytics*, you can:

- Increase analytics project quality and consistency through reusable workflows
- Deliver analytics projects to clients faster and more cost-effectively without relying on expensive specialists
- Enhance scalability of your analytics practice by developing proofs of concept faster with the same resources

Outperforming the competition often depends on the ability to gain strategic insights from the vast amount of data available to companies today. Your clients come to you for the analytic capabilities that enable them to make better, faster business decisions.

But giving clients the insight they want—and need—can be an expensive and lengthy proposition. Traditional analytic tools and models deplete your profit margin because they limit your ability to reuse work across projects and require complicated, one-off processes that allow for little repeatability between clients.

What's more, long project development times caused by the separation of business consulting resources and those focused on data or analytics can dampen client satisfaction and loyalty. Together, these hurdles make scaling your business difficult or even impossible, impacting your long-term revenue and client satisfaction.

With *Alteryx Analytics*, you can create a repeatable approach to analytics that you can leverage across all your clients, speeding project development times, increasing project quality, and improving your profit margins. Alteryx enables you to integrate any data source from any location and then enrich your clients' customer data with spatial, demographic, and modeled data—in a single workflow. With a single platform for data blending and advanced analytics, you can give your clients the answers they need to make better, more effective data-driven decisions that extend their competitive advantage—and enhance your revenues.

### Increase analytics project quality and consistency

With high consultant turnover rates, it is no surprise that analytic consulting projects suffer from low margins. Just about the time your best consultants are completely trained and can join a new client engagement without a steep learning curve, they leave the firm—and you have to start the process over with new or junior analysts. Traditional analytic solutions that rely on multiple tools and scripting make matters worse, further cutting your margins with friction in the process of delivering on your client's needs.

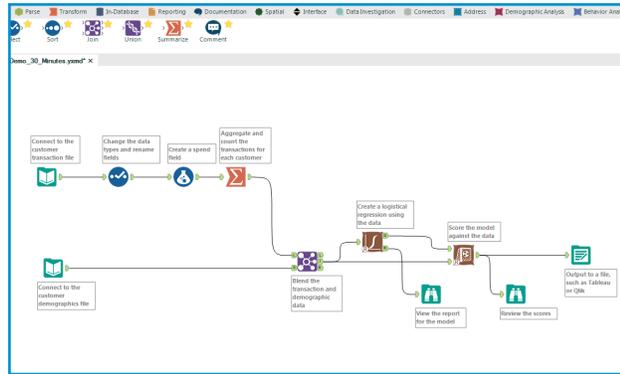
With Alteryx, you can overcome the obstacles to better margins presented by high consultant turnover and the lack of a repeatable process for analytics. Rather

## About Alteryx

Alteryx is the 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. Thousands of companies and data analysts worldwide rely on Alteryx daily. Visit [www.alteryx.com](http://www.alteryx.com) or call 1-888-836-4274.

# alteryx

3345 Michelson Dr., Ste. 400, Irvine, CA 92612  
+1 714 516 2400  
[www.alteryx.com](http://www.alteryx.com)



### Alteryx delivers a repeatable, workflow-based approach to analytics

than requiring multiple tools and consultants, *Alteryx Analytics* delivers everything you need in a single, intuitive workflow. Through a simple drag-and-drop interface, you can easily gather and blend your data, enrich it with third-party demographic, firmographic, and geospatial information, build sophisticated analytics, and deliver a powerful analytic application to your clients.

The Alteryx visual workflow enables you to capture your analysts' analytical intellectual property and makes it fully portable across all analytic projects, improving the consistency and quality of your client deliverables and increasing your profit margins. With Alteryx, new consultants joining a project or practice become effective—and billable—more quickly.

### Deliver analytics projects to clients faster and more cost-effectively

Traditional business intelligence (BI) and analytics separate the creation and analysis of the required dataset into disparate tools, processes, and job functionalities, often causing data disconnects and incurring unnecessary costs. For example, answering a customer segmentation question can require data integration tools to access CRM and data warehouse systems, MapReduce scripting for clickstream data, predictive and statistical modeling, and application development tools—disparate tools and output that, hopefully, come together to create actionable analytics that help your customer make better business decisions.

With Alteryx, you can eliminate the data rework and reliance on expensive, scarce IT specialist resources often needed to deliver high-quality analytics projects. Rather than requiring multiple tools and people from different departments, *Alteryx Analytics* delivers all your analytic requirements in a single workflow. Blend any data source without scripting or special tools. Add advanced analytics,

such as statistical or predictive modeling and even spatial processing, with simple drag-and-drop functionality. And work directly with your client to improve or change the dataset, the analytics, or the workflow on the fly. Plus, the entire analytics workflow can be designed, developed, and delivered by your frontline project consultants, decreasing your dependence on expensive specialists and improving your delivery time to clients.

### Enhance the scalability of your analytics practice

Proposing and winning analytics engagements can be as onerous and costly as delivering the actual solution to the client. Demonstrating your analytics capabilities through prior experience is often insufficient, with a growing number of clients demanding tangible proofs of concept in the sales process.

With Alteryx, you can easily give your practice leads and account teams the tools it needs to rapidly and cost-effectively build proofs of concept for analytics projects that show your clients you are the right partner for their business requirements. Thanks to its easy-to-use design environment, Alteryx lets your consultants build customized proofs of concept in a fraction of the time and at significantly less cost than competing solutions. Plus, because Alteryx delivers everything you need in a single, end-to-end analytic workflow, you can bid and execute on more projects at the same time, scaling your analytics practice like never before possible.