

Alteryx AI Platform for Enterprise Analytics

The Alteryx AI Platform for Enterprise Analytics offers integrated generative and conversational AI, data preparation, advanced analytics, and automated reporting capabilities. The platform is powered by AiDIN, the Alteryx AI engine, for harnessing AI in a secure and trusted environment.

The Alteryx portfolio provides a comprehensive set of capabilities to meet a diverse set of analytics and deployment needs. It includes on-premises products Designer and Server, and the Alteryx Analytics Cloud, which comprises Machine Learning, Auto Insights, Location Intelligence, and App Builder.

The Alteryx AI platform is unified by its cloud-connected capabilities and underpinned by a rich set of enterprise-grade platform services including APIs, connectors, scheduling and orchestration services, security, collaboration, a marketplace for extensions, and the award-winning Maverryx Community for learning.



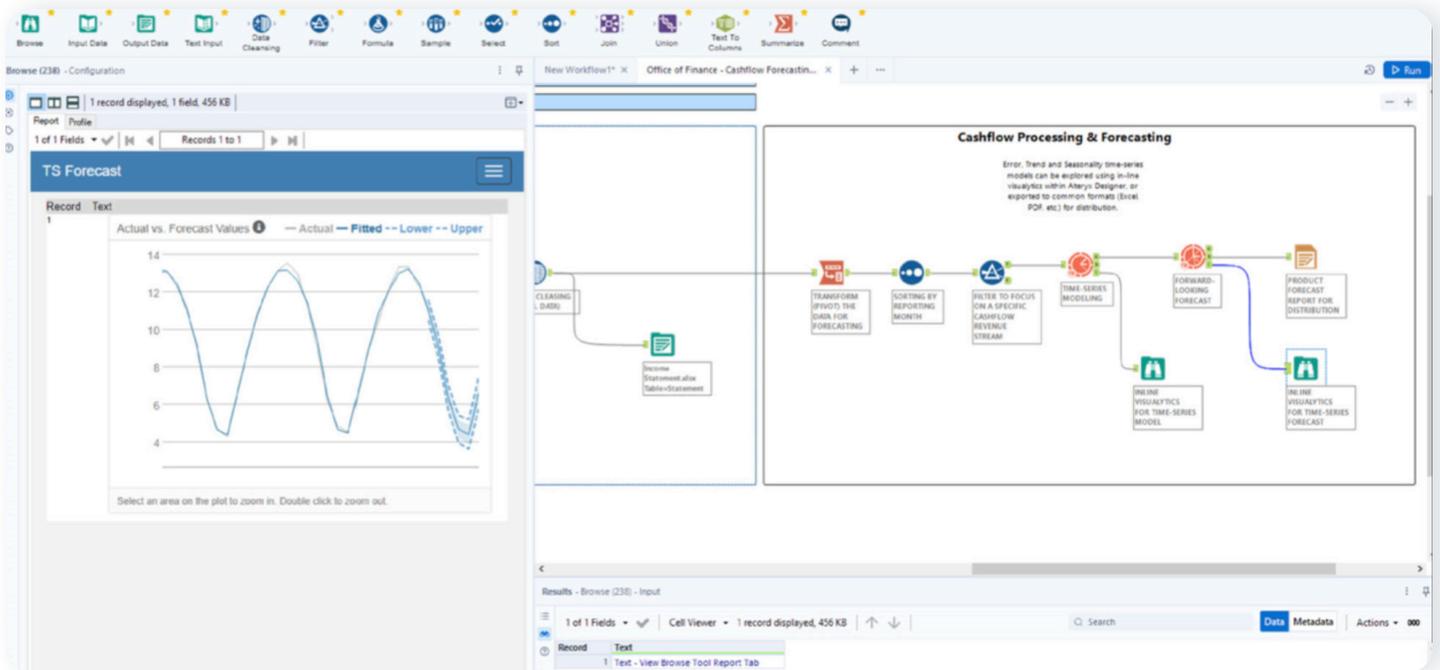
AiDIN

Alteryx AiDIN is the artificial intelligence (AI) engine that infuses the power of machine learning (ML) and generative AI into the Alteryx AI Platform for Enterprise Analytics and manifests itself in the form of features and capabilities across the platform. This includes both Alteryx cloud-native products (e.g. Auto Insights and Machine Learning) as well as Alteryx on-premises products (e.g. Designer and Server).

