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Microsoft

Alteryx and Microsoft R Server

Simplify and Scale R-Based Predictive Analytics

With Alteryx and R Server Analytics you can:

- Empower analysts with easy-to-use predictive tools combined with the leading R platform
- Deliver enterprise-scale predictive analytics to line-of-business analysts
- Enable a broader audience to harness the universe of R

Your advanced predictive analytics projects rely on ever-growing sets of Big Data, but current tools are hitting performance, scalability, and deployment limits. Between the complexity of writing R code—the data scientist's tool of choice—and the limited scalability of the underlying platform, your organization must often choose between getting the right information to make critical business decisions and getting that information in a timely manner.

Combining the easy-to-use Alteryx platform with the powerful Microsoft R Server solution, you can eliminate the trade off between easily collecting and analyzing the most relevant data set—no matter how large or how diverse—to make the most informed business decisions possible, before the business opportunity passes you by. Using the Alteryx drag-and-drop interface, you can connect your data to sophisticated predictive analytics functions, such as contingency tables, histograms, and decision trees or forests, without writing a line of R code. And no matter how large your data set, the production-grade scalability of Microsoft R Server can handle it with ease, enabling you to get the answers you need to pressing business questions—when you need them.

Empower analysts with easy-to-use predictive tools combined with the leading enterprise-grade R platform

You already know that R is a powerful language for data analytics, but you're not a programmer. Now what? Using the Alteryx visual drag-and-drop tools, it's no problem! You can build even the most sophisticated data and analytic workflows without writing a single line of code. Easily add advanced predictive analytics capabilities, such as segmentation, regression, and testing to all your data analyses.

What's more, with Microsoft R Server, you never have to worry about slow analysis due to too-large data sets or jobs failing because a machine has run out of physical memory. Why? Because Microsoft R Server supports multi-threading and out-of-memory data analysis, enabling you to run analytic workflows of any size and to execute them quickly.

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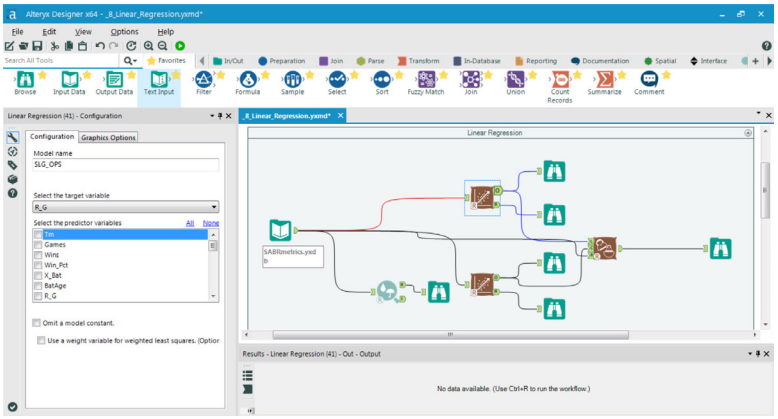

Alteryx enables business analysts to create powerful predictive analytic workflows with a drag-and-drop user interface

Delivers enterprise scale predictive analytics to line-of-business analysts

Although data scientists are trained to write sophisticated R code, your line-of business (LOB) analysts—those who know your business best—are not. And yet the analysts in your lines of business are the ones making the day-to-day decisions that set your company apart from its competitors and drive revenue. They cannot afford to wait for expensive data scientists in your IT organization to gather data and code their analytics. They need it now—and often even sooner.

Through our partnership with Microsoft, Alteryx enables you to easily and cost-effectively put enterprise-scale predictive analytics in the hands of every LOB analyst. Analysts can efficiently and cost-effectively run predictive analytics across massive data sets.

Using Alteryx and Microsoft R Server, analysts in marketing and operations, for example, can perform advanced analytics—such as decision tree and forest models, linear regression models, and location-based or geospatial analyses—on terabyte-class data sets, without hitting memory barriers or adding expensive hardware.

Enable a broader audience to harness the universe of R

While the R language is now the enterprise and academic standard for statistical computing with over two million users around the world, the fact remains that most users are highly trained, expensive statistical experts with Ph.D.'s and programming backgrounds. In order to truly unlock the value of the Big Data collected by your company, you must make the power of R accessible to all business users, not just LOB analysts.

With Alteryx and Microsoft R Server, you can incorporate powerful R-based predictive analytics in your workflow and then make these analytic applications available to business decision-makers through the Alteryx Analytics Gallery, the first analytics cloud platform that enables anyone to download and use an analytics application just like a smartphone app. Just search through the Alteryx Analytics Gallery for the app you want, download, run it against your data set, and unlock the value of your Big Data. What's more, thanks to the vibrant open source community, you can take advantage of innovations from the brightest statistical minds in the world, and include these advances in your workflow, simply and easily.

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. Thousands of companies and data analysts worldwide rely on Alteryx daily.

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