

ALTERYX AT DTNA: DEMYSTIFYING AND FINDING INSIGHT IN IOT DATA

alteryx | The Thrill
of Solving

PRESENTED BY

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 @iotto

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ALTERYX
NSPIRE
YOU • AMPLIFIED • 2019

DAIMLER TRUCKS NORTH AMERICA

#ALTERYX19

COMPLETE SESSION SURVEYS

ATTENTION

You were handed a survey as you entered the room. It should take less than 2 minutes to complete

Please return your completed surveys **BEFORE YOU LEAVE** the room

Surveys are anonymous, and we rely on your opinion for improvement

YOUR
OPINION
MATTERS



ISAAC OTTO

ALTERYX USER SINCE (2016)

With Alteryx, I can process huge datasets and deliver insights quickly.



When I use Alteryx, I feel inspired to experiment and empowered to solve problems.

TODAY'S AGENDA

**1. Alteryx at Daimler
(DTNA)**

How we've integrated
Alteryx across the company

2. Why Alteryx?

Why Alteryx became a core
item in our toolkit

**3. Stepping into Digital
Transformation**

A manufacturing company
making digital products

**4. Customer-First Product
Development**

How Alteryx enables quick
product improvement

ALTERYX AT DAIMLER (DTNA)

HOW WE UTILIZE ALTERYX



DAIMLER TRUCKS NORTH AMERICA



WHAT WE DO

WE ARE A MANUFACTURING COMPANY

We build trucks & buses



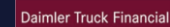
WE ARE ALSO A...



Parts retailer



Service organization



Financing company



Technology company

HOW WE USE ALTERYX

AFTERMARKET – DATA TO THE PEOPLE

PARTS SALES – PROCESS AUTOMATION

**DIGITAL VEHICLE SOLUTIONS – NEXT
GENERATION DIGITAL SERVICES**

**FINANCE – INTERACTIVE APPS AND
SCHEDULED REPORTING SAVES HUNDREDS
OF HOURS OF EFFORT**

**REAL COST OF OWNERSHIP – ETL AND
SERVER AUTOMATION**

DATA IN THE HANDS OF THE BUSINESS

GRASSROOTS DATA CULTURE

- **Empower** business and IT to work together
- **Building and end-to-end story** from disparate systems that don't talk
- **Analytics Centers of Excellence** provide accessible knowledge and resource



ALTERYX ENABLES US

- Alteryx **empowers** us to play across platforms and technology
- Alteryx **connects** analysts to data across platforms and technology
- Alteryx **enables** business decision-making

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STEPPING INTO DIGITAL TRANSFORMATION

**DATA-DRIVEN CULTURE AND DATA
COMPETENCY IS A NECESSITY**

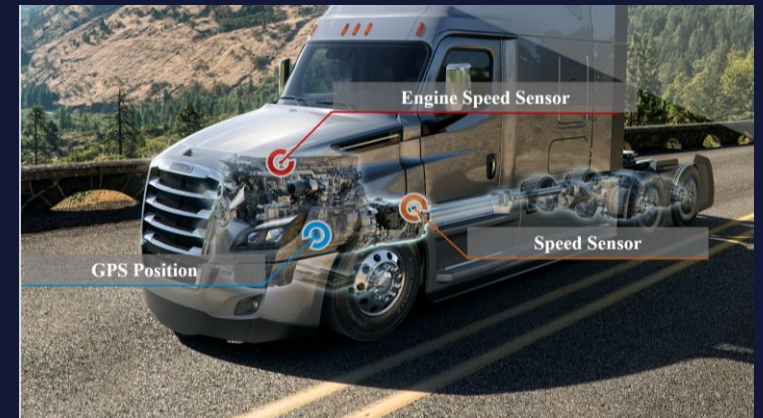
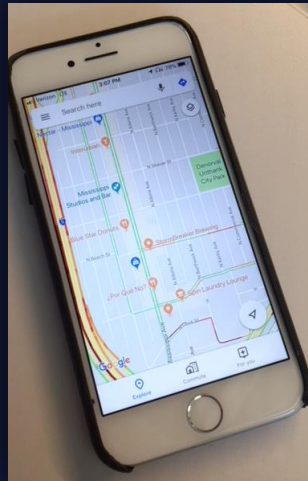
TRADITIONAL COMPANIES NEED TO USE DATA

The world's most valuable resource is no longer oil, but data
– *The Economist, May 2017*

*How Companies Like Amazon and Google Turn Data
Into a Competitive Advantage -- and How You Can Too*
– *Inc, March 2018*

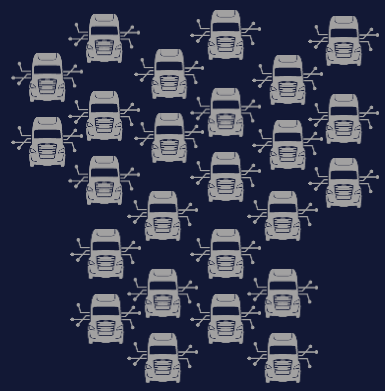
*Big Companies Are Embracing Analytics, But Most Still
Don't Have a Data-Driven Culture*
– *Harvard Business Review, Feb 2018*

WE ARE SURROUNDED BY IOT DEVICES...