Alteryx AiDIN harnesses powerful generative AI capabilities such as natural language interfaces and summarization to rapidly accelerate the delivery of trusted enterprise analytics by improving time-to-value operational efficiency and enhancing governance for analytics professionals.

Designer

Alteryx Designer is a desktop-based self-service data profiling, preparation, blending, and analytics product used to create visual workflows or analytic processes through an intuitive drag-and-drop interface. In addition to dramatically reducing the time and resources required, Alteryx Designer delivers more accurate, transparent, and sophisticated results. You can use Alteryx Designer to connect to your data, profile it, prepare and blend it, run advanced analytics, create visualizations, package and output your work for others, and create analytic applications to enable others to self-serve.



Alteryx provides a FIPS-capable version of Designer, called Designer desktop - FIPS, which is a desktop analytics environment that meets the thresholds for Federal Information Processing Standards (FIPS) compatibility as established by the National Institute of Standards and Technology (NIST) and in accordance with the Federal Information Security Management Act (FISMA).



Server

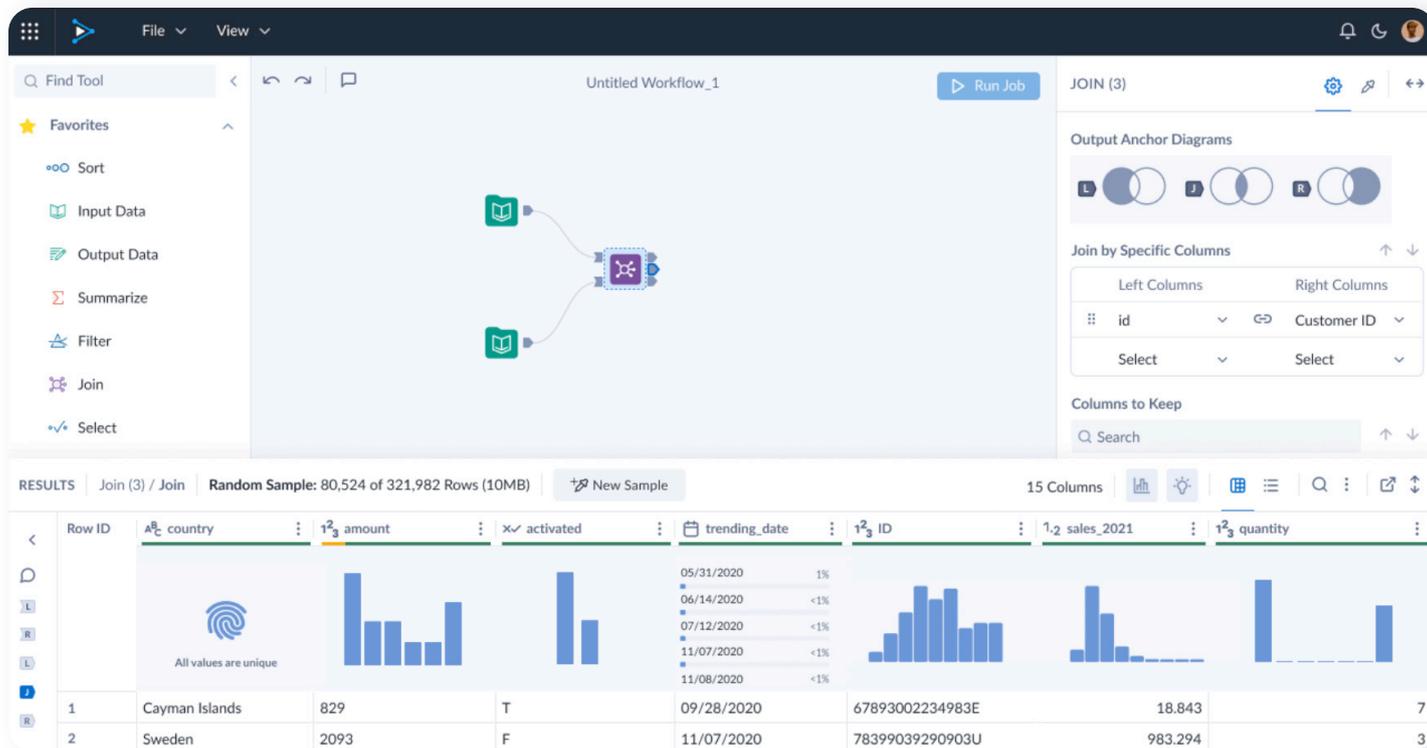
Typically paired with multiple Designer users, Alteryx Server offers enterprise-class data scalability, distribution, and security designed to maximize the value enterprises can achieve from their analytics. Alteryx Server enables business analysts to easily create, publish, share, and reference analytic workflows or applications and collaborate with others across their organizations by allowing other analysts to access previously built macros or analytic models in a secure, custom application library. Alteryx Server allows data-intensive workloads to be offloaded from user desktops to a server or cluster of servers. And it offers system administrators enterprise-compliant governance through fine-grained access controls, version control, and detailed usage reporting and logging.

