

Alteryx: The Modern Alternative to Traditional Big Data Platforms



The Alteryx Analytic Process Automation (APA) Platform™ provides public sector organizations more capability than big data analytics platforms. Here's a quick overview of the difference between each so you can decide for yourself.

Self-Service Analytics

Alteryx APA Platform

- Automation of complete analytic process
- Drag-and-drop
- Analytic apps for leaders
- Works with third-party visualization

Traditional Big Data Analytics Platforms

- Require coding for some or all analytic process
- Limited or no options for leaders
- Often provide own visualization

For the most part, government agencies have been able to deploy predictive analytics, text mining, and geospatial analytics for years. But doing so has still produced gaps within an organization's analytics. The reason? In order to deploy advanced analytics capabilities, most organization are faced with using a complex array of point products that are costly, not integrated, and require specialized skills to leverage.

In a [Government Business Council Survey](#), 48% of government agencies rated assisted predictive analytics as being the most useful to their agencies. It was followed by text mining/text analysis (29%) and Geospatial Analytics (23%).

With Alteryx you can overcome many of the challenges faced when deploying and scaling advanced analytics with existing teams. With Alteryx your teams will be upskilled, enabling your organization to unleash domain expertise to create more value levels of actionable insight.

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Alteryx already integrates with dozens of third-party vendors, services, and data types services — often **without extra work** or requiring too much set up. Big data platforms often require additional time, costs, and coding development.

Third-Party Integration

Alteryx APA Platform

- Work with many data types out-of-the-box
- Often use APIs to connect

Traditional Big Data Analytics Platforms

- Work with many data types after setup
- Some API use; coding and extra features required for others

Alteryx already integrates with dozens of third-party vendors, services, and data types services — often without extra work or requiring too much set up. Big data platforms often require additional time, costs, and coding/development.

In a [recent article posted on CDO Trends](#), Colleen Kapase, VP of Global Alliances, Snowflake, said, “Our partnership with Alteryx can help make scalable analytics and data science on Snowflake more accessible to citizen analysts across an organization, to help drive business outcomes,” and “as demand for analytics and data science on Snowflake increases, partnerships with organizations, such as Alteryx, help us serve customers globally and supports our mission of mobilizing the world’s data.”

With the Alteryx APA Platform, you can make an existing tech stack more efficient, build upon it to add new tools and tech, or get started and add new services later — all without having to worry about integration.

Agility, Speed to Insight, and Scaling

Alteryx APA Platform

- Allows individual data set usage and import
- Provides for iteration on existing processes
- Scaling often in hands of those using data and only requires added licenses or services that are easy to activate

Traditional Big Data Analytics Platforms

- Sometimes require data housed in centralized location before use
- New analysis required for new or dissimilar datasets
- Scaling often in hands of multiple people plus requires multiple integrations, rework, time, and money

Some platforms require that all your data is housed in a central location before it can be used. Even then, not all the data can be used with previous analyses. Alteryx is self-service and includes automation that help organizations reduce time-to-insight from months, weeks, and hours to minutes. Big data platforms don’t always include that capability, which slows down analysis and

increases costs. Alteryx and our self-service interaction allow anyone to build off previous work and successes.

A large State DOT department recently spent \$10 million on a 5-year project to integrate all its data into a single platform. The project would help align multiple transportation districts, the central office, and 300+ data stewards. Unfortunately, the project took longer than 5 years, needed extensions and cost more due to the black box solution used to integrate the data. Each dataset needed to be sent to the vendor to curate and cleanse before returning it to the 300+ stewards — who then had to agree on the terms and the data.

A modern approach with Alteryx would have put the data integration directly into the hands of the 300+ stewards, given them central control to share and govern the data, and dramatically reduced the time and cost of the project.



