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As a Developer, Why Should I consider Alteryx Cloud?

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About Me:

Name: Treyson Marks

Company: DCG Analytics

Title: Managing Partner

With Alteryx Cloud I can quickly create data pipelines between platforms

When I use Alteryx Cloud, I feel excited for the future

2024 Alteryx Goals: Get as many changes into the platform as possible



DCG Analytics

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Use Case

Problem

- There is an unclear picture of the Alteryx Analytics Cloud offering
- Alteryx does a fantastic job of marketing the move to the cloud towards executives and decision makers but leaves those of us using the product asking why we want to do this when Designer is do dang awesome.

Solution

- Let's:
 - Brief Architecture Overview
 - Talk specifics about how AAC operates
 - Compare functionality
 - Talk about changes to the way we develop
 - Talk about new features that come as a result
 - Spend some time in AAC

Use Case

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Solution

- If we have time:
 - Talk Architecture
 - Talk

Architecture Overview

Deployment options to meet your requirements:

Full SaaS

AYX takes care of everything for you

Simplest and fastest way to get up and running

Accelerates path to customer value

SaaS + Private data storage

You store your own data, AYX processes it

You don't want to deal with clusters and scaling compute nodes at cloud scale. You just want to know your data is being stored safe at home.

SaaS + Private data processing

Your data stays on your company network

Accommodates customer requirements for data privacy and security and compliance with governmental rules and regulations



ARCHITECTURE OVERVIEW

ALTELYX ANALYTICS CLOUD

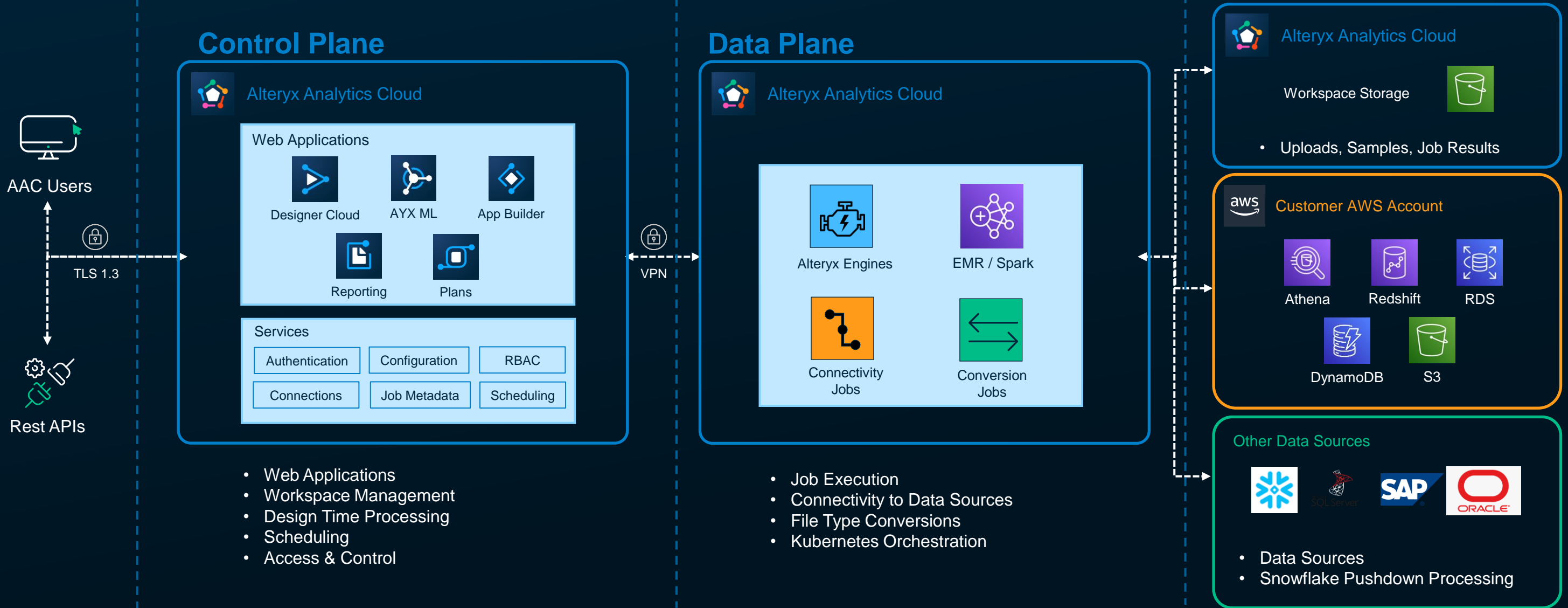
- Owned by Alteryx
- Owned by Customer
- Controlled by Customer