... AND THERE'S A LOT OF DATA

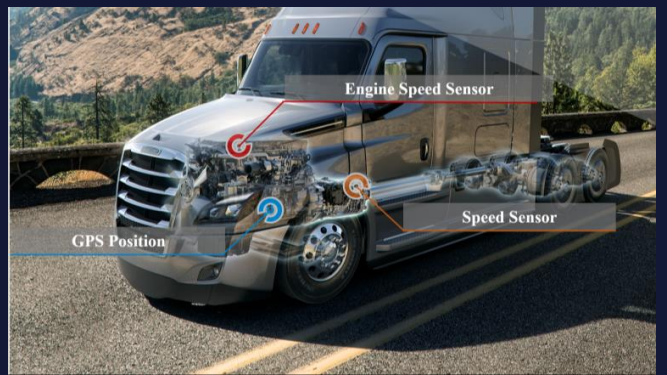
Connecting 300 additional trucks everyday



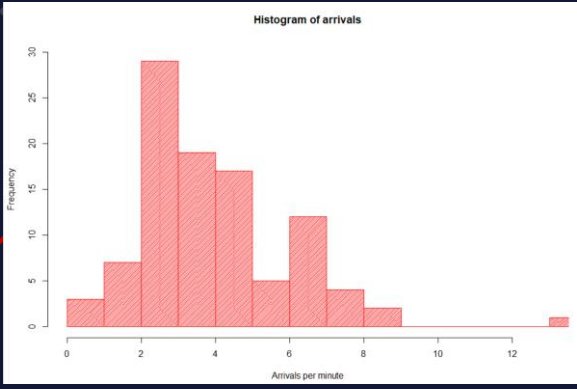
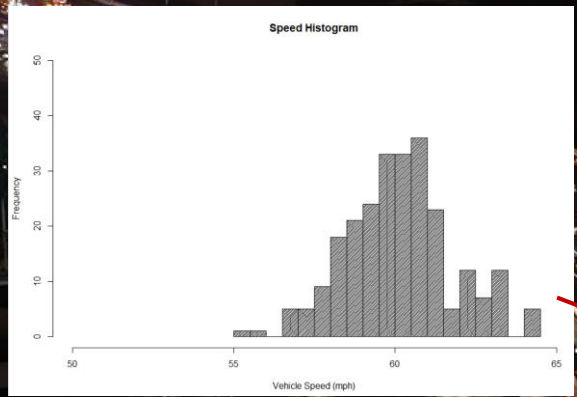
Trillions of rows of data



Multiple data streams, dozens of high-granularity sensors



MAKING SENSE OF THE NOISE



Coolant Level Low
12 occurrences in last 30 days

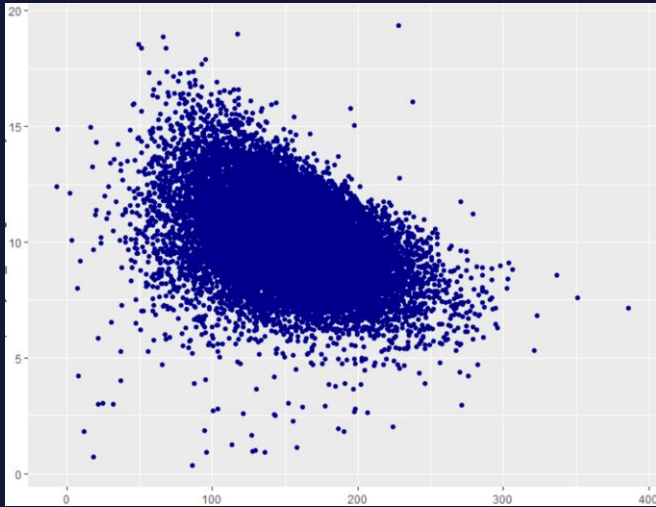
WHERE THE RUBBER HITS THE ROAD



It's not enough to know we need data or to have data...