Cloud Execution for Desktop

Enterprise-grade, the Alteryx AI Platform for Enterprise Analytics offers a central, governed hub for accessing our best in class set of analytics capabilities. With maximum flexibility for cloud and on-premises environments, users have access to all the analytics capabilities and all their analytics projects at their fingertips. Now with [Cloud Execution for Desktop](#), users can find, schedule, and access workflows that were built on the desktop using Designer and execute them in the cloud.

Intelligence Suite

Alteryx Intelligence Suite is a Designer add-on that gives business users and advanced analysts the tools to easily uncover insights in unstructured and semi-structured data. With drag-and-drop automation building blocks, users can use pre-built models like Natural Language Processing (NLP) and Sentiment analysis to uncover insights in text data. Intelligence Suite also enables users to unlock unstructured data in documents or photographic images using Optical Character Recognition, or they can easily train Image Classification models that can be used to categorize images. Finally, advanced users can create robust ML pipelines that seamlessly connect to Designer workflows with Assisted Modeling.



Alteryx Analytics Cloud

Alteryx Analytics Cloud is a cloud-native product with purpose-built applications to serve a variety of business needs and users including data preparation, AI-generated insights, predictive analytics, location intelligence, and analytic applications. The following applications are part of the Alteryx Analytics Cloud:

Designer Cloud

Designer Cloud provides an interactive, drag and drop user experience for profiling, preparing, and blending data. AI/ML-based suggestions guide you and your data teams through the exploration and transformation of any dataset, reducing time to value for both technical developers and less technical subject matter experts. Technical and non-technical users can work together in Designer Cloud and collaborate in the data engineering process, making it easier to operationalize and automate data flows, remove bottlenecks, and to create new and exciting data products.

Alteryx Machine Learning

Alteryx Machine Learning is for analysts who wish to build machine learning models but have limited data science knowledge, including what algorithms to use or how to evaluate models. Analysts can quickly load data and assess its health to make sure it is ready for modeling. They can discover correlations and outliers to learn about patterns and relationships in their data, compare competing models, and see how features influence outcomes and test scenarios with simulations. Additionally, Alteryx Machine Learning has Education Mode, so business analysts can learn about data science while building powerful machine learning models. These features make it extremely easy to empower line of business analysts to build machine learning models and predict future behavior.

