

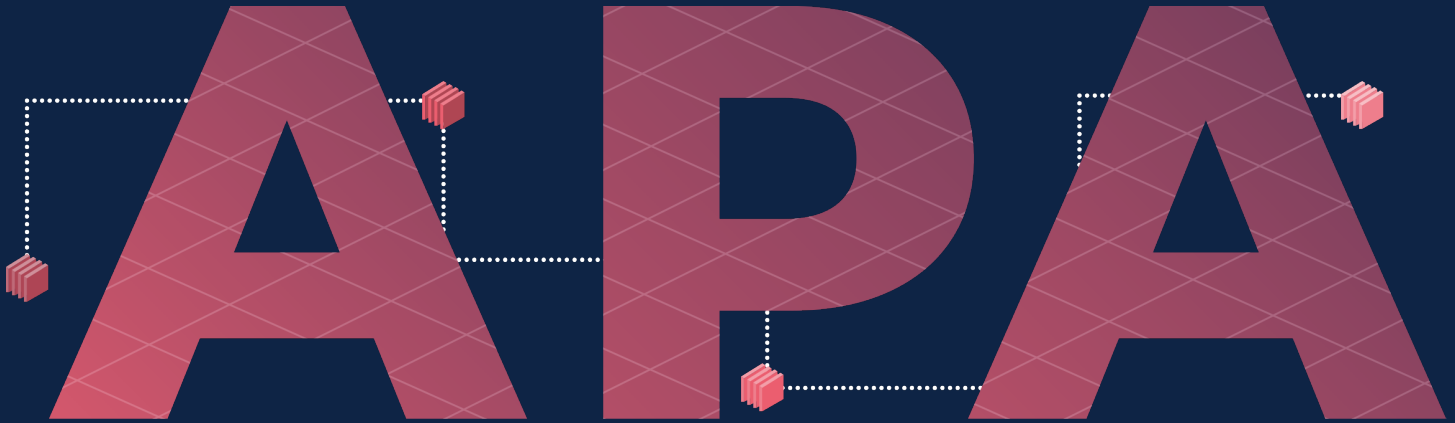
a

ANALYTICS

DATA SCIENCE

BUSINESS PROCESS

AI / ML



ANALYTIC PROCESS AUTOMATION

**THE CONVERGENCE OF
ANALYTICS, DATA SCIENCE
AND PROCESS AUTOMATION**



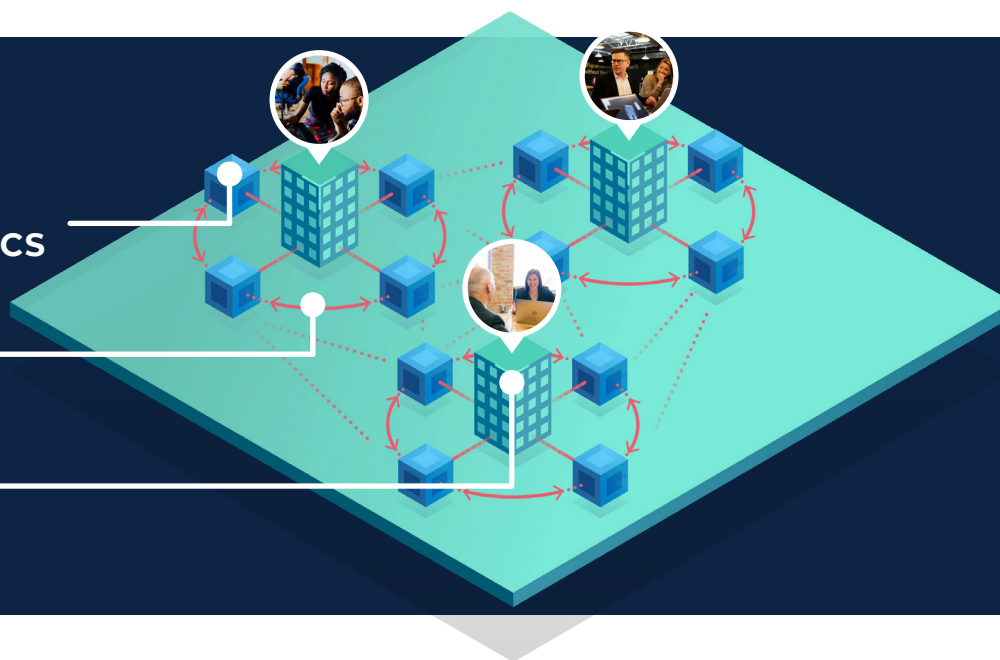
**DEMOCRATIZING
DATA AND ANALYTICS**



**AUTOMATING
PROCESSES**



**UPSKILLING
PEOPLE**



DIGITAL TRANSFORMATION

WHAT DRIVES SUCCESS

In a recent McKinsey global survey on digital transformation¹, eight out of every 10 respondents said their organizations have embarked on a digital transformation journey in the last five years. That's promising news. However, only one third of these initiatives have succeeded. For such organizations the digital transformation journey remains elusive. What stands out amongst those that failed is a common theme; these organizations embarked on their digital transformation journey *with a tendency towards looking inward when evaluating their people, processes, data, and technologies. Those organizations that greatly succeeded looked outside.* They recognized the value of new automation and transformation technologies and they chose to deliberately invest in technology-supported change.

Results from these successful digital transformations show that these organizations selected technology and practices that converged three critical key pillars of digital transformation specifically, the **democratization of data analytics and data science, the optimization and automation of business processes**, and the **upskilling of people**. This converged approach to digital transformation is consistently yielding higher rates of success.