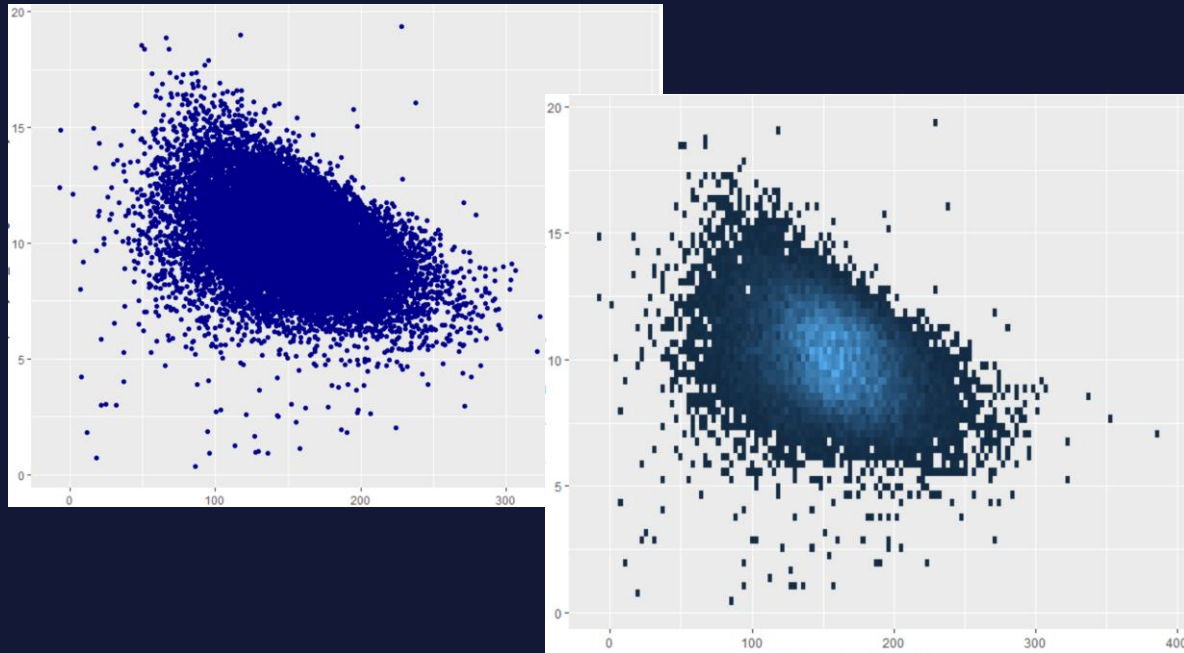
UNIQUE DATA NEEDS UNIQUE HANDLING

WHERE TO START WITH IOT DATA



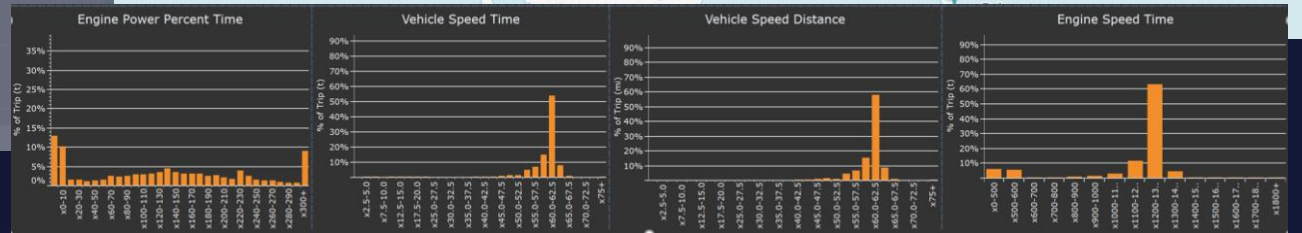
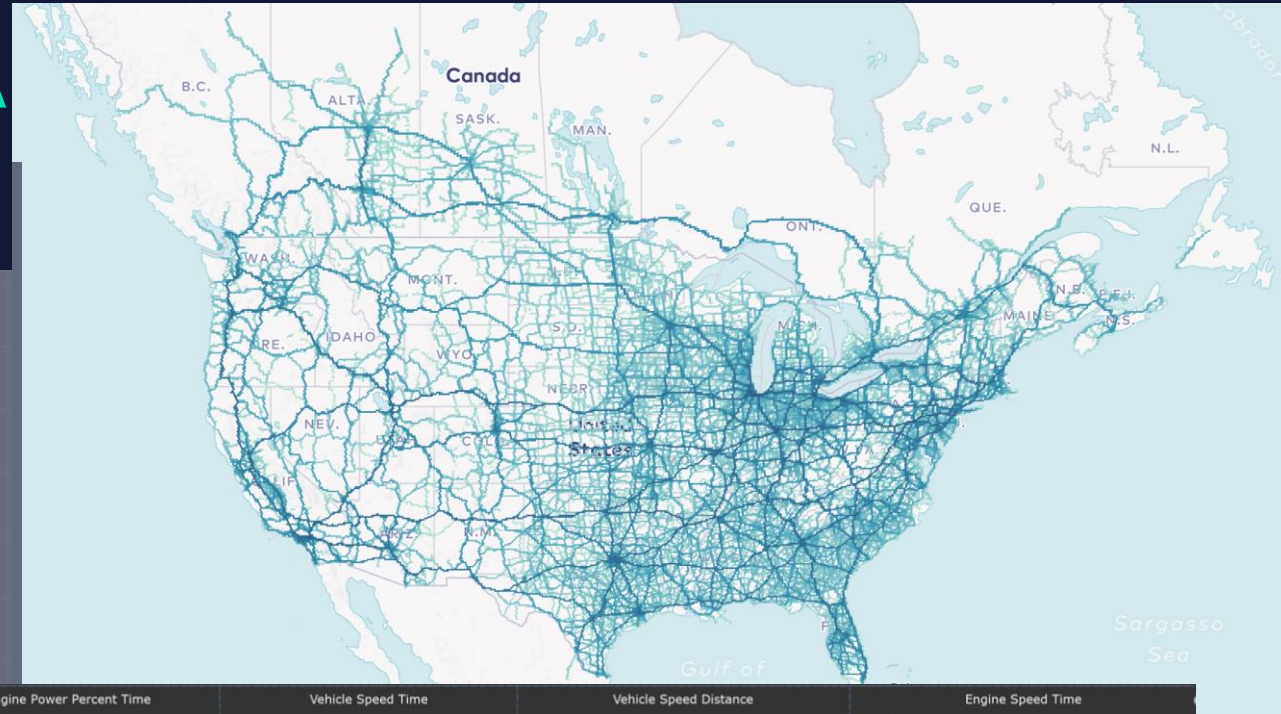
