



alteryx

Alteryx 11.0

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Alteryx Analytics 11.0

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2017 Analytics Industry Trends



80%

Difficulty in ensuring data has integrity

81% gather data into spreadsheets by copying and pasting*



10%

Difficulty in obtaining analytic excellence

Only 10% of organizations believe that they outshine in quality of data, tools and methodologies**



65%

Difficulty in enabling governance

65% of organizations say governance is a useful means to empower end-users to uncover new insights ***



Alteryx Analytics 11.0

Analytic Flexibility

Sound Insights

Balanced Governance

Data Platforms

- New Seamless SQL Server & Oracle connections
- New Microsoft platforms
- New In-DB platforms – Hana & IBM Netezza
- Updates to Connections: Adobe, Date time, Google Analytics, Zip files

Designer

- New Data Profiling
- New Global Search
- Enhanced Formula Tool
- UX enhancements
- Logistic Regression, Linear Regression & Decision Tree interactivity
- In-DB Predictive tools

Server

- New Data Connection Manager
- New Scheduling Experience
- New Desktop Usage Audit
- Amazon Marketplace



Analytic Flexibility

Data Platforms



Connecting to Data

- Simplified Connection Experience for SQL Server and Oracle
- Multi-File Zip



In-Database

- SAP Hana
- IBM Netezza
- Microsoft APS, Microsoft Azure SQL Database

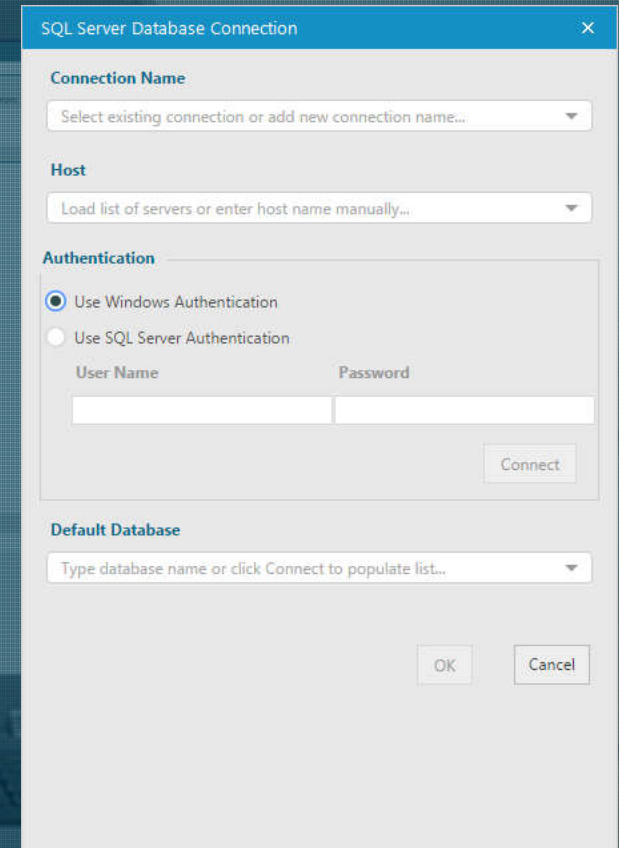
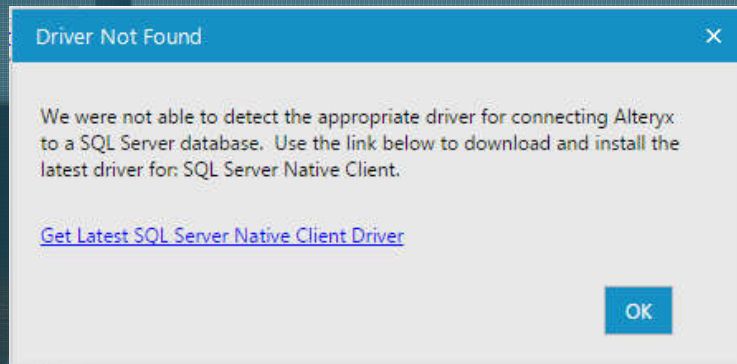
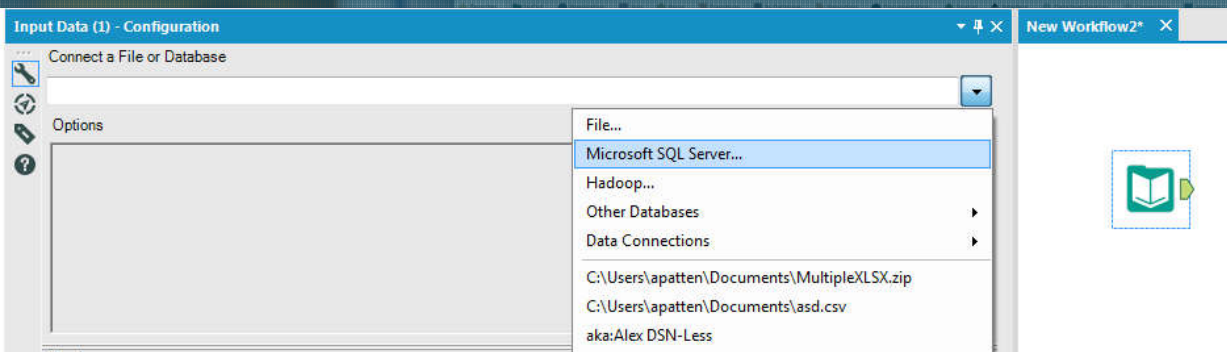


