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ALTERYX: THE MODERN ALTERNATIVE TO TRADITIONAL BIG DATA PLATFORMS

The Alteryx Analytics Automation Platform provides **more capabilities than big data analytics platforms like SAS**. Here's a quick overview of the differences, so you can decide for yourself.

Self-Service Analytics

Alteryx Analytics Automation Platform	SAS and Other Traditional Big Data Analytics Platforms
• Automation of the full analytic process • Drag-and-drop simplicity • Analytic apps for leaders • Works with third-party visualization	• Require some coding ability • Don't address the needs of every level of data worker • Don't provide out of the box visualization • Don't provide native connection to multiple reporting and visualization platforms

Businesses have deployed predictive analytics, text mining, and geospatial analytics for years. Yet they still experience process gaps that hold back insights and affect outcomes. The reason? Too often, advanced analytics capabilities require a complex array of point products to supplement big data platforms like SAS. These products are costly, not integrated, and require specialized skills to leverage.

With Alteryx you can overcome many of the challenges typically associated with deploying and scaling advanced analytics. You'll be able to upskill your existing teams, so they can unleash their industry-specific expertise and reach high-level, actionable insights.

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Third-Party Integration

Alteryx Analytics Automation Platform	SAS and Other Traditional Big Data Analytics Platforms
• Work with many data types out-of-the-box • Often use APIs to connect	• Require setup to work with many data types • Some API use; coding and extra features required for others

Alteryx already integrates with dozens of third party vendors, services, and data types, often without requiring complicated setup or other extra work. Big data platforms such as SAS, by contrast, often require additional time, costs, and coding development.

In a recent article posted on CDO Trends, Colleen Kapase, VP of Global Alliances, Snowflake, commented: "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. As demand for analytics and data science on Snowflake increases, partnerships with organizations, such as Alteryx, help us serve customers globally and support our mission of mobilizing the world's data."

With the Alteryx Analytics Automation Platform, you can make an existing tech stack more efficient, then build on it to add new tools and tech. Or, you can get started now and add new services later — all without having to worry about integration.

Agility, Speed to Insight, and Scaling

Alteryx Analytics Automation Platform	SAS and Other Traditional Big Data Analytics Platforms
• Allows individual data set usage and import • Provides for iteration on existing processes • User-scalable if you like; added licenses or services are easy to activate	• Sometimes require data to be housed in a centralized location • New analysis is required for new or dissimilar datasets • Scaling often requires multiple people and integrations, plus additional rework, time, and money

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Some platforms require all your data to be 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 helps 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. With its self-service interaction, Alteryx lets anyone build off previous work and successes.

Short-Term vs Long-Term Cost Effectiveness

Alteryx Analytics Automation Platform	SAS and Other Traditional Big Data Analytics Platforms
• Less expensive to get up and running; usually provides immediate ROI • Easy to scale; most connectors and service are included up front	• 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 Analytics Automation Platform packages everything together, for more functionality, capability, and resources than traditional big data analytics platforms. This makes it less expensive, not just for long-term use but up front as well, leading to immediate ROI. Although SAS and other big data platforms start at low prices — or even no cost — they often charge consultancy fees for individual projects, and require additional costs for the features and add-ons needed to complete analysis.

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ALTERYX HAS ALLOWED US THE SELF-SERVICE REPORTING CAPABILITIES THAT WE LONGED FOR. WITH MANY DISPARATE DATA SOURCES, REPORTING WAS A CHORE AND OUR ANALYTICS TEAMS WERE BOGGED DOWN WITH AD HOC REPORTS. ALTERYX LET US CREATE SELF-SERVICE TOOLS THAT COULD BE LEVERAGED BY THE BUSINESS TO PULL THEIR OWN AD HOC REPORTS. THIS FREED UP ANALYSTS TO DO MORE COMPLEX REPORTING AND ANALYSIS.

— Employee in Information Technology, Insurance Company, 1001-5000 employees

> **"ALTERYX HAS FUNDAMENTALLY TRANSFORMED OUR ABILITY TO SOLVE COMPLEX SUPPLY CHAIN PROBLEMS. WE CAN AUTOMATE REPETITIVE TASKS IN A RELATIVELY SHORT AMOUNT OF TIME FOR NEARLY CONSTANT ROI. WE NOW USE ALTERYX TO START MOST (IF NOT ALL) BI PIPELINES AND FOR CREATING COMPLEX ANALYTIC APPS THAT CAN BE SHARED BROADLY ACROSS THE ORGANIZATION"**
>
> —Josh Kyburz, Global Strategic Sourcing Manager, New Product Introduction Polaris Inc

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 Analytics Automation Platform	SAS and Other Traditional Big Data Analytics Platforms
• Automation and drag-and-drop setup provide for a short learning curve	• Easy only for those who know how to code
• No-code, low-code format means anyone can learn	• Coding requirements mean hiring selection is restricted
• AI and machine learning allow analysts to apply data science to data science to data	• 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 businesses to hire analytical minds from all walks of life. Big data analytics platforms like SAS, on the other hand, limit the talent pool you can hire from. Alteryx improves the odds of hiring someone, training them, promoting them, and retaining them and their company knowledge.

> **"Alteryx lets end users complete high-level analytics and reporting tasks with a simple interface and no coding. One such application alone has automated analytics processes and report generation so that what would have once taken 20+ years of labor has been reduced to a single workweek of staff input and computer processing time"**
>
> —Cory Hubbard, VP of Strategic Analytics, Gregory Welteroth Advertising

Alteryx lets you hire someone and support them with the resources they need to learn new skills. Even better, you can do it without devoting months or even years, along with your company's budget, 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 Analytics Automation Platform	SAS and Other Traditional Big Data Analytics Platforms
• Often open box or clear box, but sometimes black box • No-code, low-code environment allows peak behind the curtain at how things work	• 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. Additionally, its drag-and-drop, no-code process creation provides a clear view of data lineage — though of course those with programming knowledge can always use Python or R to modify certain operations. All this provides for trust and transparency, especially when there's a need to explain the rationale and objective behind the analysis.

The Alteryx Analytics Automation Platform is built specifically to be human-centered, augmenting your team's capability regardless of 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 a documented "clear box" approach to understanding the platform, along with insight and confidence into the results your machine learning models are producing.