Clients

Application Services

Data Processing

Data Sources



ARCHITECTURE WITH PRIVATE DATA STORAGE

Owned by Alteryx

Owned by Customer

Controlled by Customer

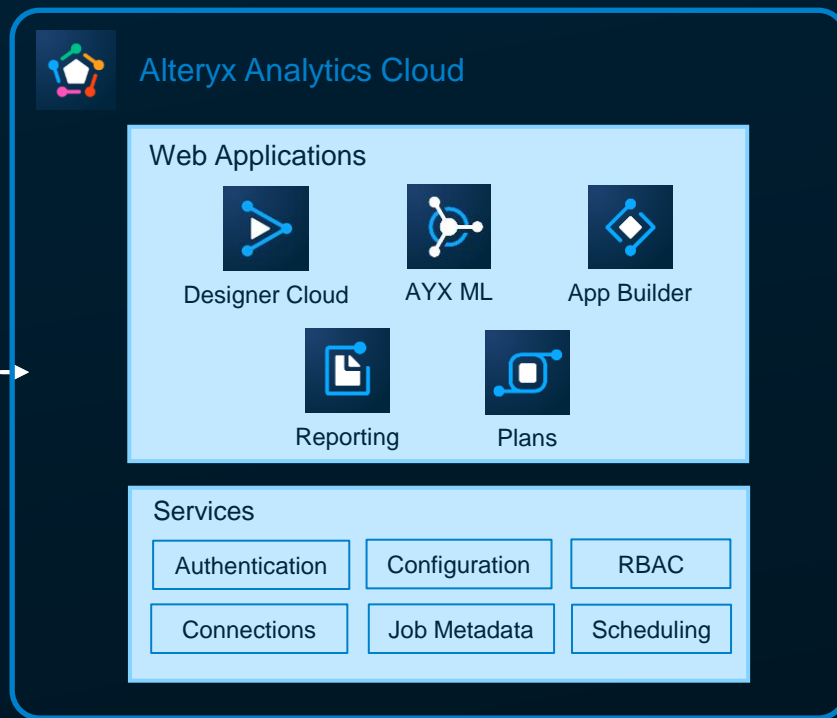
Clients

Application Services

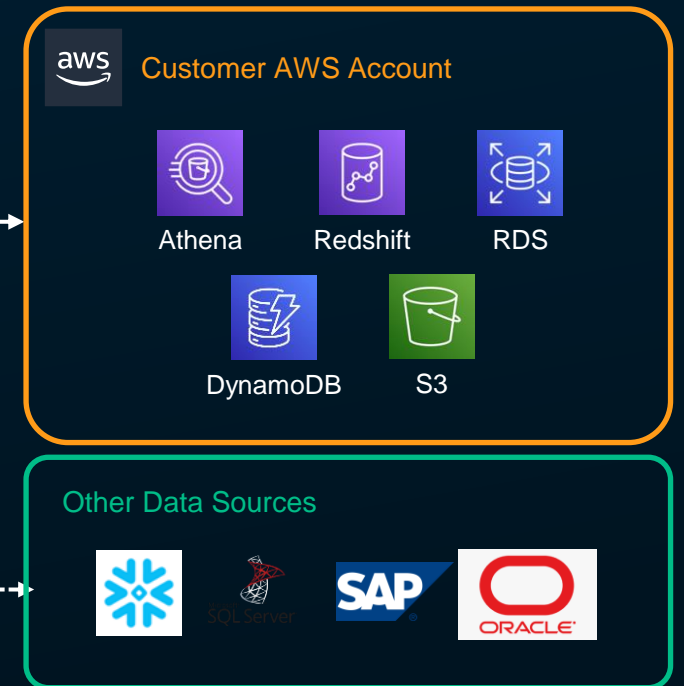
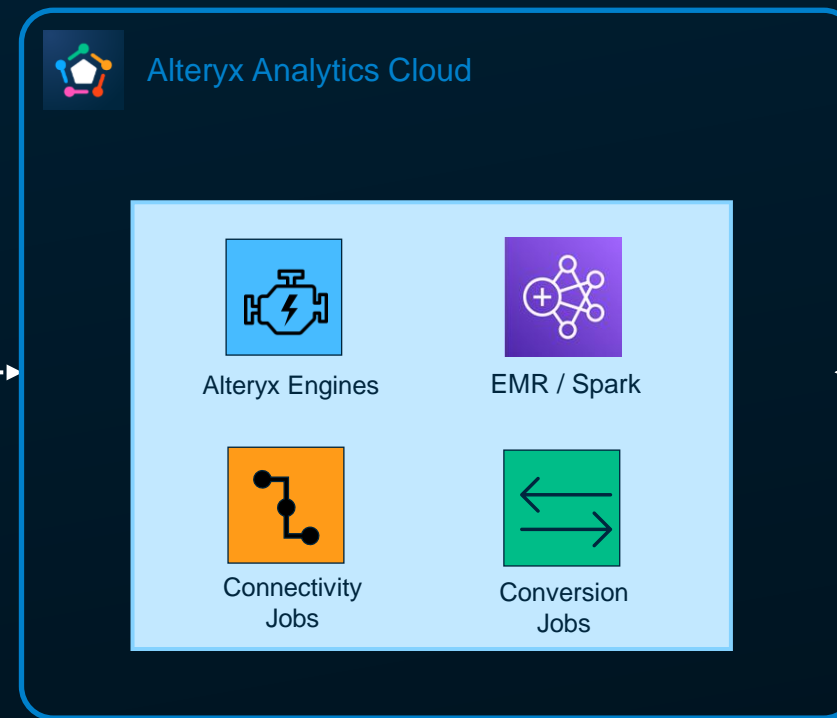
Data Processing

Data Sources

Control Plane



Data Plane



TLS 1.3



VPN