Beyond the Database

- Connection Extensibility
- Enhancements to SharePoint

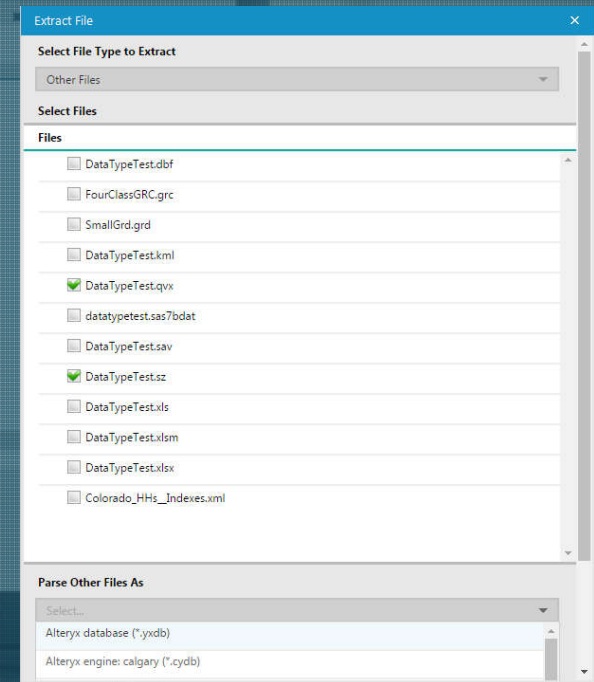
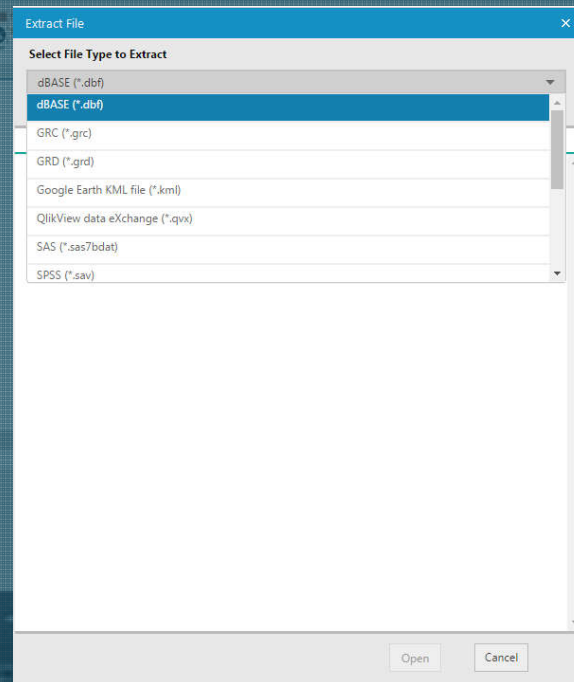
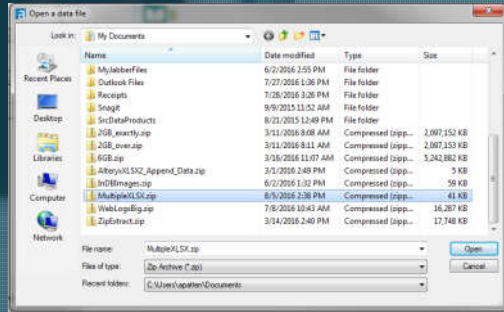
Analytic Flexibility

