

Alteryx goes cloud native with Analytics Cloud, all-in on GenAI using AiDIN

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Introduction

Alteryx is still arguably best known for Designer and Server, which together provide a drag-and-drop experience to create repeatable, shareable and scalable workflows for preparing, blending and analyzing data. However, with the introduction of Alteryx Analytics Cloud in March 2022, the vendor has added a cloud-native multi-tenant data management and analysis SaaS platform to its portfolio. Furthermore, Alteryx Analytics Cloud has been the beneficiary of fresh AI and machine learning courtesy of AiDIN. Introduced in May, AiDIN is the umbrella brand for the vendor's new AI-driven capabilities, which also mark its foray into generative AI.

The Take

Alteryx's portfolio has taken a big leap forward of late. The vendor has a cloud-first data management and analysis platform furnished with generative AI capabilities, which bring it in line with modern requirements and provide a competitive lift. Alteryx's generative AI strategy recognizes that large language models (LLMs) and foundation models need guardrails and the ability to be trained using a customer's own data for privacy and security, as well as to ensure they adhere to their organization's specific requirements. Nonetheless, the company could go a step further and add AI governance capabilities because it is a growing priority. In [451 Research's Voice of the Enterprise: AI & Machine Learning, Use Cases 2023](#) survey, 35.5% of respondents said their organization planned to invest in AI governance tools, platforms or functionality, whether purchasing from a vendor or building in-house, in the next 12 months.

Details

Alteryx Analytics Cloud is approaching its second birthday as the company's cloud-native data management and analysis platform. Alteryx acquired self-service data preparation and data quality specialist [Trifacta](#) for \$400 million in cash in January 2022 to advance its cloud and data engineering ambitions. While Alteryx does take a homegrown approach to product development, the vendor is an active acquirer. Trifacta is Alteryx's eighth acquisition and largest to date, [according to 451 Research's M&A KnowledgeBase](#). When it comes to data management, Alteryx Analytics Cloud enables two approaches to data integration: ETL (extract, transform, load) and ELT (extract, load, transform). Data prep, enrichment and cleansing are the other data management capabilities included. For business intelligence and advanced analytics, it provides dashboards, reports, data storytelling and predictive analytics. Another capability is AutoML, so nonexperts can build machine-learning models without coding skills.

Location intelligence — the ability to visualize and analyze geospatial data to find patterns and trends — is another type of analysis available. Alteryx's geospatial analysis capabilities can be traced back to the firm's roots as geographic business intelligence specialist SRC. The company rebranded as Alteryx in 2010 to offer a broader data management and analysis platform, Alteryx Designer and Server.

Alteryx's AiDIN underpins a Magic Documents for Auto Insights function in the vendor's Analytics Cloud. This is a generative AI-driven feature to provide users with a productivity boost by drafting content on their behalf so they can communicate automated insight to others. It relies on connectivity to OpenAI via Microsoft Corp.'s Cognitive Services. Alteryx's Auto Insights scans data and automatically uncovers analytical insight that might not otherwise have been discovered. Once an individual has selected an insight they want to communicate to others, they pick the medium of communication — email or Microsoft PowerPoint, for example — and the audience for it. Alteryx's Magic Documents drafts it, ready for the individual to review it. AiDIN is also behind a Workflow Summary Tool for Alteryx Designer in the vendor's Analytics Cloud. As the name suggests, it summarizes and explains the workflow involved when using Designer for data prep, blending and analysis for documentation purposes. The vendor's Workflow Summary Tool can be applied to one or multiple workflows as they are created, or afterwards. It relies on OpenAI's ChatGPT to provide summaries of a workflow's purpose, inputs and outputs, as well as key logic steps.

AI Studio is a freshly minted AiDIN-driven function. It was announced earlier in October. AI Studio enables organizations to select an LLM from a drop-down list of them, so an organization can customize it by tuning it on its own business data. Once customized, the LLM can be used to construct an analytical application with a conversational interface, for example. Organizations can either host their chosen LLM or use Alteryx to host and manage it. Alteryx Analytics Cloud also encapsulates data storage and processing into modules that an organization can run on its own private cloud infrastructure to foster trust and confidence.

Finally, Auto Insights Playbooks is a forthcoming AiDIN-based function. Alteryx is developing Playbooks to make it faster and easier to get insight by using generative AI to automate the initial steps in an analysis project — conceiving and selecting a use case as well as creating a proof-of-concept data story for it. Users will be able to type in their role and company, and Playbooks will suggest relevant and important use cases they should explore and build.