

# CREATE VALUE THROUGH ANALYTICS AUTOMATION WITH THE END-TO-END DATA PLATFORM OF ALTERYX AND SNOWFLAKE.



Lynn  
Alteryx user

Unprecedented efficiency gains and cost savings come to organizations that digitally transform by modernizing their operations technologies. Chief among these modern technologies is cloud computing, which helps businesses centralize data and governance.

While cloud computing has driven cost savings and agility for compute and storage, the full benefits remain unrealized while cloud data resources are mainly leveraged by IT and technical users. This is because non-technical users must rely on IT for access to the data required for analysis. Opportunities and are inevitably missed, as a broader set of data workers cannot easily apply their business and domain knowledge to the data to contribute insights.

To overcome these challenges, IT departments and data workers must take advantage of the cloud's ability to provide data as a service for an organization's analytic needs.

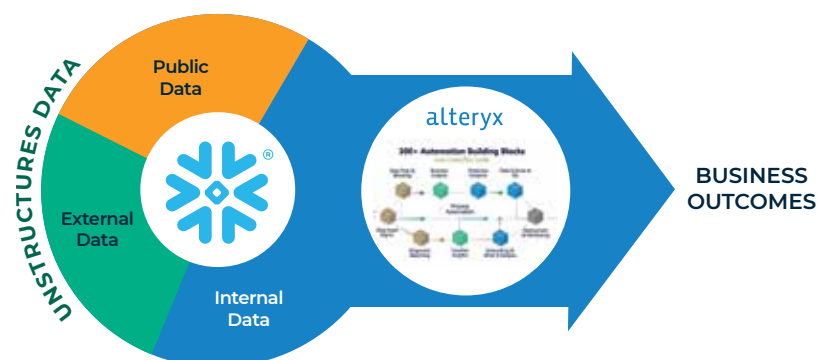
Snowflake and Alteryx integrate to create an offering that makes analytics fundamentally easier. The Alteryx Analytics Automation Platform, which supports the ways people prefer to work, combines with the Snowflake Data Cloud platform, offering a flexible and secure backend that powers enterprise productivity.

Together, Snowflake and Alteryx create a cohesive user experience with the elasticity and security of the Snowflake Data Cloud – data engineering, blending, analytics, reporting, machine learning, and data science of Alteryx Analytics Automation.

## FAST AND EASY ANALYTIC PROBLEM SOLVING AND WITH POWERFUL AUTOMATION

### Combine The Best of Analytic Productivity and Cloud Data

1. Enable business analysts, data scientists, and data engineers to drive business outcomes with impactful analytic solutions
2. Support central data governance as well as the freedom to explore and innovate
3. Near infinite elasticity with pushdown analytic processing for performance at scale
4. Provide no-code, drag-and-drop analytic capabilities combined with low-code SQL, Python, and R for expert users
5. Upskill knowledge workers with fast, self-service analytics to drive more timely and accurate outcomes





Gaston B.  
Alteryx user since 2020

## Alteryx Designer

The engine behind analytic automation is Alteryx Designer, where knowledge workers can easily connect to nearly all their organization's data, transform and enrich it, and produce actionable insights that can be presented, written to a data management system or BI dashboards, and even fed back through other analytic processes within the ecosystem.

Alteryx Designer is at its best when it's part of an organization's analytic and data strategy equipped with a central, scalable, and secure cloud data platform. With Alteryx, it's easy to evolve from a sprawl of data sources to a managed cloud data store without the need to make massive changes. This step-by-step approach strongly contributes to the success of automation and analytic projects.

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**“Our new Alteryx and Snowflake process took off three hours on average from when the dashboard is made available every day. This is huge, as it can now deliver daily key insights to our business leaders practically first thing in the morning.”**

— Ben Kocarnik, Data Analyst, Juniper Networks

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## Data Cloud

Snowflake eliminates the administration and management demands of traditional data warehouses and Big Data platforms. Snowflake is a complete data service running in the cloud. With built-in performance, there is no infrastructure to manage or knobs to turn. Snowflake automatically handles infrastructure, optimization, availability, data protection, and more so you can focus on using your data, not managing it.