Data Platforms – Seamless Connections

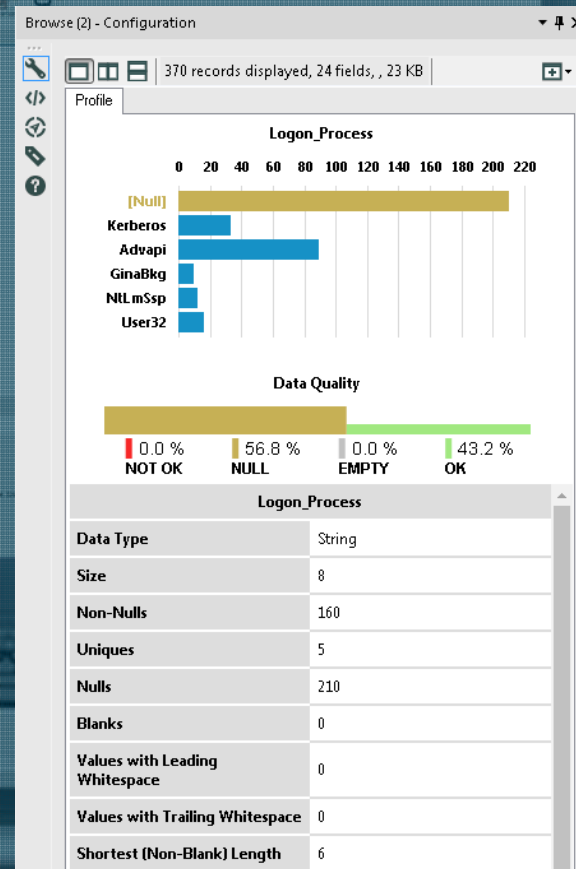
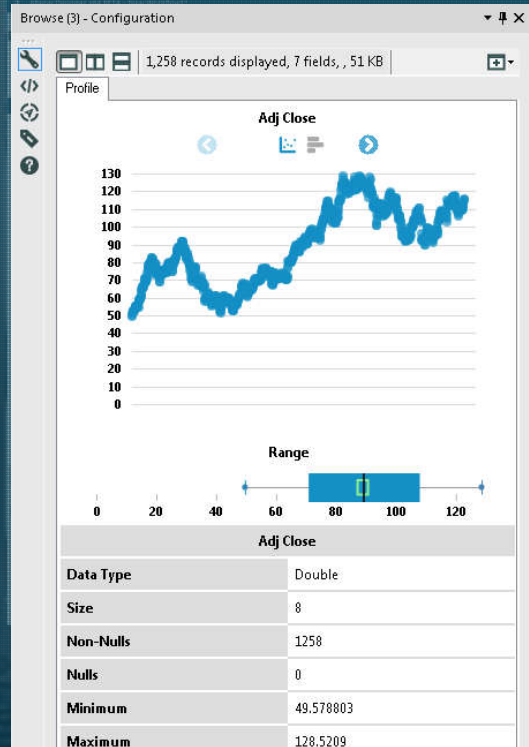