- Web Applications
- Workspace Management
- Design Time Processing
- Scheduling
- Access & Control

- Job Execution
- Connectivity to Data Sources
- File Type Conversions
- Kubernetes Orchestration

- Data Sources
- Snowflake Pushdown Processing

ARCHITECTURE WITH PRIVATE DATA HANDLING

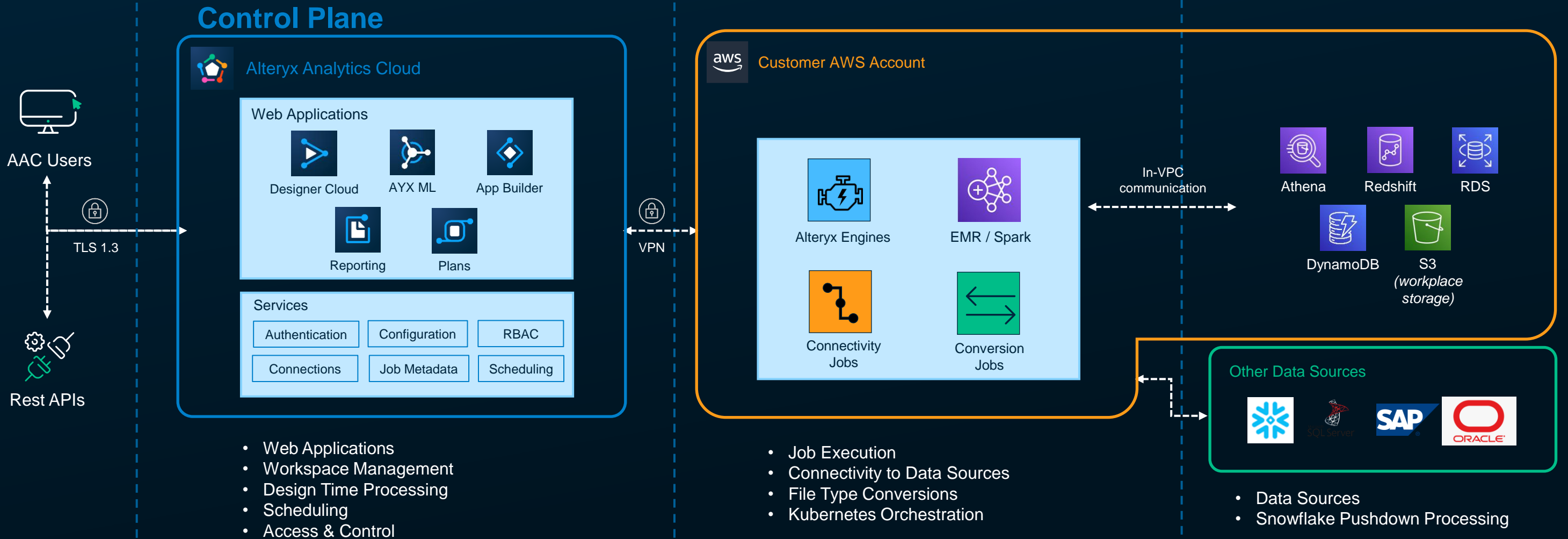
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Application Services