The proliferation of augmented capabilities within analytics, business intelligence, and data science and machine learning products is making once-distinct markets collide.

The collision facilitates stronger, more complete and more effective links between data and analytic investments, practices, processes and key business outcomes.

Gartner

Worlds Collide as Augmented Analytics Draws Analytics, BI and Data Science Together, Carlie Idoine, 10 March 2020



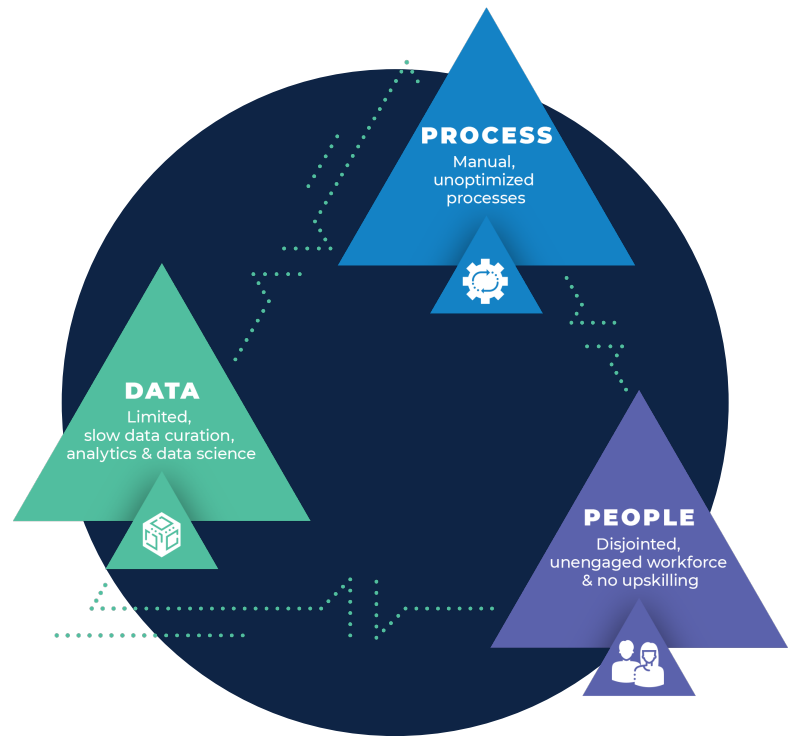
¹ McKinsey, Unlocking Success in Digital Transformations

DATA + PROCESS + PEOPLE

A CONVERGED APPROACH

It is now a strategic imperative to both capitalize on the data economy and accelerate digital transformation. Successful execution requires elevating data assets, analytics, daily business processes, and people towards business goals and outcomes. People, processes, and data are an organization's richest assets, and when these three assets are addressed together, transformative outcomes are realized.

A unified technology platform that provides access to requisite and relevant data while automating business processes and fostering the rapid upskilling of people within an organization is required to drive success for digital transformation initiatives. These platforms provide comprehensive automation capabilities across the continuum of diverse data access, diagnostic, predictive, prescriptive analytics, augmented AI and machine learning, and business process automation. Most importantly, they foster deep engagement of the workforce to enable the rapid upskilling of people.



Digital transformation success is elusive when organizations fail to converge the three pillars that accelerate analytics outcomes: Data, Processes, and People.