Analytic Flexibility

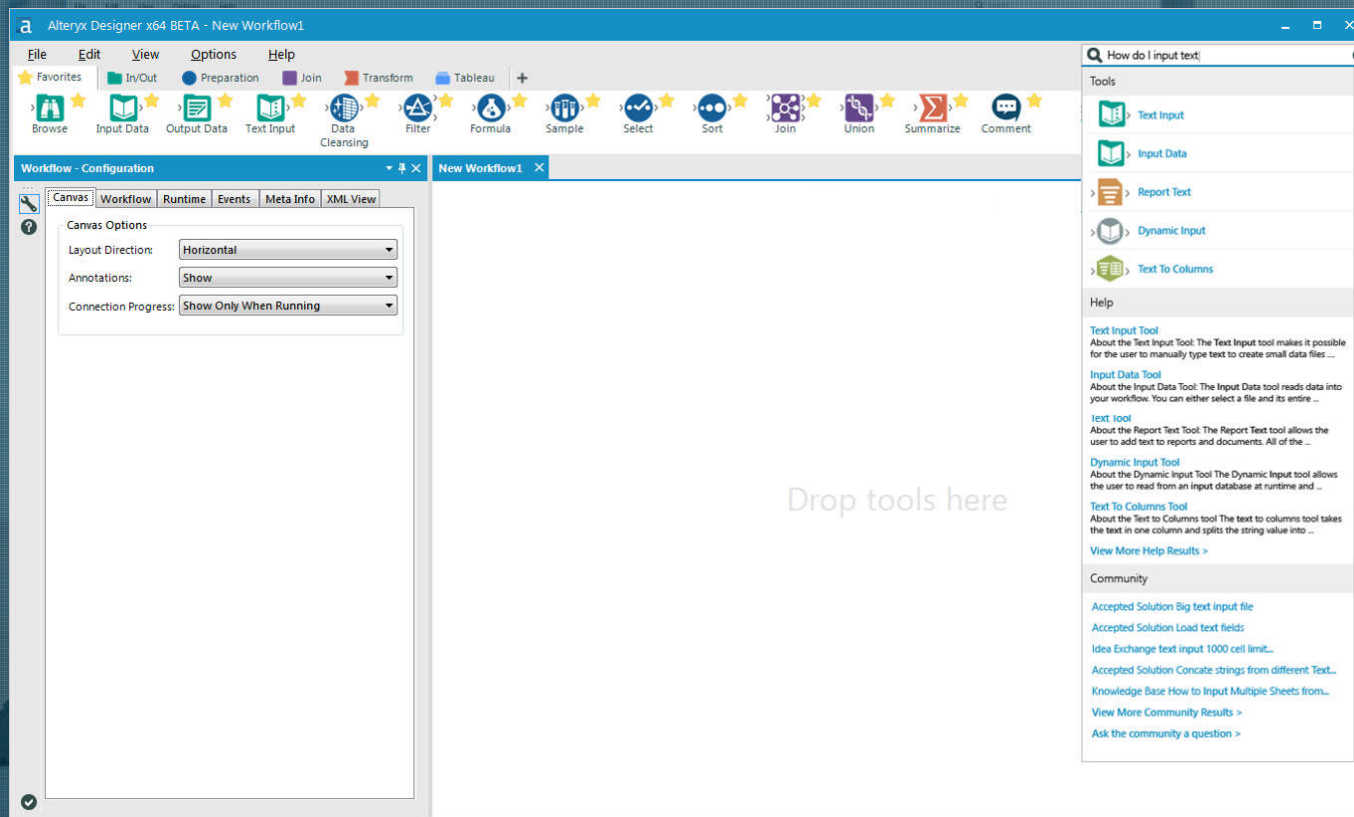
Data Platforms – Multi File Zip



Sound Insights Designer – Data Profiling



Sound Insights Designer – Global Search



Sound Insights Designer – Improved Formula Tool

The screenshot shows the Alteryx Designer interface with the Formula tool configuration window open. The window is titled "Formula2 (1) - Configuration" and "FormulaTest.ymd". The "Output Field" section is expanded, showing a "Data Preview" table with the following data:

Name	Units	Ordered	Date	Customer Response
Robert	3	3.1	2016-05-05	0

The formula editor contains the following code:

```
IF [Units] > 0 THEN 0 ELSE 1 ENDIF
```

The "Data type" is set to "V_String" and "Size" is 64. The "Results - Formula2 (1) - Messages" window at the bottom shows 0 Errors, 0 Conv Errors, 0 Warnings, and 0 Messages.