Short-Term vs Long-Term Cost Effectiveness

Alteryx APA Platform

- Less expensive to get up and running; usually provide immediate ROI
- Easy to scale; most connectors and service included up front

Traditional Big Data Analytics Platforms

- While powerful, often far more expensive due to the technical expertise required
- Difficult to scale; costs extra for needed connectors and add-ons

Because it's designed for everyone to use, the Alteryx APA Platform packages everything together, providing more functionality, capability, and resources than traditional big data analytics platforms. This makes it less expensive up front and for long-term use, which leads to immediate ROI. Although some traditional big data analytics platforms start at low prices — or even at no cost — they often charge consultancy fees for individual projects and require more costs to add in necessary features and add-ons to complete analysis.

The amount of ROI a public sector organization will realize is dependent on many factors, including their original operating budgets and more. Alteryx has helped defense contractors save anywhere from \$57,000 to \$3.4M on projects lasting anywhere from three months to a little over a year. In some cases, the ROI was as high as 229%. Alteryx has also helped speed recovery and reconstruction efforts after hurricanes, detect and reduce fraud, identify duplicate payments, reduce drug use, protect food supplies, reduce college applicant times, and more.

Where there's a data challenge and a use case, Alteryx can help people solve it and provide immediate ROI.

Training, Upskilling, and Career Advancement

Alteryx APA Platform

- Automation and drag-and-drop setup provide for short learning curve
- No-code, low-code format means anyone can learn
- AI and machine learning allow analysts to apply data science to data

Traditional Big Data Analytics Platforms

- Easy to learn for people who already know how to code
- Coding requirements means select people can be hired
- Difficult to upskill workforce without extensive time and cost investment

Free resources, a strong community, and the ability to share and iterate previous work all empower public sectors to hire analytical minds from all walks of life. Big data analytics platforms limit the talent pool you can hire from. With Alteryx, you can improve the odds of hiring someone, training them, promoting them, and retaining them and their company knowledge.

“Four years ago, I was in the Marine Corps and didn't know what a VLOOKUP was. Now I am an SME for a team of 10 and starting with ML [machine learning] exploration. Within a month of using Alteryx I was saving 25% of my time in data ETL”

— Global Supply Chain Operations Leaders

Alteryx enables you to hire someone and support them with the resources they need to learn new skills without you needing to devote months, years, and company resources to pay for training or development.

With Alteryx,
anyone can see the
underlying code
that **empowers**
the analytics.

Black Box vs Open Box/Clear Box

Alteryx APA Platform

- Often open box or clear box, but sometimes black box
- No-code, low-code environment allows peak behind the curtain at how things work

Traditional Big Data Analytics Platforms

- Almost always black box, including the analytical process
- Might provide code and/or look at connectors, but even that's limited

With Alteryx, anyone can see the underlying code that empowers the analytics. On top of that, the drag-and-drop nature of building an analytic process provides a clear view of data lineage. Since it's also no-code, low-code, those with programming knowledge and use Python or R to modify certain operations within the platform. This provides for trust and transparency, especially when there's a need to explain the rationale and objective behind the analysis.

The Alteryx APA Platform is built specifically to be human-centered, augmenting human capability regardless of their technical acumen. Everyone can participate and benefit from a collaborative advanced-analytics environment — even those who are not proficient in R or Python nor able to write their own models. Alteryx allows anyone to employ geospatial, predictive, and ML-based analytic capabilities to collaborate, innovate, and solve pressing challenges. Specifically, with the Alteryx Intelligence Suite, an assisted modeling capability provides documented “clear-box” approach to understanding platform a level of insight and confidence into the results that machine learning models are producing.

ABOUT ALTERYX

Alteryx, the Analytics Automation company, is focused on enabling every person to transform data into a breakthrough. Alteryx unifies analytics, data science and business process automation in one, end-to-end platform to accelerate digital transformation and shape the future of analytic process automation (APA™). Organizations of all sizes, all over the world, rely on Alteryx to deliver high-impact business outcomes and the rapid upskilling of their modern workforce. For more information visit <http://www.alteryx.com>.

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