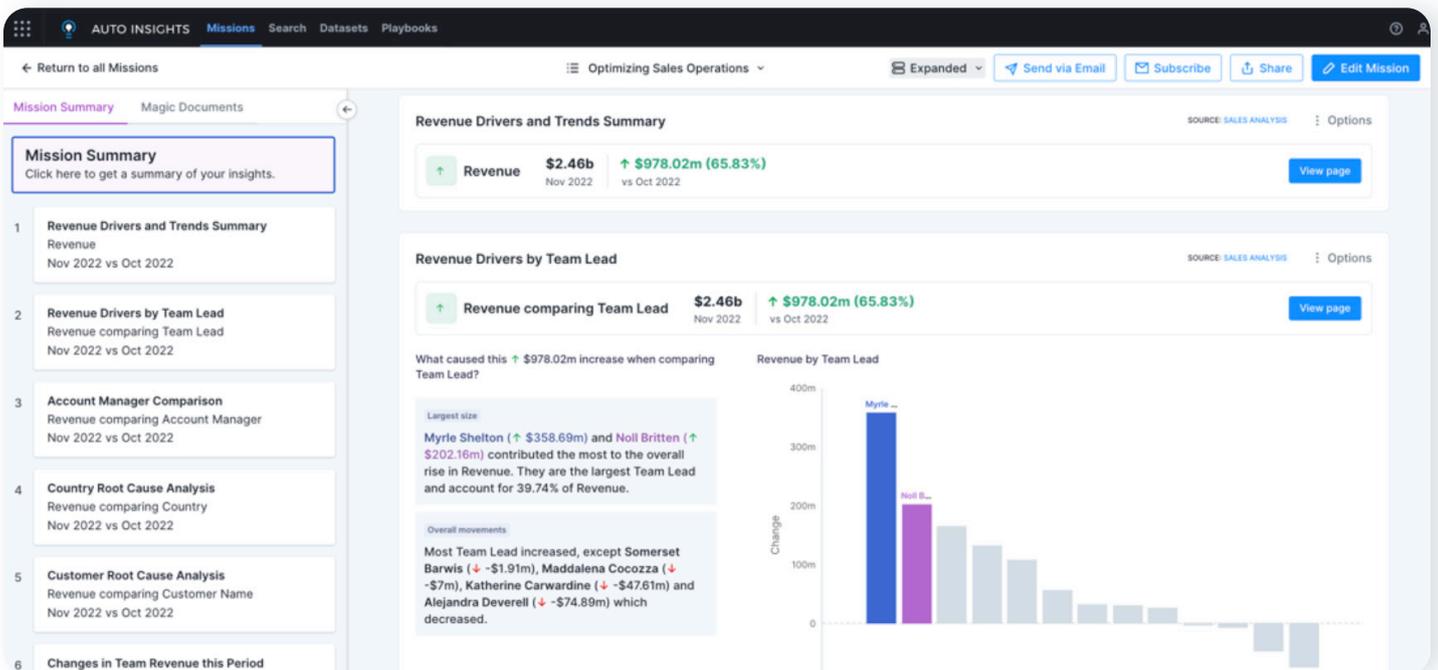
Auto Insights

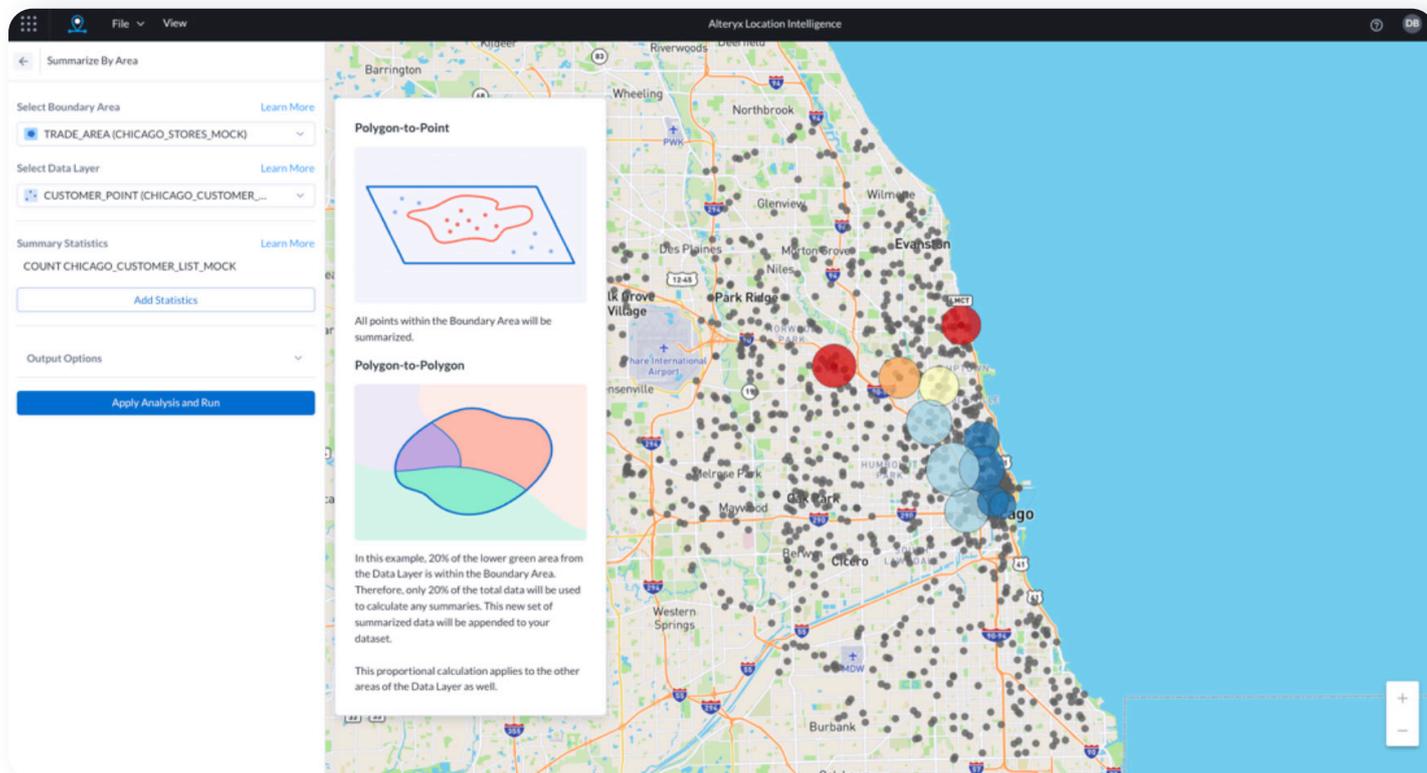
Auto Insights is the leader in the democratization of automated AI and is a new way to get intelligent insights. It is a multi-tenant, cloud-native SaaS application that automates insight generation and BI reporting in just minutes.

Together with Alteryx Designer or Designer Cloud, Auto Insights allows organizations to automate the end-to-end analytic and insights process in one unified platform. Auto Insights replaces the reliance on traditional BI dashboards and legacy reporting with something faster, smarter, and more personalized. Instead of waiting or having questions go unanswered, all insights hidden in the data are surfaced automatically and proactively, unlocking the potential of analytics for everyone in the organization.

Auto Insights automates several analytical processes, such as exploring and recommending use cases, rapid prototyping, detecting trends, and determining root causes within the data. Auto Insights applies predictive analytics side-by-side with generative AI to rapidly accelerate insight creation for non-technical users. With Playbooks, Auto Insights uses generative AI to recommend high value analytics use cases tailored to a user's business and role. Playbooks also generates realistic synthetic data for each use case to enable rapid prototyping for faster time-to-insights. With Magic Documents, Auto Insights contextualizes findings & automates the creation of an email, PowerPoint, or a visual report, accelerating the communication of insights.