This screenshot shows the same Alteryx Designer interface, but with a list of functions displayed in the formula editor. The "Output Field" section and "Data Preview" table are identical to the previous screenshot. The formula editor now contains the following code:

```
IF [Units] > 0 THEN 0 ELSE 1 ENDIF  
TrimRight (String, y)  
Uppercase (String)  
UrlEncode (String)  
UuidCreate ()  
[Name]  
[Units]  
[Ordered]  
[Date]
```

The "Results - Formula2 (1) - Messages" window at the bottom shows 0 Errors, 0 Conv Errors, 0 Warnings, and 0 Messages.

Sound Insights Designer – UX Enhancements

The leading platform for self-service analytics



NYC_Collisions_2015_Queens.yxdb

- Cut
- Copy
- Delete
- Zoom
- Add To New Container**
- Bring to Front
- Send to Back
- Make Incoming Connections Wireless

- Zoom
- Insert**
- Find Tool...

env Errors 0 Warnings

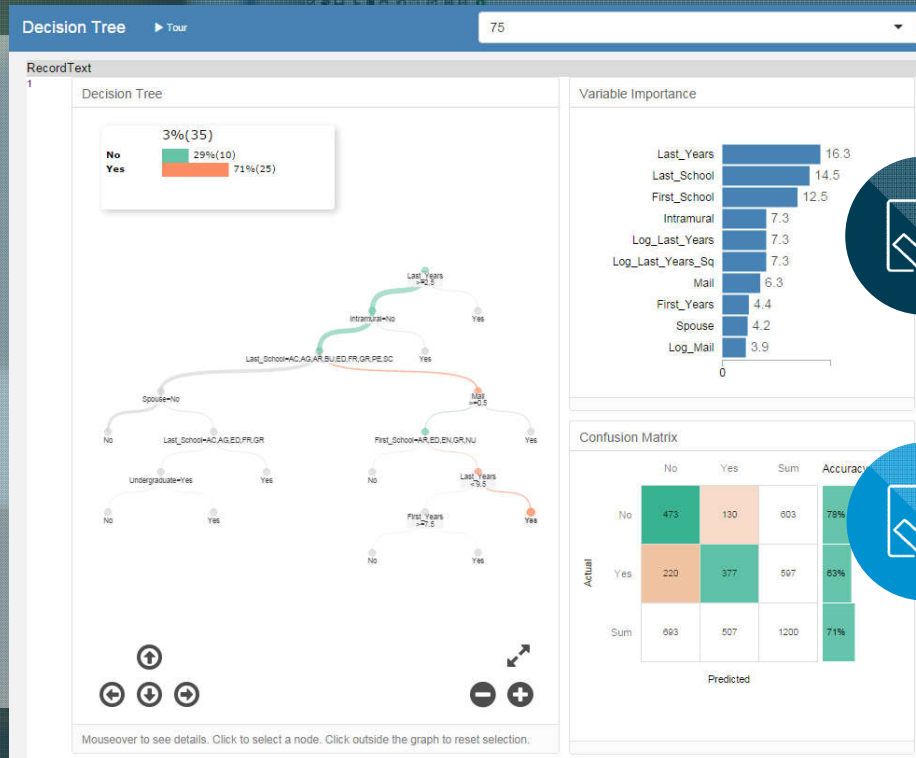
- Favorites
 - Address
 - Behavior Analysis
 - Calgary
 - Connectors
 - Data Investigation
 - Demographic Analysis
 - Developer
 - Documentation
 - In/Out
 - In-Database
 - Interface
 - Join
 - Laboratory
 - Parse
 - Preparation
 - Reporting
 - Spatial
 - Transform
 - Macro...**

Results - Input Data (1) - Output

29 of 29 Fields | Cell Viewer | * 4,196 of 42,458 records displayed (partial results)

Record #	DATE	TIME	BOROUGH	ZIP CODE	LATITUDE	LONGITUDE	
1	2015-12-31	09:56:00	QUEENS	11101	40.752976	-73.910233	(40.7529
2	2015-12-31	12:45:00	QUEENS	11378	40.728782	-73.926144	(40.7287
3	2015-12-31	18:30:00	QUEENS	11434	40.667963	-73.771543	(40.6679

Sound Insights Designer – Advanced Analytics



Enhanced Predictive Modeling Tools

Provide common interactive reports to boost user understanding, improved error messages, and enhanced functionality