DEMOCRATIZING DATA AND ANALYTICS

The first priority in embarking on digital transformation is to make information more accessible to everyone across the organization. 55% of organizations agree that data analytics for decision-making is extremely important today, and 92% confirm the increasing importance of data and analytics through 2020 and 2021¹. This has driven organizations to do away with outdated tools and adopt modern self-service analytics and data science solutions.

70% of an analyst's time is spent searching for data; 44% of data workers' time results in unsuccessful attempts.

IDC, State of Data Science and Analytics

Today's integrated self-service analytics and data science solutions have proven to simplify and broaden the accessibility of data, analytics, and data science to everyone without needing specialized skillsets and even apply AI and machine learning

¹Harvard Business Review, "Scaling the Power of Analytics Across the Organization"

without having to be an expert or coder. They enable **advanced diagnostic, predictive, and prescriptive analytics, machine learning, and AI via a simple self-service experience that engages the workforce** and accelerates achieving a culture of analytics.

OPTIMIZING AND AUTOMATING PROCESSES

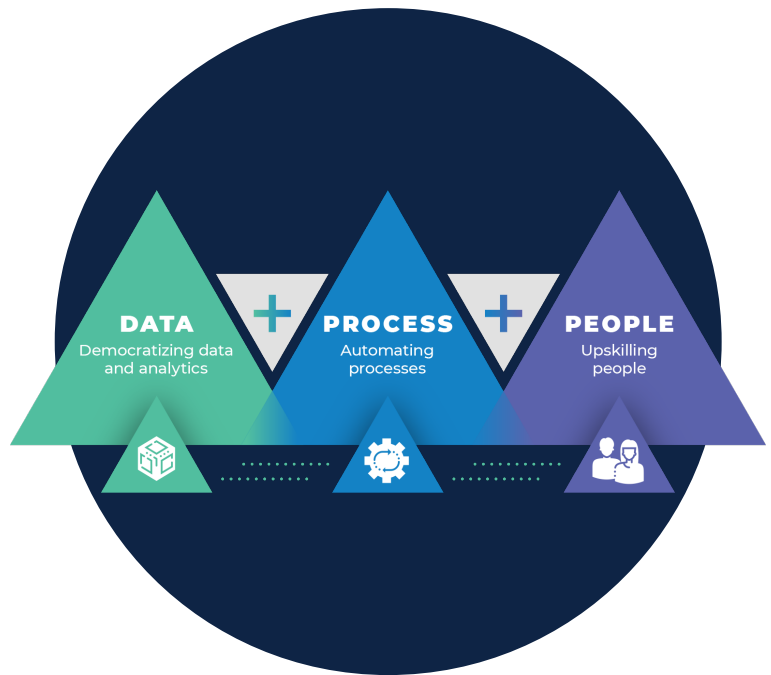
An equally critical pillar of successful digital transformation is the optimization and automation of both tedious and complex processes using smarter technologies. Early digital transformation failures simply took existing processes and mirrored them into preexisting technologies. Successful digital transformation, however, first evaluates existing processes, modifies processes and procedures with a focus on achieving faster business outcomes, and applies technology to **optimize and automate processes to deliver intelligent business process automation**. In all cases, this has proven to speed critical business processes and achieve far greater efficiencies and business outcomes.

99.4% EFFICIENCY

A large national retailer automated parcel routing and deliveries resulting in 99.4% on-time deliveries and 11% in cost savings.

THE PERPETUAL UPSKILLING OF PEOPLE

When it comes to reskilling and upskilling the workforce, successful digital transformation requires shifting people's focus from forced learning to development of *outcome-focused mindsets* and capabilities. They start with the end in mind. Outcome-focused mindsets are developed by letting people explore human-centered, self-service technologies and experience the thrill of creating new outcomes for the business.



Unified software platforms provide data analytics, data science, and process automation capabilities across the entire digital transformation capability continuum and bring together business users, citizen analysts, and information consumers to accelerate organization-wide outcomes.

The sharing of their individual outcomes then amplifies the collective intelligence of a workforce who then aspire to achieve even bigger wins.

When it comes to the *pace* of learning and upskilling, the key advantage of human-centered technologies is that they are specifically designed for “citizen access” rather than needing highly-trained specialists or depending on IT. This uniquely enables people to upskill themselves, but at a pace that is optimal for each individual. It makes each person's upskilling journey personalized, creates an atomized learning experience, and makes learning pervasive.

4,000+ UPSKILLED

A top 10 automotive company upskilled 4,000 people across multiple lines of business.

