

## Alteryx Designer

### Enabling Self-Service Data Analytics for Your Entire Organization

The repeatable workflow environment inherent in *Alteryx Designer* allows you to:

- Connect to and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources
- Easily join data from multiple sources
- Perform analytics—predictive, statistical, and spatial—using the same intuitive user interface

As a business analyst, you may be all too familiar with the complicated and painful nature of the analytic process. You often need one set of software tools to gather, cleanse, and blend information from the ever-growing number of data sources, a different set to build and publish analytic models, and still more applications to put your time-critical information into the hands of business decision-makers. And that's if you even attempt these steps yourself without relying on a centralized analytics department staffed by data scientists with other priorities.

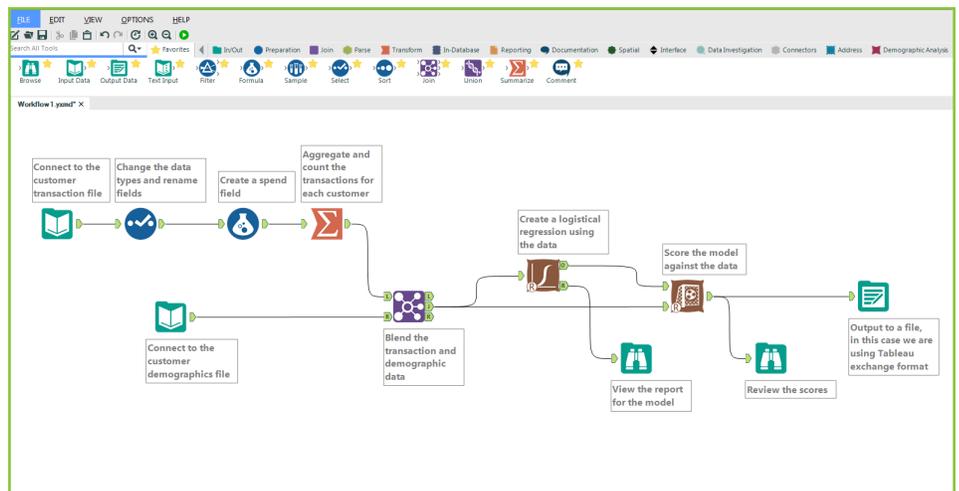
Alteryx changes everything you know about the convoluted and time-consuming analytic process, empowering data analysts and line-of-business users to perform their own analytics. *Alteryx Designer* provides a single platform that lets you rapidly process large volumes of data without writing any code. With the ability to access, prep, blend, and analyze all your data and output analytic results to all popular formats using a repeatable workflow, you eliminate the analytic latency inherent in traditional approaches. The result? Deeper insights in hours rather than weeks.

#### Prep, Blend, and Analyze Data—All in a Single Platform

To do your job as a business analyst, you must access and blend data from many sources: internal data from spreadsheets and data warehouses, third-party data from external data providers, and cloud-based data from social media applications, Big Data stores, and other SaaS platforms. Typically, this means leveraging multiple tools—and even multiple people—to pull together all the relevant data you need for your analytics.

Not anymore. Alteryx eliminates the inefficiencies inherent in legacy BI and analytic tools with a self-service analytics platform. Using *Alteryx Designer*, you can access, prep, and blend your data up to 100X faster than with other approaches. And because *Alteryx Designer* enables you to complete the full range of analytic needs in a single, repeatable workflow and without any programming, you'll speed through the previously time-consuming analytic process, leaving you with more time to perform value-added analysis.

**Prep, blend, and analyze all your data using a repeatable workflow for deeper insights in hours instead of weeks**



*Alteryx Designer* enables you to access practically any data source, including:

- Data warehouses and databases, such as Oracle, Microsoft SQL Server, SAP, Teradata, Amazon Web Services, and more, with the option of in-database or in-memory processing
- ERP and cloud-based applications, such as Salesforce.com, Marketo, and Google Analytics
- Hadoop data stores, including Cloudera and MapR distributions
- NoSQL databases, such as MongoDB
- Flat files and Office applications, such as Microsoft Excel and Access
- Social media data from Twitter, Facebook, and Foursquare
- Third-party data from Experian, D&B, TomTom, and the U.S. Census Bureau
- Legacy analytics platforms, such as SPSS and SAS

### Make Better Business Decisions with Powerful R-Based Predictive Analytics

You know that the most accurate business decisions are based on forward-looking, predictive analytics rather than on past performance or simple guesswork. Unfortunately, most predictive analytics tools require statistical experts with specialized training to code complex algorithms and complicated models.