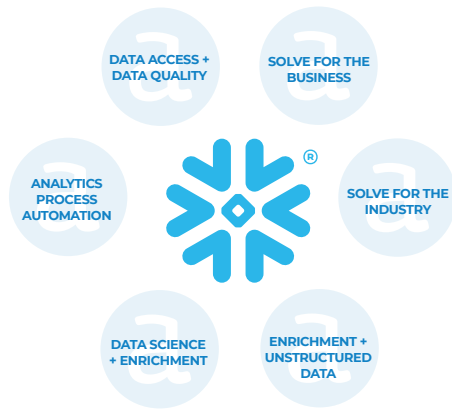
## Analytics Automation & Data Cloud

Snowflake's cloud-native data platform, coupled with the Alteryx Analytics Automation Platform, offers a scalable, governed analytics and data-centric process automation solution for the entire enterprise. Users across the enterprise with different skills and needs can work together using hundreds of Alteryx automation building blocks with Snowflake's platform services and elasticity to bring projects of any size into production.

With Snowflake as the gravitational center for data and Alteryx as the means to turn that data into analytic insight and outcomes, your organization is positioned to see exponential productivity growth across all lines of business. Business and IT leaders dedicated to optimizing and increasing analytic throughput can equip business analysts, data engineers, and data scientists with greater degrees of data discoverability and accessibility. With a single source of truth and a tool bench of analytic building blocks that appeals to technical and non-technical users alike, organizations using Snowflake and Alteryx accelerate digital transformation, promote data literacy, and nurture a data-driven culture.

The resulting insights, actions, and time savings made possible by Alteryx + Snowflake are game changing.

As data naturally makes its way to the Snowflake Data Cloud platform, it becomes readily available for automated prep and blend, predictive machine learning, natural language processing, and other advanced models to inform risk, inventory, and customer sentiment. Alteryx enhances Snowflake's ability to solve problems using data – offering advanced techniques without requiring advanced skill sets. The automation building blocks, including AutoML, do the heavy lifting in a no-code, low-code environment where the results are automatically output to an array of destinations and formats including BI dashboards, flat files, operational applications, and back into Snowflake.

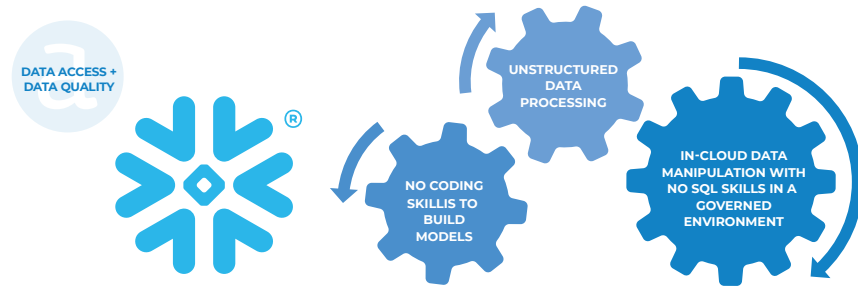


Capabilities available for effectively working with the Data Cloud platform

With end-to-end connectivity and alignment throughout the organization, knowledge workers are empowered to work on novel data projects. This unleashes new levels of insights and in turn promotes upskilling, employee satisfaction, and greater levels of productivity.

## Analytics Automation & Data Cloud in Action

Since the Alteryx Analytics Automation and Data Cloud platforms address a wide range of users, use cases, and data, it can help to look at one business area at a time and grow into other prioritized business areas. For example, it's common for users who previously performed data preparation and analytics in spreadsheets to start with the self-service analytic analogue of automated prep and blend workflows and later grow to perform advanced analytics or to build analytical applications.