DIGITAL TRANSFORMATION IS NO LONGER AN ELUSIVE ENDEAVOR

Those organizations that have succeeded in their digital transformation journey have taken a technology-first approach that democratizes data, analytics, and data science; enables optimization and automation of business processes; and amplifies human output via a human-centered experience. Now, all three are achievable in one unified software platform.

In adopting platforms, organizations must ensure that the choice of platform delivers visible business outcomes in the form of “quick wins.” These quick wins rationalize deeper investments and confirm it’s a sure path to transformation success. With the right technology platforms, over 80% of users see quick wins and measurable business value in the first 14 days of experiencing the platform.

“

Companies that invest in end-to-end automation platforms will experience an acceleration of insight-driven decisions, extend the reach of their analytics and process automation programs, and build a sustainable competitive advantage.

Research Director, Analytics
Enterprise Management Associates

”



THE CATALYST FOR TRANSFORMATION

ANALYTIC PROCESS AUTOMATION

The need to accelerate the democratization of data and analytics, optimize and automate business processes, and enable fast upskilling of people in one unified approach has driven the emergence of a new category of software called **Analytic Process Automation (APA)**.

Analytic Process Automation platforms **converge three key pillars** of digital transformation to enable the democratization of **data and analytics**; the automation of **business processes**; and the **upskilling of people** to accelerate business outcomes.

Analytic Process Automation is distinct in that it puts business outcomes first. Every business objective and outcome achieved with APA **converges all three critical organizational assets**: data assets, critical business processes, and people's domain knowledge.

HOW ANALYTIC PROCESS AUTOMATION IS ACCELERATING DIGITAL TRANSFORMATION

Traditionally, a myriad of tools would be required to discover data, prepare data, analyze it, and apply data science algorithms and machine learning. Additionally, the business process for the analytical workflow would entail manual handoffs between teams, breaking the “flow” and slowing down the ability to achieve meaningful outcomes.

Analytic Process Automation is a comprehensive solution that unites those disparate activities into a single end-to-end automation platform.

Analytic Process Automation enables the transformation of entire business initiatives such as the following:

- » Daily merchandising, sales, and supply chain optimization
- » Continuous healthcare improvement, including monitoring, risk assessment, and intervention
- » Customer lifetime value (LTV) analysis and churn prediction
- » Tax and audit automation
- » Predictive part failure and prescriptive (proactive) maintenance
- » Automated liquidity and trading analysis for agile financial portfolio optimization



As a global bank, our clients count on us for solutions and advice. To meet these demands, data is critical to our digital transformation initiatives. Integrated automation platforms enable us to not only accelerate our analytics and data science to provide the best quality service and automate many processes, they also upskill thousands of people across the bank and allow them to add even more value.

Director Data Science
UBS



ANALYTIC PROCESS AUTOMATION PROVEN ORGANIZATIONAL IMPACT

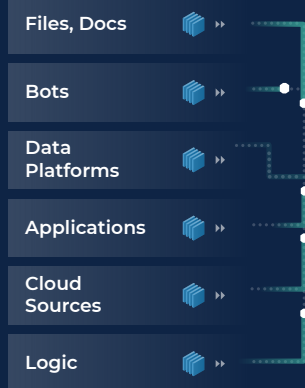
- 01** » Faster analytic and data science outcomes for actionable business decisions
- 02** » Fully-optimized and automated intelligent business processes
- 03** » An engaged workforce that experiences fast, self-service upskilling to drive greater outcomes
- 04** » Capital-efficient digital transformation
- 05** » Measurable ROI across four key areas: top-line growth, bottom-line return, efficiency gains, and rapid workforce upskilling

Analytic Process Automation (APA) is distinct from Robotic Process Automation (RPA) and the two should not be confused, although they integrate and are complimentary. For instance, APA platforms can receive inputs and data from bots and output analytics outcomes to bots that then can take automated actions such as entering data outcomes directly into enterprise applications. APA platforms automate entire data- and analytics-centric business processes, with a distinct value and purpose. Organizations using APA would say it provides more than 80% of the automation value when the two are used together, while bot-based automation might provide the remaining 20%. This, of course, is highly dependent on the use case.