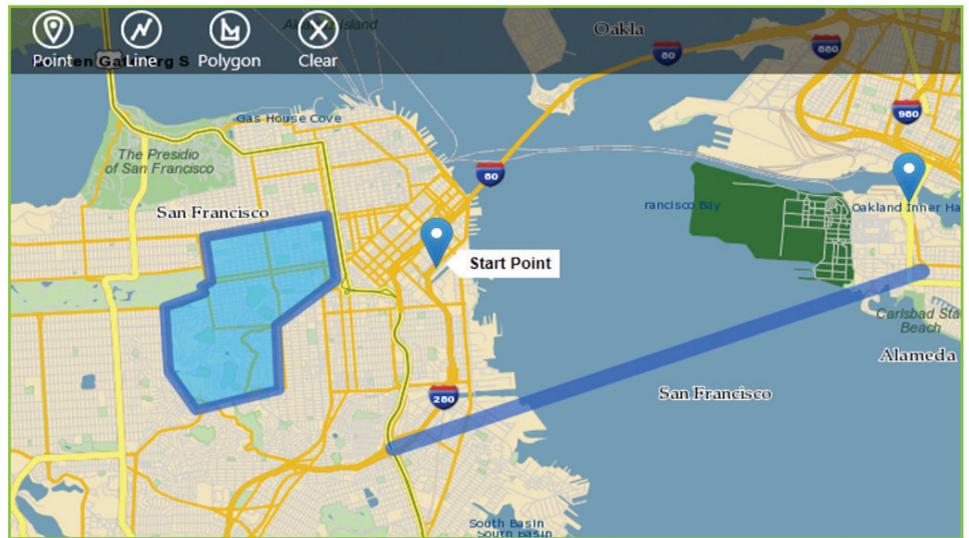
That means another bottleneck and level of indirection while you wait for someone else to create your analytic application.

Now, *Alteryx* puts the power of predictive analytics in your own hands. With *Alteryx Designer*, you can turn your raw data into actionable insight with drag-and-drop tools that let you create and run your own predictive analytics with no programming. Using the *Alteryx* visual interface and more than 40 predictive tools based on the R open-source statistical language, you can quickly and easily predict customer behavior, determine future inventory requirements, identify new retail store locations, and more.

*Alteryx Designer* lets you easily include any of the following predictive analytics without any programming:

- Predictive modeling techniques, such as linear and logical regression and decision trees
- Clustering techniques, such as K-centroid clustering and principal component analysis
- Data investigation techniques, such as scatter plots and association analysis

Advanced spatial analytics tools in *Alteryx Designer* enable drive-time calculations, trade area analysis, spatial matching, and more



### Let Location Matter by Including Spatial Analytics in Your Analysis

Thanks to the explosive growth of mobile computing and social media, most consumer and business interactions now include a location data-point, making spatial analysis an increasingly significant component in data analysis. Who is buying your product, where are they located, how far away do they live from and how long does it take them to reach the nearest store—these questions all factor into the decision-making process. But, as with predictive analytics, geospatial and location intelligence has been the domain of a small number of experts who cannot scale to meet the needs of growing businesses with an increasing dependence on analytics.

*Alteryx Designer* enables you to easily append pre-packaged location data from TomTom to the rest of your data set using an intuitive, drag-and-drop interface, so you can not only visualize where events are taking place, but also understand their impact on your business. Now you can conduct advanced location-based calculations, such as drive-time, trade area, and spatial matching and point creation analyses, in your same analytic workflow—and make location-based decisions that make sense for your business.

With *Alteryx Designer*, you can add spatial context, such as:

- Geocoding and standardization of addresses
- Data blending on spatial aspects
- Trade area creation and analysis
- Drive-time analytics
- Mapping and geographic visualization

### Deploy and Share Analytics at Scale

Your job is not done after you run your analysis: now you need to get the insight ready for and into the hands of other business users and decision-makers. Often, you spend as much or more time recreating reports, refreshing data, or packaging the results for consumption by others as you do running the actual analysis. What's involved? Cutting and pasting into reports, changing data formats for visualization tools, and updating files to feed into other systems. All of which wastes time and introduces errors, negating the power and timeliness of the insight itself.

*Alteryx Designer* helps you operationalize, automate, and streamline sharing of data insights throughout your organization. *Alteryx Designer* helps you operationalize your analytics by deploying production processes that make it easy to schedule and scale analytics across your organization.