Together with Alteryx Designer or Alteryx Designer Cloud, Auto Insights allows organizations to automate the end-to-end analytic and insights process.





Location Intelligence

Alteryx Location Intelligence enables everyone to scale intelligent location-based decisions using a unified, map-based, enterprise-grade solution for creating geospatial based insights with global coverage. Interact with your visual and spatial-related data, including adding demographic layers, with expanded capabilities.

The cloud-based, stand-alone application makes using geospatial analysis easier for non-technical analysts or business users. Location Intelligence can perform spatial analysis, create custom maps, and visualize data through a map centric user interface, making it easy to identify patterns and trends that may not be immediately apparent in the spreadsheet-based data analysis. You can use your geocoded data from multiple data sources, including Snowflake.

App Builder

Alteryx App Builder is a powerful application within the Alteryx Analytics Cloud, empowering organizations to create cloud-native, no-code analytic applications that drive self-service business insights. App Builder can be used to seamlessly connect to data or Designer Cloud workflows and build interactive applications on top. These apps then enable non-technical users to effortlessly engage with and utilize data to derive insights without delving into the complexities of Alteryx workflows, reducing reliance on analytics teams.

The App Builder interface is user-friendly, employing familiar drag-and-drop functionality to empower easy creation of interactive elements like dashboards, charts, and data visualizations. This approach elevates data exploration and analysis, making it more engaging for end users. Moreover, Alteryx App Builder grants access to near-real-time results on any browser-enabled device, enabling faster, data-driven decision-making.



Technology Partner Ecosystem

The Alteryx AI Platform for Enterprise Analytics is the glue that connects your users with your data stack. With its [deep technology integrations](#), Alteryx is the easy-to-use, accessible interface that allows any employee to better utilize best-in-class technologies such as AWS, Databricks, Snowflake, Azure and more. Anyone in the organization who needs to work with data can benefit from the powerful storage and compute resources your business has invested in. No special technical or coding skills needed.

Here are just a few key integrations with Alteryx that build a winning [modern data stack](#):

- [Amazon Web Services \(AWS\)](#): Alteryx makes it accessible for more employees – whether they have technical skills or not – to utilize AWS cloud resources and unlock the full value of cloud.
- [Google Cloud](#): Alteryx makes it easy for anyone to harness the power of Google Cloud and BigQuery for no-code, scalable data analytics. GCP-native versions of Alteryx products have been developed in collaboration with Google, including Google Cloud Dataprep and our embedded Designer Cloud integration within Looker Studio, making it easy to find and use Alteryx to prepare and analyze data on GCP.
- [Snowflake](#): The Alteryx AI Platform is designed to work seamlessly and powerfully with the Snowflake Data Cloud in a unified, accessible stack. Together, Snowflake and Alteryx deliver both the infrastructure and the interface to power analytics for all.
- [Databricks](#): With a unified Lakehouse architecture, Alteryx and Databricks connect the dots between business and technical users, so everyone can contribute to the analytics and AI/ML cycle.
- [Tableau](#): You can't have powerful data visualizations without powerful insights. Tableau and Alteryx give you both. By creating rich, clean datasets and uncovering insights in Alteryx, you can then create richer reports in Tableau.

Learn more at www.alteryx.com

Take a tour of the platform at www.alteryx.com/products/product-tour



alteryx | **AI PLATFORM**
FOR ENTERPRISE ANALYTICS

About Alteryx

Alteryx powers actionable insights with the AI Platform for Enterprise Analytics. With Alteryx, organizations can drive smarter, faster decisions with a secure platform deployable in on-prem, hybrid, and cloud environments. More than 8,000 customers globally rely on Alteryx to automate analytics to improve revenue performance, manage costs, and mitigate risks across their organizations.

To learn more, visit www.alteryx.com.

Alteryx is a registered trademark of Alteryx, Inc. All other product and brand names may be trademarks or registered trademarks of their respective owners.