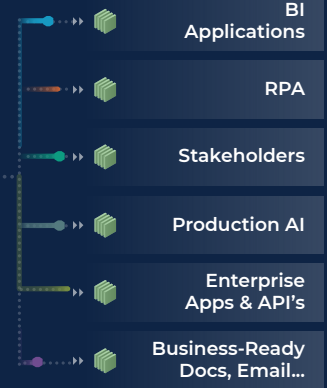
THE ALTERYX PLATFORM

ANALYTIC PROCESS AUTOMATION

AUTOMATING
ASSET INPUTS



AUTOMATING OUTCOMES
FOR PEOPLE & TO APPS



UNIFIED ANALYTICS + DATA SCIENCE + PROCESS AUTOMATION

THE PROVEN ANALYTIC PROCESS AUTOMATION PLATFORM

Alteryx is a pioneer in Analytic Process Automation. The Alteryx Analytics Process Automation (APA) Platform provides organizations a unified, human-centered platform experience that automates access to data, analytics, data science, and process automation all in one. This is enabled via hundreds of ready-to-use “automation building blocks” in the Platform. The Alteryx APA Platform automates the discovery of data assets, automates all analytics and data science, and automates publishing outcomes to stakeholders, enterprise applications, bots, and more to enable fast decisions and automated actions.

“

The ultimate goal is to connect everything into one single platform for better management. Marketing data, accounting data, CRM data, operational data, and financial data can be linked up together to show a clear picture to us on how to improve our business. Alteryx is a key platform that enables us to automate the future.

East Asia Head of Digital Solutions

Yusen Logistics, Global Supply Chain & Logistics Provider

”

KEY ADVANTAGES OF ALTERYX APA

01 » ONE UNIFIED PLATFORM

One unified platform for analytics, data science, process automation, and AI/ML, vs. many fragmented point tools

02 » A SELF-SERVICE, HUMAN-CENTERED EXPERIENCE

Hundreds of code-free, ready-to-use automation building blocks make learning and upskilling easy

03 » AN OPEN COMMUNITY

One of the largest and most open exchanges of business outcomes in the Alteryx Community

04 » TRANSFORMING BUSINESS OUTCOMES GLOBALLY

Drives quick wins, digital transformation capital-efficiency, and significant ROI as proven across thousands of organizations

“

Servicing our clients through exceptional facilities and property management continues to be our top priority. Alteryx is a key automation Platform that's helped transform how we serve our largest clients globally.

Managing Director
JLL

”



Alteryx is a key Platform that allows us to tailor products to consumer preferences around the globe. We use it across many of our businesses that allow us to leverage data, automate processes, and empower our people to become self-service digital workers.

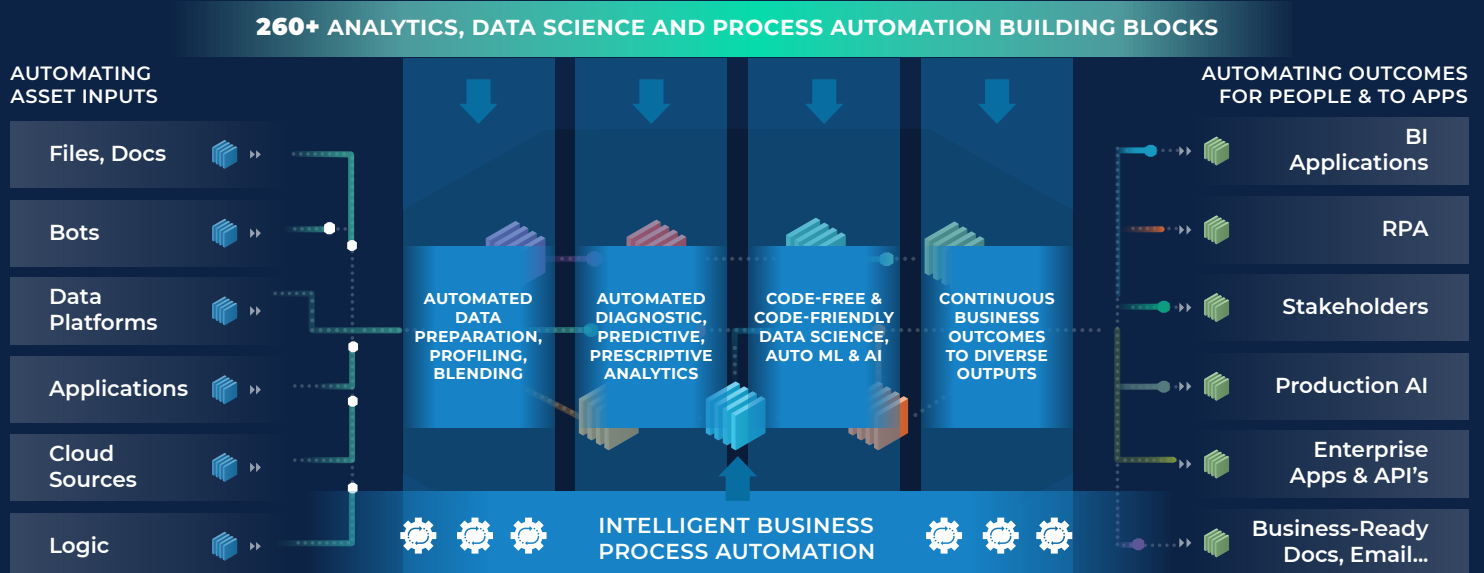
Vice President, Decision Science and Data Strategy
The Coca-Cola Company