In-DB Platforms & Functionality

Decision Tree, Forest model, and Boosted model in SQL Server

Balanced Governance Server – New Scheduling Experience

The screenshot shows the Alteryx Analytics Gallery interface. On the left, there is a sidebar with navigation icons for Home, Districts, Private Studio, My Files, and My Recent Results. The main content area displays a report titled "Private Studio App Report" by "Alteryx Studio - Alteryx Curator". Below the report title, it says "Version 2 - Uploaded 6 months ago" and "Run: 115 times". A "Create Schedule" dialog box is open in the foreground, showing options to create a schedule for the workflow "Calgary_CrossCount.yemd". The dialog includes a calendar for selecting a start date (September 26, 2016) and a time selection field set to 10:00 AM. There are also radio buttons for "Once", "Recurring", and "Custom" scheduling options.

The screenshot shows the Alteryx Analytics Gallery interface with the "Schedules" table displayed. The table lists various workflows and their scheduling configurations. The table has columns for Schedule/Workflow, Frequency, Created, State, Last Run, Next Run, Times Run, and Owner. The "Schedules" table contains the following data:

Schedule/Workflow	Frequency	Created	State	Last Run	Next Run	Times Run	Owner
Tableau WDC Demo (HDURLY)	Yearly: 1st day of January	2016-01-05 13:30	Disabled	2016-01-05 13:30	Never	1	curator
Example Workflow	Daily at 1:00am	2016-08-01 14:45	Completed	2016-07-05 13:30	2017-07-07 14:45	1	journo
Barco Wrapped (alteryx)	Weekly: Monday at 9:00am	2016-07-05 13:30	Running	2016-07-05 13:30	2016-07-15 13:30	6	hparrow
Tableau WDC Demo (HDURLY)	Monthly: 1st day of the month at 1:30pm	2016-06-01 14:45	Completed	2016-07-05 13:30	2016-08-05	1	janitor
Another Workflow	Daily at 8:30am	2016-07-05 13:30	Active	2016-07-05 13:30	2016-08-01 14:45	27	ratark
Tableau WDC Demo (HDURLY)	Monthly: 2nd Week	2016-07-05 13:30	Active	2016-07-05 13:30	2016-08-01 14:45	1	jinow
Tableau WDC Demo (HDURLY)	Custom: M-F 12:00am	2016-08-01 14:45	Completed	2016-07-05 13:30	Never	5	clanster
Tableau WDC Demo (HDURLY)	Custom: Tuesday & Thursday at 6:00am	2016-07-05 13:30	Active	2016-07-05 13:30	2016-08-01 14:45	1	jinow
Tableau WDC Demo (HDURLY)	Monthly: Last day of the month	2016-07-05 13:30	Completed	2016-07-05 13:30	2016-08-31 18:45	2	tearth
Tableau WDC Demo (HDURLY)	Once	2016-07-05 13:30	Running	2016-07-05 13:30	Never	1	jinow

