



Alteryx for Cable and Satellite Service Providers

Gaining a Competitive Edge with Better Data and Deeper Insight

Alteryx's intuitive workflow for data blending and analytics leads to deeper network and customer insight in hours vs. weeks.

Threats from new broadband technologies are wreaking havoc with cable and satellite providers' long-standing installed customer base, coming faster and more furiously than ever before. Wireless companies have taken advantage of the fact that nearly every U.S. adult owns a wireless phone by offering aggressive pricing for broadband data and voice services.

Other long-time cable and satellite customers are signing up for bundled service plans offered by traditional telecommunications companies, adding Internet access and IPTV services along with their voice services, and going 'all in' with their wireline provider. Not to mention that an entire generation doesn't see the need for a wired network, including TV, high-speed Internet and digital phone services.

What's more, the full marketing potential of set-top boxes has not come to fruition. While you are able to collect viewership data down to the individual household level, collecting and analyzing this data is so time-consuming and difficult that you cannot reap the benefits of set-top box data in a timely manner, missing out on opportunities to deliver highly targeted messaging options and improve your strategic value to potential advertisers.

And what about your investment in new infrastructure via HFC or satellites? Although you may have realized an acceptable return on that investment from your residential offerings, lucrative business services offer the potential for significant revenue gains.

With the right data and analytical tools, you could gain deep insight into customer preferences so you could charge a premium price to reach specific consumers and demographic groups, as well as assess and diffuse the competitive threat from 4G wireless, IPTV, and other disruptive technologies. These same tools could also help you increase the return on your HFC or satellite investment by identifying the best prospects for business services.

The traditional way to determine who watches a particular network or show is to use survey data, which only reflects a small sample of the population and likely includes data from other provider's customers. Data from set top boxes can replace incomplete survey data with actual viewership data. So, when an advertiser wants to reach a specific demographic segment, you can use Alteryx to quickly create a customized media proposal for them, with projections based on actual viewership data, not samples.

Inspire deeper insights with data blending and advanced analytics

Alteryx brings together everything you need for your most important decisions, from internal business and technical data from your BSS, OSS, and CRM systems, to integrated third-party demographic, firmographic, and geographic data, in a common analytics environment to drive your business forward. No longer will data remain within separate silos, disconnected from each other and from the bigger, strategic picture.

Alteryx allows you to bring critical data about your network, customers, prospects, and market conditions together from a virtually unlimited array of data sources:

- **Technical data**
Combine data from all of your inventory systems, regardless of database type and age
- **Customer data**
Easily extract customer information, including service history, billing records, and customer support details
- **Prospect data**
Include sales and marketing data from CRM and marketing automation systems such as Salesforce and Marketo to assess the proximity of prospects to your network
- **Household/business data**
Easily match household and business segmentation data for the United States to your internal data and get detailed projections on network spending, bandwidth consumption, and behavior/psychographic insight without the cost of additional services

Once access to the relevant data has been established, drag-and-drop tools within Alteryx allow you to combine and manipulate data to get strategic insight about your network, customers, and prospects you never knew before. Armed with this insight, you can grow business within your current markets,

as well as discover new opportunities and seize them before your competition. What's more, this sophisticated analysis can be done by existing employees, rather than by expensive consultants or statistical data scientists.

To get a better idea of how you can use Alteryx to drive strategic decisions, let's look at some real-world examples:

Analyze competitive threats

Ever-increasing competitive threats—from near-ubiquitous wireless services to new IPTV offerings—require you to quickly and accurately determine the most effective way to retain your current customers.

Existing GIS software can help you visualize a given threat, such as where customers live or where a competitor's network overlaps with yours. Unfortunately, these tools focus on past results and lack the analytical capabilities necessary to handle the multiple sources of Big Data that are so prevalent in the Communications industry.

With Alteryx, you can shift your decision-making focus from a review of past results to a prediction of future performance. Sophisticated location intelligence and advanced analytic capabilities allow you to immediately predict the most dangerous and credible threats to your revenue and plan your counter-attacks intelligently. For example, you can:

- Use demographic information, social media conversations, and other details to identify customers who are at risk so you can take corrective action, such as price cuts, incentives, and more
- Create highly-segmented retention campaigns with targeted messaging based on demographic info, facility availability, service experience, and much more

“Today we are processing [set top box] data from over 15 markets and 7.9 million subscribing households. I use my Alteryx modules to pull out network ratings, program ratings, and do audience reports on specific campaigns.”

*Marshall Jacobowitz, VP of Research,
Time Warner Cable Media*

Monetize set-top box analytics

With the U.S. advertising market expected to top \$200 Billion in 2014¹, advertisers demand a greater assurance that they are reaching their target audience. Fortunately, the technology embedded in set-top boxes supports a granular approach to collecting viewership data down to the household level. But, you must find a way to cost-effectively analyze that data—in a timely manner—so you can create new advertising options and increase your strategic value in today’s hyper-competitive marketplace.

Alteryx allows you to analyze the data captured by individual set-top boxes to gain deep insight into customer preferences. Alteryx enables you to:

- Correlate purchasers of VOD programming with the networks/shows they watch so you can target ads for future VOD/PPV events more effectively
- Identify segments of subscribers who purchase additional services and target other subscribers in those segments who haven’t purchased these services
- Improve programming options based on customer interests

Alteryx can help you raise your strategic value to advertisers because you can quickly create a customized media proposal for them, with projections based on actual viewership data, not samples. Similarly, customers benefit because they receive targeted offers for relevant and interesting items.