How Alteryx and Snowflake provide data access to the entire business community

As users develop confidence and skills, a rich set of capabilities are available to explore and grow into—no coding required. For business analysts who know their data, understand its importance, but lack the technology platform to realize their analytic ambitions, Alteryx becomes the accelerant to productivity, perpetual upskilling, and job satisfaction.



Jamie B.  
Alteryx user since 2017

# ALTERYX PLATFORM SYSTEM REQUIREMENTS

For a complete list of system requirements and supported data sources, visit

[www.alteryx.com/platform](http://www.alteryx.com/platform)



*The rich set of capabilities available to multiple user types who embark on a journey with Alteryx and Snowflake.*

## Capabilities Made Easy

ANALYTICS AUTOMATION	DATA CLOUD
Automated data ingestion from structured and semi-structured files, databases, and APIs.	Central data storage destination with security and governance
Drag-and-drop analytic building blocks to wrangle, prepare, profile, explore, cleanse, transform, and blend data for analytic outcomes	Pushdown computation that allows data to stay in the data platform while operations are performed, combining the outstanding Snowflake performance with ease of use
Rich self-service analytic modeling including descriptive, diagnostic, and spatial analytics	Integration that allows key SQL capabilities to perform in the database, with additional capabilities accessible through connectors
Advanced analytic modeling including predictive, prescriptive, natural language processing, text mining, and sentiment analysis	Massive storage supporting any data type, from simple data types to full texts, images, and geo-spatial data, e.g., the results of surveys can now be analyzed with sentiment analytics
Scalable analytic apps to enable organizations to parameterize and run analytic models as needed	Elastic nature that allows compute-intensive applications to run fast and efficiently
Automated output of analytic outcomes to data visualization tools, BI tools, files, databases, APIs, and RPA bots	Works with ERP, CRM, PPM, EHR, and other systems

# Alteryx Analytics Automation & Data Cloud Usage Scenarios

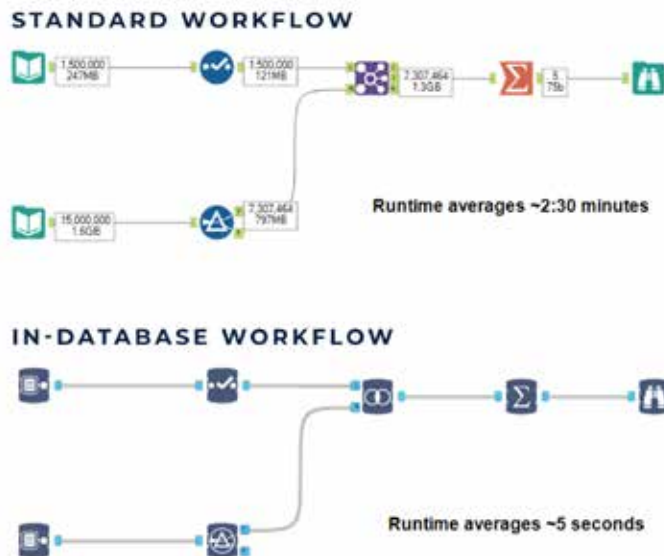
## Automate the Movement of Your Data to Snowflake Data Cloud via Alteryx

Data used in analytic processes originates from many sources, many formats, and many systems. Alteryx Analytics Automation can automate and publish outcomes to 80+ outputs, including reports and BI tools, productivity apps like Office 365, databases, and of course, cloud data services like the Snowflake Data Cloud.

As organizations increase their data footprint within the Snowflake Data Cloud, Alteryx Analytics Automation makes it simple to send the datasets originating from other sources to Snowflake using the Snowflake Bulk Data Loader. This native integration enables all data workers to benefit from scalability, elasticity, and processing power on more of their data. This streamlines the organization's technology stack by reducing the number of locations where data workers need to retrieve data from, as more data is served directly within Snowflake.