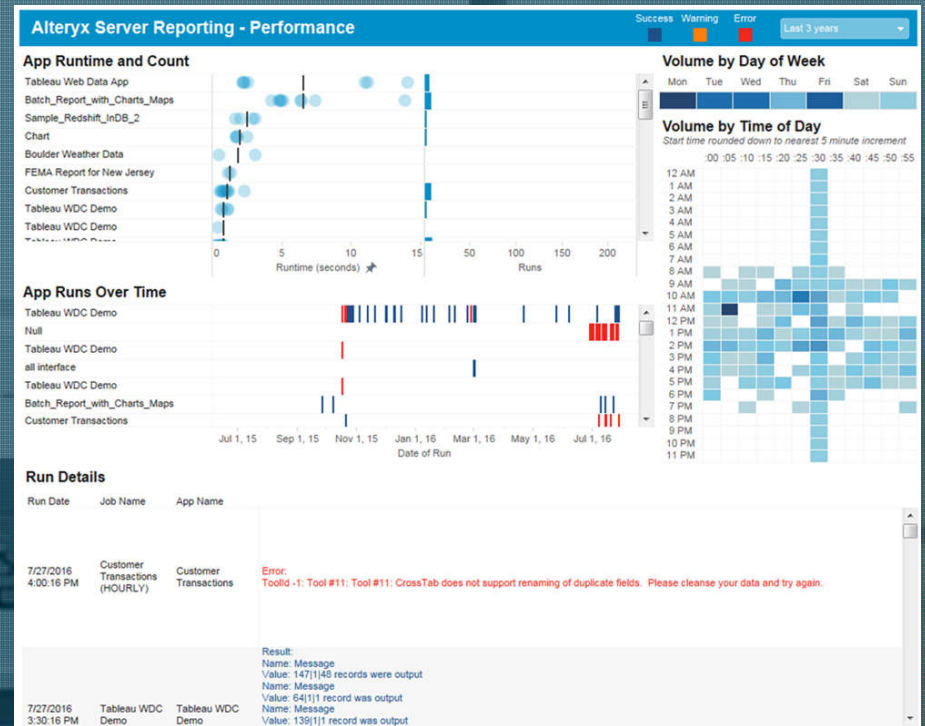
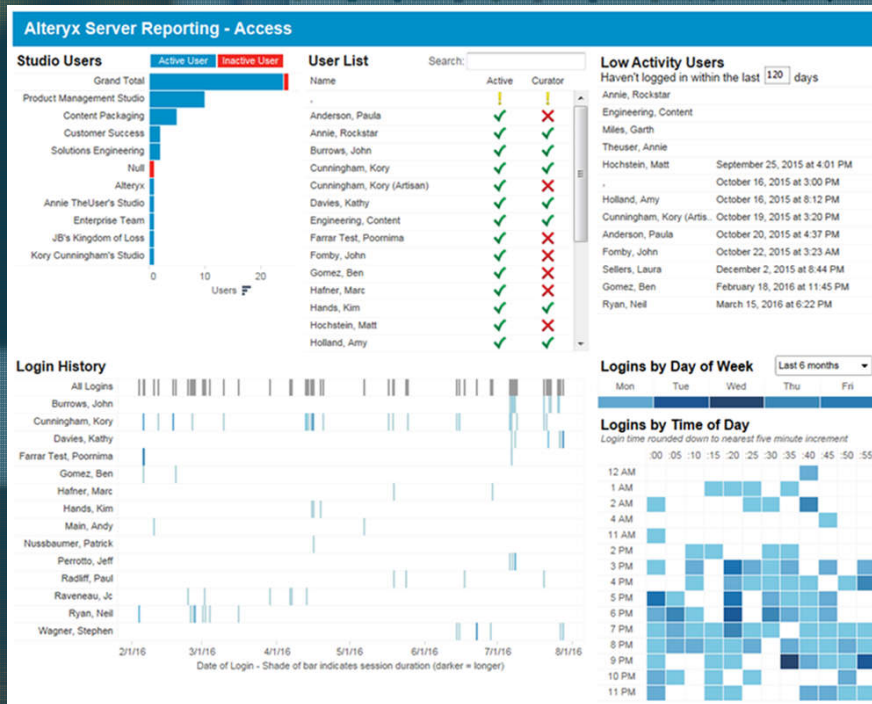
Balanced Governance Server – Data Connection Management

The image displays two overlapping screenshots of the Alteryx Designer v14.1 interface, illustrating the process of managing data connections. The top screenshot shows the 'Workflow Configuration' pane on the left, where the 'Data Connections' folder is expanded. A context menu is visible, listing various connection types such as 'Alteryx Gallery', 'My Company's Gallery', 'DevTest SQL001 (Local)', and 'Manage...'. The bottom screenshot shows the 'Manage Gallery Data Connections' dialog box, which contains a table of existing connections.

Name	URL	Last Connected
Sandbox SQL Server 1	http://reggie.alteryx.com/gallery	2016-05-24
Product SQL Server 2	http://reggie.alteryx.com/gallery	2016-05-23

Balanced Governance

Server – Usage/Audit Reporting (First released in October 2016)

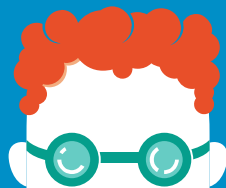


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ICONS OF ANALYTICS

JUNE 5-7, 2017

ARIA Resort & Casino, Las Vegas



Thank you.

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