Thousands of PwC professionals leverage the power of Alteryx-based automation solutions to help our clients solve important business problems. The Alteryx Platform was an integral part of our firm's digital transformation. Upskilling people in order to help drive business-changing outcomes is one of the core reasons we formed a strategic relationship with Alteryx.

Chief Product Officer
PwC US

ANALYTIC PROCESS AUTOMATION PLATFORM (APA)

**AUTOMATED INPUTS, ANALYTICS, DATA SCIENCE, AND PROCESS
AUTOMATION OUTCOMES TO PEOPLE AND APPS**





START WITH THE END IN MIND DRIVE TRANSFORMATIVE OUTCOMES

FOUR AREAS OF REALIZED ROI

TRANSFORMING BUSINESS OUTCOMES

TOP-LINE GROWTH



Top 5 Retailer — **\$1.5 billion sales** increase by automating daily merchandising, including pricing and assortment planning for 1000s of stores



F500 Manufacturer — **\$40 million revenue growth** by automating the customer lifetime value (LTV) process and marketing campaigns

TRANSFORMING WORKFORCE

EFFICIENCY GAINS



Large National Retailer — **99.4% on-time deliveries and 11% cost savings** across parcel deliveries and inbound freight costs



Top 5 Grocery Chain — **757% efficiency gain** via supply chain automation, including pricing automation and inventory optimization by location

BOTTOM-LINE RETURNS



Top 3 Airline — **\$80 million return to the bottom line** through discovery of unused credit and optimization of customer loyalty program



Healthcare Provider — **\$20 million in annual savings** by reducing unwarranted clinical variations in healthcare delivery

PERPETUAL UPSKILLING

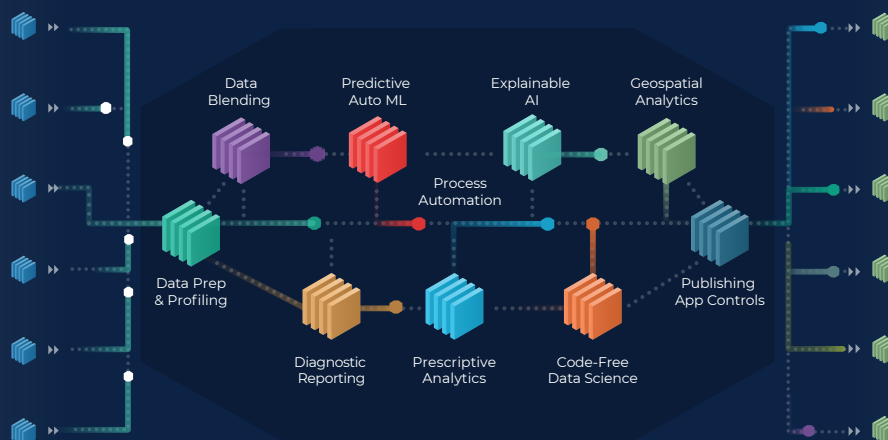


Big 4 Consulting Firm — **50,000 people** upskilled across accounting, finance, tax, audit, HR, and client service delivery



Top 50 Global Bank — **2,000 people** upskilled across trading, finance, portfolio management, and client services

DIVERSE
DATA AND
APPLICATION
INPUTS



LIMITLESS
BUSINESS
OUTCOMES

WHAT YOU CAN EXPECT

ALTERYX ANALYTIC PROCESS AUTOMATION

With the Alteryx Analytic Process Automation Platform, fast and efficient transformation is no longer a capital-intensive endeavor. Transformative outcomes are realized in days or weeks, and sweeping workforce upskilling occurs across organizations with high engagement from employees and business partners.