## Pushdown the Analytic Processing From Alteryx to Snowflake

When analytic processes are powered by Snowflake and Alteryx Analytics Automation, users can choose on not only how data is uploaded, stored, managed, and analyzed (whether the preference is ETL or ELT), but also where it is processed. In-Database analytic building blocks in Alteryx make it easy to supercharge analytic throughput and outcomes by unlocking the near-unlimited scale, concurrency, and performance of the Snowflake Data Cloud. This eliminates the need to load data queried from Snowflake into Alteryx, boosting performance. Additionally, data originating from sources other than Snowflake can be blended with Snowflake data in an Alteryx workflow and pushed to Snowflake using the native Alteryx-to-Snowflake Bulk Data Loader.



*In-Database (or pushdown processing) provides an effortless way to analyze large datasets to achieve significant performance benefits when compared to standard building blocks.*



Nitish M.  
Alteryx user

## Alteryx Analytics Automation & Data Cloud for Advanced Analytics

The first question asked of any dataset is most often descriptive in nature, meaning we ask the data what happened: what trends, patterns, and relationships does this data describe? As those answers are revealed and acted on, new questions arise, such as “What will happen?” or “What should happen?”

These questions are welcome ones with the Alteryx Analytics Automation and Snowflake Data Cloud combination. Data residing in the Data Cloud seamlessly funnels into analytic models that reveal the advanced insights that enable organizations to answer these more difficult, previously out-of-reach questions.

The effectiveness of any data project depends on the data and its ability to be deployed to the people and technology that transform it. With Snowflake Data Cloud, the data is structured, organized and ready to deploy to solutions like Alteryx Intelligence Suite, where citizen data scientists can build, validate, deploy, and optimize models in a visual, guided experience. Users can leverage integrated data prep, blending automation and data profiling to help explore the unique elements of a dataset that serve to develop advanced models. Advanced analytics in Alteryx help forecast, optimize insights, find anomalies, and identify look-a-likes with built-in R and Python integration.

### ABOUT ALTERYX

Alteryx powers Analytics for All by providing the world’s leading Analytics Automation Platform. We make analytics easy for everyone and everything, everywhere across the enterprise. We make analytics easy for customers to learn, create, and automate their first use case in hours. We make it for everyone, enabling customers to democratize analytic insights for every person, at every skill level. And together with an extensive partner ecosystem and end-user community, we cover everything, solving any analytical problem across every industry so customers can go from insights to action, automating outcomes across their entire business.

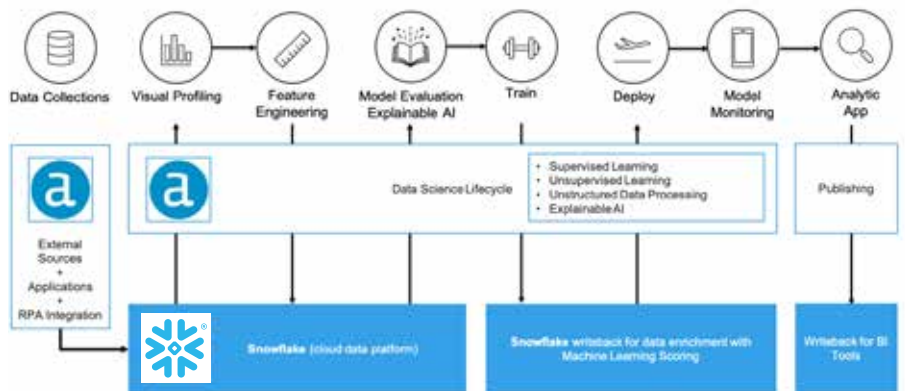
[alteryx.com](http://alteryx.com)

### ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud – a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Snowflake’s platform is the engine that powers and provides access to the Data Cloud, creating a solution for data warehousing, data lakes, data engineering, data science, data application development, and data sharing. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud

[snowflake.com](http://snowflake.com)

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End-to-end platform for the modern data science environment