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The Designer Cloud Processing Method

Designer Cloud

```
graph TD; A[Designer Cloud] --> B[Push Down (IN-DB)]; A --> C[AMP]; B --- D[And/or]; D --- C;
```

Push Down
(IN-DB)

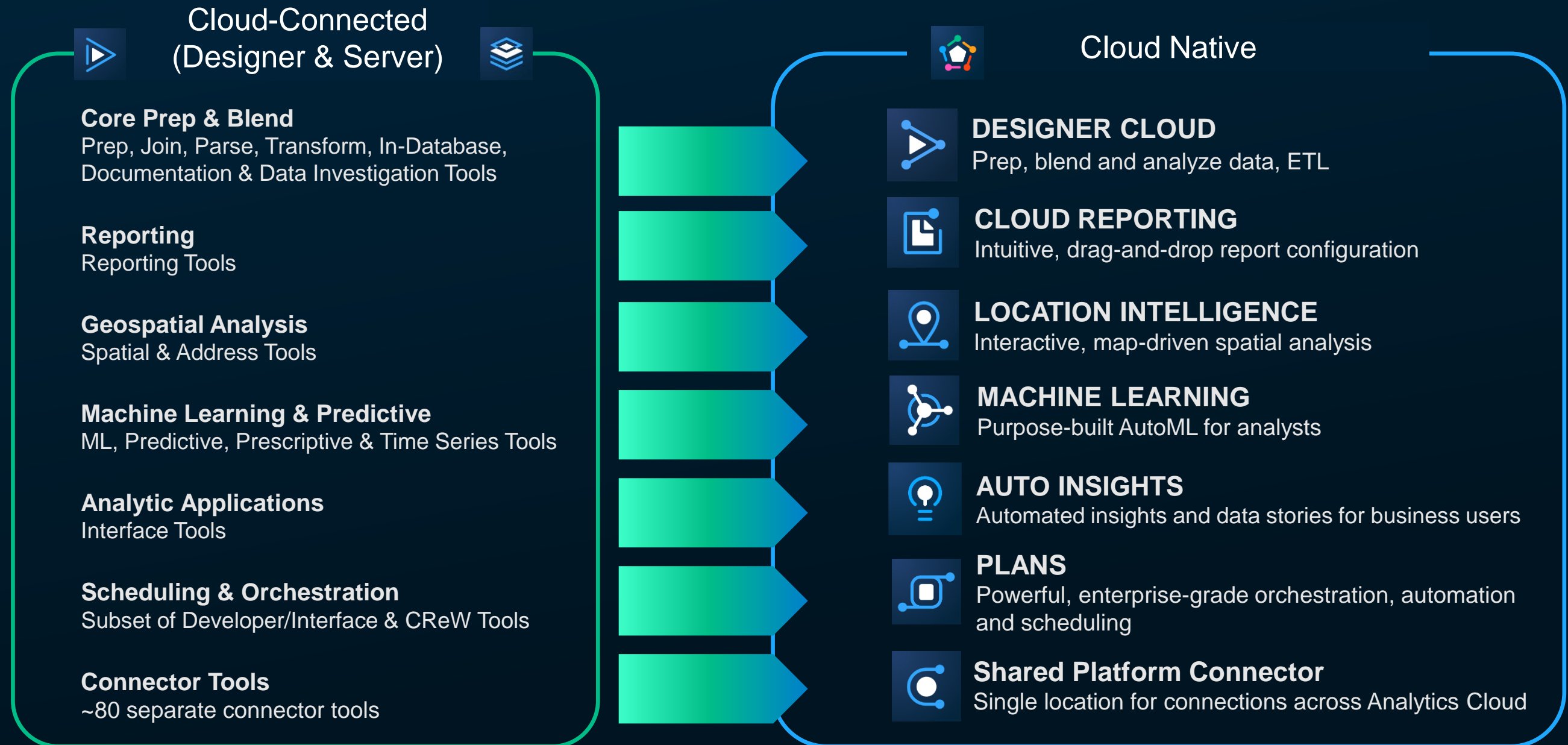
And/or

AMP

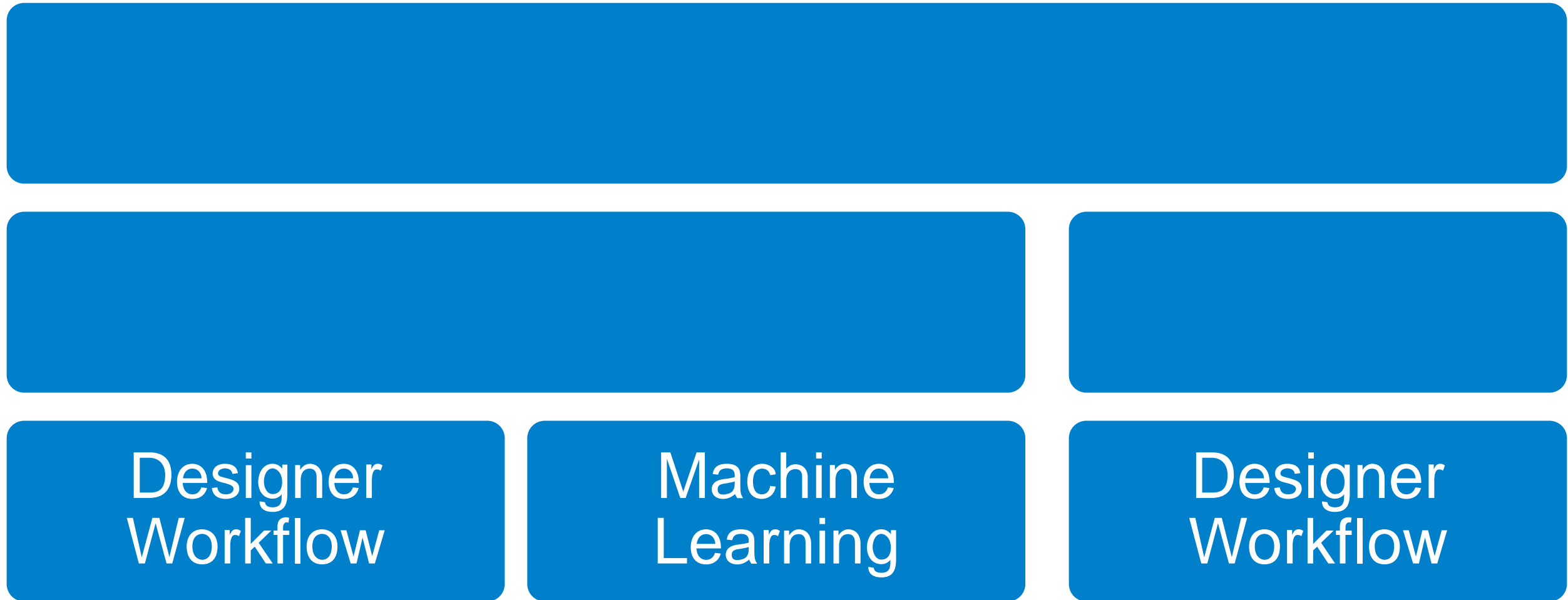
Why are there so many fewer tools in Designer Cloud than Alteryx Designer?

-Every Alteryx User, Ever

From Multi-Purpose to Purpose-Built



Alteryx Cloud is like onions... Because onions have layers



Benefits of this new way of developing

Distinct Tools Managed by Different Teams

- Manage their own updates/roadmaps

User Focus

- Users can either learn the platform or focus on what they love.

Better Orchestration

- Plans and App Builder allow us to take individual workflows and create more complex workflow paths.

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THANK YOU