## About Alteryx

Alteryx is a leader in self-service data analytics. *Alteryx Analytics* provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks. Analysts love the *Alteryx Analytics* platform because they can connect to and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources, easily join this data together, then perform analytics—predictive, statistical, and spatial—using the same intuitive user interface, without writing any code. Visit [www.alteryx.com](http://www.alteryx.com) or call 1-888-836-4274.



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Once you've completed your analysis, you can output analytic results to all popular formats, including native Tableau, QlikView, or Microsoft Power BI file formats, for data visualization. You can also publish analytic apps that empower others in your organization to get customized insights. And you can create beautiful custom reports featuring tables, charts, and maps that bring your insights to life.

### Desktop System Requirements

#### Minimum

- Microsoft® Windows 7 or later (64-bit)
- Quad Core i7 (single chip)
- 3GHz or faster processor
- 8G RAM
- > 1 TB free disk space

#### Recommended

- Microsoft Windows 7 or later (64-bit)
- Quad Core i7 (single chip)
- 3GHz or faster processor
- 16G RAM
- > 1 TB free disk space

### In-Database Support

- Apache Hive
- Amazon Redshift
- Cloudera Impala
- IBM Netezza®
- Microsoft Azure SQL Database
- Microsoft Analytics Platform System
- Microsoft Azure SQL Data Warehouse
- Microsoft SQL Server
- Oracle®
- SAP Hana
- Spark SQL
- Teradata®

### Supported Databases

- Amazon Aurora
- Amazon Redshift
- Amazon S3
- Apache Hive
- Cassandra
- Cloudera Impala
- Databricks
- ESRI GeoDatabase (read-only support)
- Exasol
- Google BigQuery
- Hadoop Distributed File System
- Hortonworks
- HP Vertica
- IBM DB2
- IBM Netezza
- Microsoft Azure SQL Database
- Microsoft Analytics Platform System
- Microsoft Azure SQL Data Warehouse
- Microsoft SQL Server®
- MongoDB
- MySQL®
- Netsuite
- Oracle
- Pivotal Greenplum Database
- SAP Hana
- SQLite
- Sybase®
- Teradata and Teradata Aster

What's more, you can schedule all of these outputs to refresh automatically, using the optional desktop automation add-on. With it, you can schedule workflows to run as often as the data changes—nightly, weekly, quarterly, or on any schedule that meets your needs. The result? Your decision-makers always have access to the latest information and insights, improving the quality of your business decisions and enhancing your competitive advantage.

### Supported File Formats

#### Flat Files

- ASCII
- Comma Separated Value – CSV
- dBASE file format – DBF
- Hyper Text/Extensible Markup Language – HTM/HTML/XML
- IBM SPSS file format – SAV
- Microsoft Access database – MDB/ACCDB
- Microsoft Excel® spreadsheet – XLS/XLSX/ XLSM
- Qlik – QVX
- SAS binary file format – SAS7BDAT
- Tableau – TDE

#### Relational Database Files

- Object Linking and Embedding Database – OLE-DB
- Open Database Connectivity – ODBC
- Oracle – OCI

#### Spatial Files

- Alteryx Spatial Zip – SZ
- ESRI® ArcMap® Shape\_ .SHP (includes .SHP, .DBF, .SHX, .PRJ)
- ESRI Personal Geodatabase® – MDB/PGDB
- Google Keyhole Markup Language – KML
- Grid and Classified Grid – GRD/GRC
- MapInfo Professional® Interchange Format – MID/MIF
- MapInfo Professional Table – TAB (includes .TAB, .DAT, .MAP, .ID, .IND)
- SDF – Autodesk® Spatial Data Files

### Reporting Formats

- Adobe® Portable Document Format – PDF
- Alteryx Markup Language – PCXML
- Hyper Text Markup Language – HTML
- Microsoft Excel – XLS/XLSX
- Microsoft PowerPoint – PPT/PPTX
- Microsoft Word – DOC/DOCX
- Portable Network Graphics – PNG
- Rich Text Format – RTF

### Tools/Macros

- Adobe Analytics
- Foursquare
- Google Analytics
- Google Sheets
- Marketo
- Microsoft Azure ML
- Microsoft Power BI
- Microsoft SharePoint
- Salesforce.com
- Tableau
  - Alteryx Web Data Connector for Tableau
  - Publish to Tableau Server
- Twitter

For a complete list of system requirements, and supported data sources visit: [www.alteryx.com/TechSpecs](http://www.alteryx.com/TechSpecs)