



alteryx

cloudera®

Industry

Self-Service Data Analytics

Website

alteryx.com/cloudera

Company Overview

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.

Product Overview

Alteryx enables analysts to deliver deeper insights by seamlessly blending internal, third party, and cloud data, and then analyze it using drag-and-drop spatial and R-based predictive tools. This is all done in a single workflow, with no coding required. Alteryx is highly scalable to enable use with the largest data sets.

Solution Highlights

- Enable business users to connect to Cloudera and other data sources, and blend, cleanse and enrich the data
- Perform advanced analytics including geo-spatial and R-based predictive analytics
- Publish the results directly into Cloudera, all with a drag and drop user interface, with no coding required

Self-Service Analytics at Hadoop Scale

Together, Cloudera and Alteryx enable business users to access massive amounts of data to make the right decision. Alteryx, through the leading platform for self-service data analytics, gives customers the ability to support the largest Hadoop datasets in the world, enrich the data with third party sources—such as Experian, US Census, and Dun & Bradstreet and perform sophisticated analytics including statistical, predictive and geospatial analytics.

Empowering Data Analysts To Deliver Insights In Hours, Not Weeks

Alteryx enables data analysts to access and blend data to create the perfect dataset through a drag and drop interface. Business analysts can access all the data they need, joining data sets and restructuring information to optimize it for their analytics challenges. Alteryx provides tools to cleanse, blend, and enrich data, enabling analysts to reformat data into the perfect dataset for analysis. They can then apply advanced analytics without coding, delivering insights in hours.

Alteryx offers more than 50 predictive analytics tools. Written in R, these tools hide the complexity of R coding and enable business users to create and run predictive analytics models against their data. Alteryx also offers a complete set of spatial tools that enable analysis through techniques such as drive time, trade area, spatial matching and point creation. Alteryx customers can access Cloudera using Impala or a Hive connector, or they can choose to read and write data directly to HDFS.

Sharing Insights

Many analysts spend their day trying to get access to the right data or getting by with Excel. But once they have run their analysis, it typically takes even more time and effort to get their insight ready for business users or decision makers. Alteryx makes this process quick and easy by integrating reporting and the sharing of analytics into an intuitive workflow for self-service data analytics. Alteryx supports direct output to visualization engines such as Tableau and Qlik.

Customers can extend the value of Alteryx workflows by adding a simple interface and interactivity that can be consumed in the Alteryx Analytics Gallery environment or output the results into Cloudera as a dataset for consumption.

Cloudera Enterprise Benefits

Stores and Analyzes Any Type of Data

- Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs
- Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required

Enterprise Approach

- Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management
- Enterprise-grade data auditing, data lineage, and data discovery

Industry-Leading Management and Support

- Best-in-class holistic interface that provides end-to-end system management and zero-downtime rolling upgrades
- Open platform ensures easy integration with existing systems
- Open source to achieve stability, continuous innovation, and portability

Benefits of Alteryx

Intuitive and Engaging

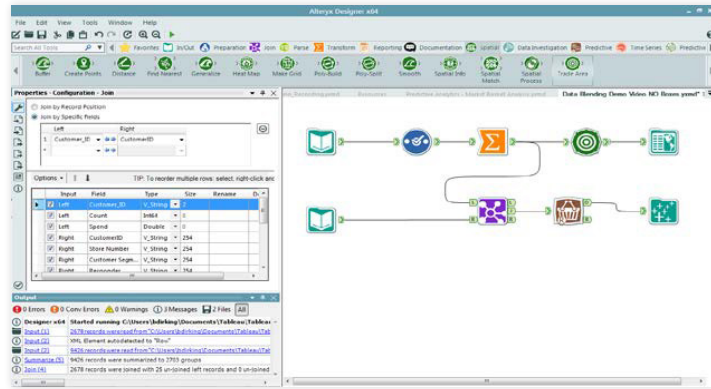
- Interface that can cut the time to blend and prepare data up to 90%, streamlining the path to analytic insight

Powerful Analytic Workflow Environment

- Empowers data analysts to build and iterate analytic models rapidly to meet changing business needs

Output Results Directly to Cloudera

- Fast access in a variety of contexts and formats, including visualization formats for Tableau and Qlik



The Alteryx workflow enables self-service data analytics through a drag and drop interface, no coding required.

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Visit alteryx.com or call **1-888-836-4274**

cloudera®

Cloudera delivers the modern data management and analytics platform built on Apache Hadoop and the latest open source technologies. The world's leading organizations trust Cloudera to help solve their most challenging business problems with Cloudera Enterprise, the fastest, easiest and most secure data platform available for the modern world. Our customers efficiently capture, store, process and analyze vast amounts of data, empowering them to use advanced analytics to drive business decisions quickly, flexibly and at lower cost than has been possible before. To ensure our customers are successful, we offer comprehensive support, training and professional services.

Learn more at cloudera.com