With detailed insight about viewing patterns and associated demographic information, you can adjust your ad rates to reflect

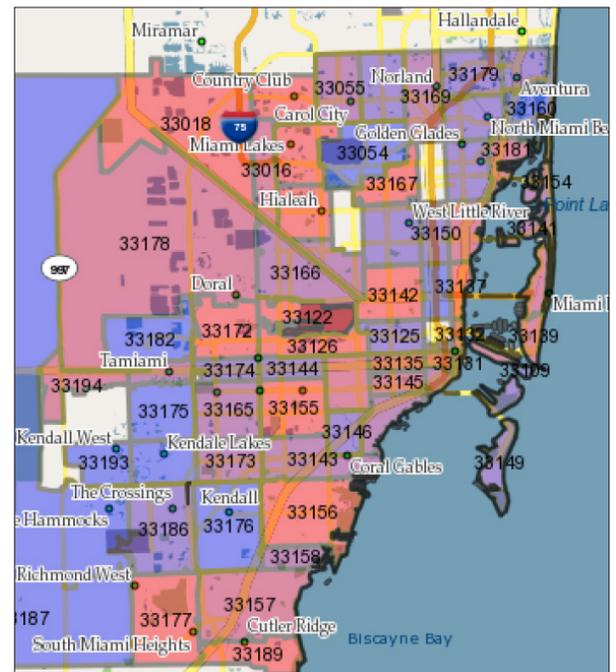
actual viewership and charge a premium to reach specific demographic groups and/or customize ad insertions within a specific program.

Find business services opportunities

In the escalating war with traditional wireline telephone companies, you have spent significant capital budget to upgrade your network. The result has been increasingly satisfied residential subscribers and exciting new service options for these customers. But what about your business customers? Business services represent a highly lucrative opportunity, but how do you identify which businesses are the best ones to target?

With Alteryx, you can answer the most critical strategic questions, such as:

- How big—physically and financially—is the market?
- Where are the headquarters, remote offices, and home-based businesses located?
- How many employees are there?



Review demographic and firmographic data to find the best areas to grow your network

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 or call 1-888-836-4274.

Once you have these answers, you can incorporate demographic and segmentation insight into marketing messages and sales presentations to influence the customer to switch providers, for example, to exploit a current competitor weakness or determine whether a price or speed message would be more appropriate.

Leverage our vast industry experience

Alteryx Analytics leverages the experience of Alteryx as a trusted analytics supplier to many of the nation's most prominent service providers. *Alteryx Analytics* includes specific capabilities optimized for the unique analytic needs of communications service providers, including:

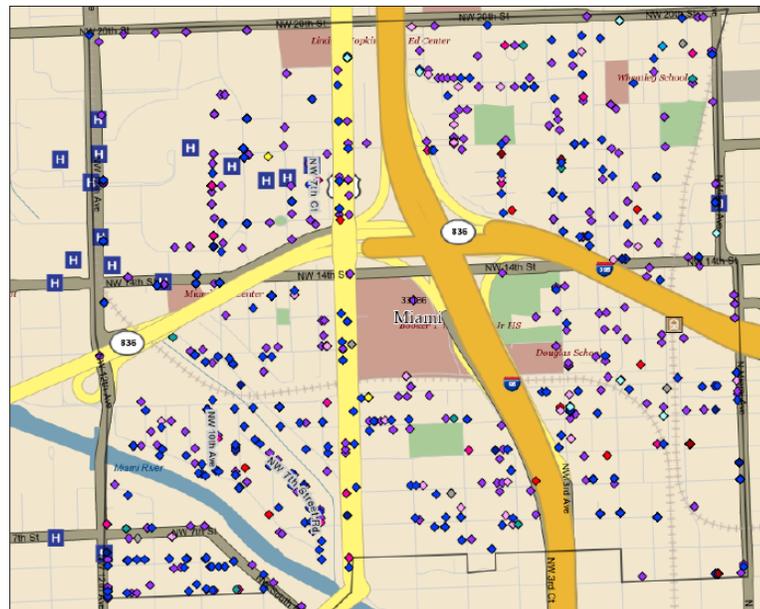
- Communications-specific analytic tools that combine massive volumes of disparate technical and business data, including geographically-oriented information, with unparalleled speed, accuracy, and support for the most common industry data types

- Comprehensive analytic apps that accelerate your productivity and address common applications, so you can quickly reap the benefits of your investment in strategic analytics

Make the right strategic decisions at the right time with Alteryx

With opportunities to raise your strategic value to consumers, businesses, and advertisers, you must be able to quickly and easily access all the information across your organization so you can make the lightning-fast business decisions that impact your future.

Alteryx Analytics enables existing staff to create, use, and publish analytic applications with no programming experience necessary. They can integrate your vast amount of disparate technical and business data, with detailed demographic, firmographic, and geographic data in a common environment. With Alteryx, you can make the right strategic decisions, at the right time and with the right data, positively impacting customer behavior, profitability and your bottom line.



Identify top prospects for targeted customer acquisition strikes

alteryx

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