SIMPLIFIED ANALYTICS, DATA SCIENCE, AI & ML

- ▶▶ Driving *insightful, action-based* answers from data becomes your daily vantage point to achieve strategic business priorities. It's leveraging data analytics, data science, machine learning, and AI to create predictive analytics versus retrospective views
- ▶▶ All data assets in the organization are cataloged, accessible, and understandable while maintaining data governance and trust
- ▶▶ Easy for everyone, code-free, non-intimidating, thrilling-to-do analytics



PROCESS AUTOMATION

- ▶▶ Quick wins realized daily
- ▶▶ *Transparency and traceability* makes every step visible within the context of the business goal
- ▶▶ Failures or misaligned outcomes are spotted quickly before causing negative impacts on the business and far before massive capital investments



FAST UPSKILLING

- ▶▶ Engaged workforce
- ▶▶ Fast upskilling
- ▶▶ High productivity, amplified individual and team output
- ▶▶ Impactful data-driven decisions



As a large multinational pharmaceutical company, transforming analytics, data science, and process automation with an integrated platform allows us to accelerate outcomes and adapt to ever-changing conditions.

Executive Director
Top 5 Pharmaceutical Company

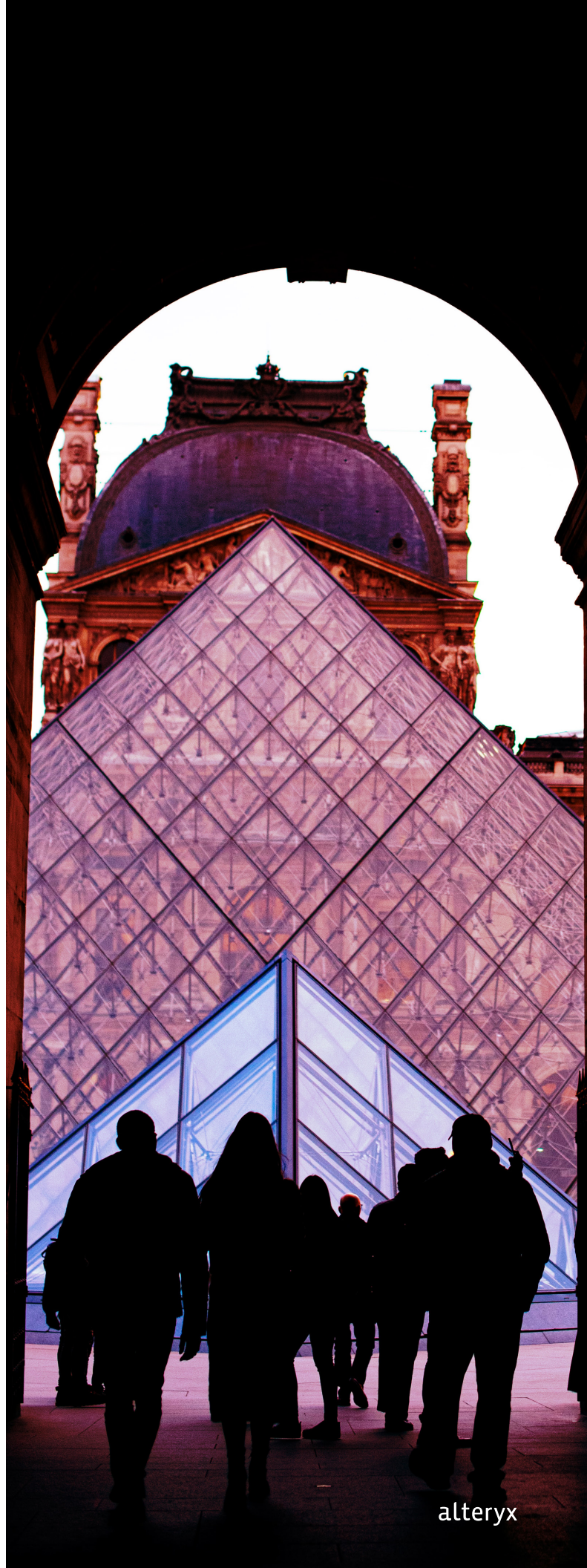


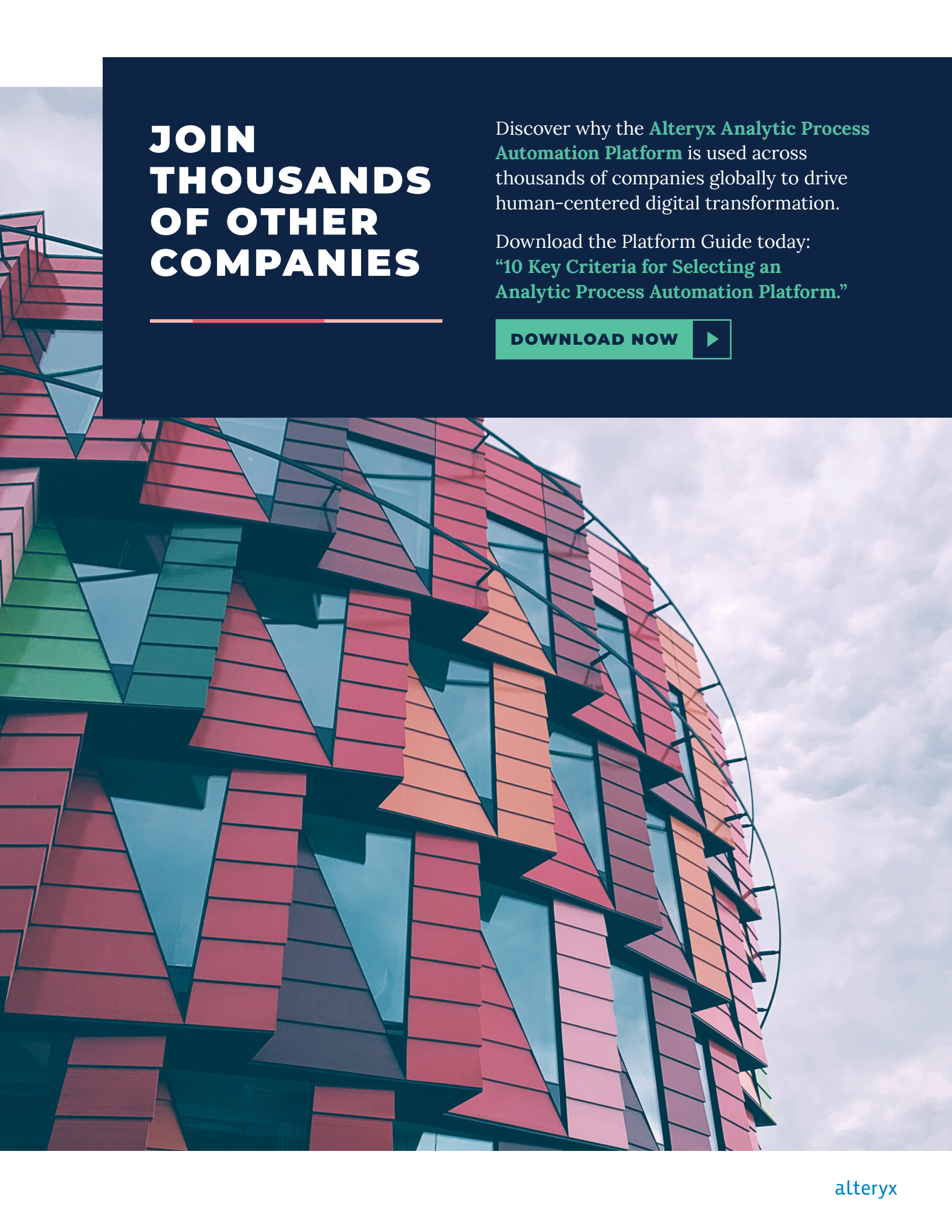
THE POWER OF THE ALTERYX COMMUNITY

Amplifying human output requires the collective intelligence of individuals working together and sharing best practices and outcomes. The Alteryx Community is one of the largest and most open exchanges of business outcomes that makes learning and upskilling easy. This Community creates a network effect that impacts change and drives value across organizations by bringing together thousands of upskilled, engaged people sharing outcomes and ideas and supporting each other to drive faster learning.

AN OPEN EXCHANGE FOR LEARNING AND SHARING BUSINESS OUTCOMES

- ▶▶ **200,000+** posts
- ▶▶ **16,000+** published business solutions
- ▶▶ **10,000s** of user-created platform automation extensions
- ▶▶ **SELF-SERVICE LEARNING PATHS** for analytics, data science, and process automation





JOIN THOUSANDS OF OTHER COMPANIES

Discover why the **Alteryx Analytic Process Automation Platform** is used across thousands of companies globally to drive human-centered digital transformation.

Download the Platform Guide today:
“10 Key Criteria for Selecting an Analytic Process Automation Platform.”

DOWNLOAD NOW