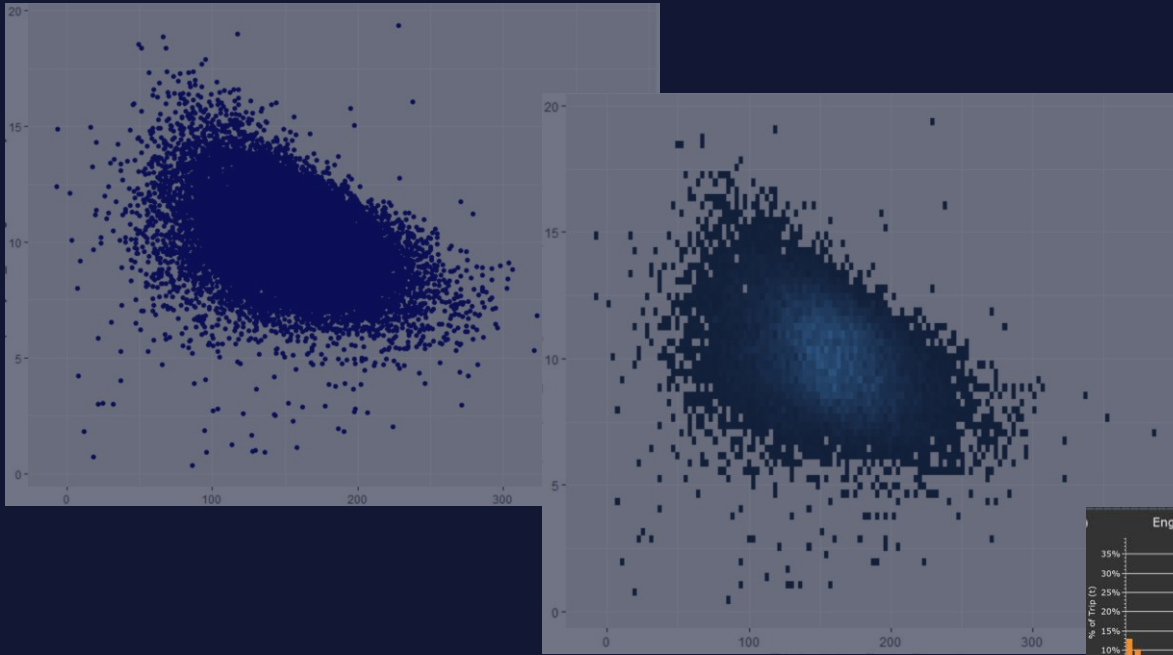
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CUSTOMER- FIRST PRODUCT DEVELOPMENT

ALTERYX IN OUR DEV CYCLE



WIN-WINS FOR THE BUSINESS AND CODE DEVELOPMENT

THE CHALLENGE

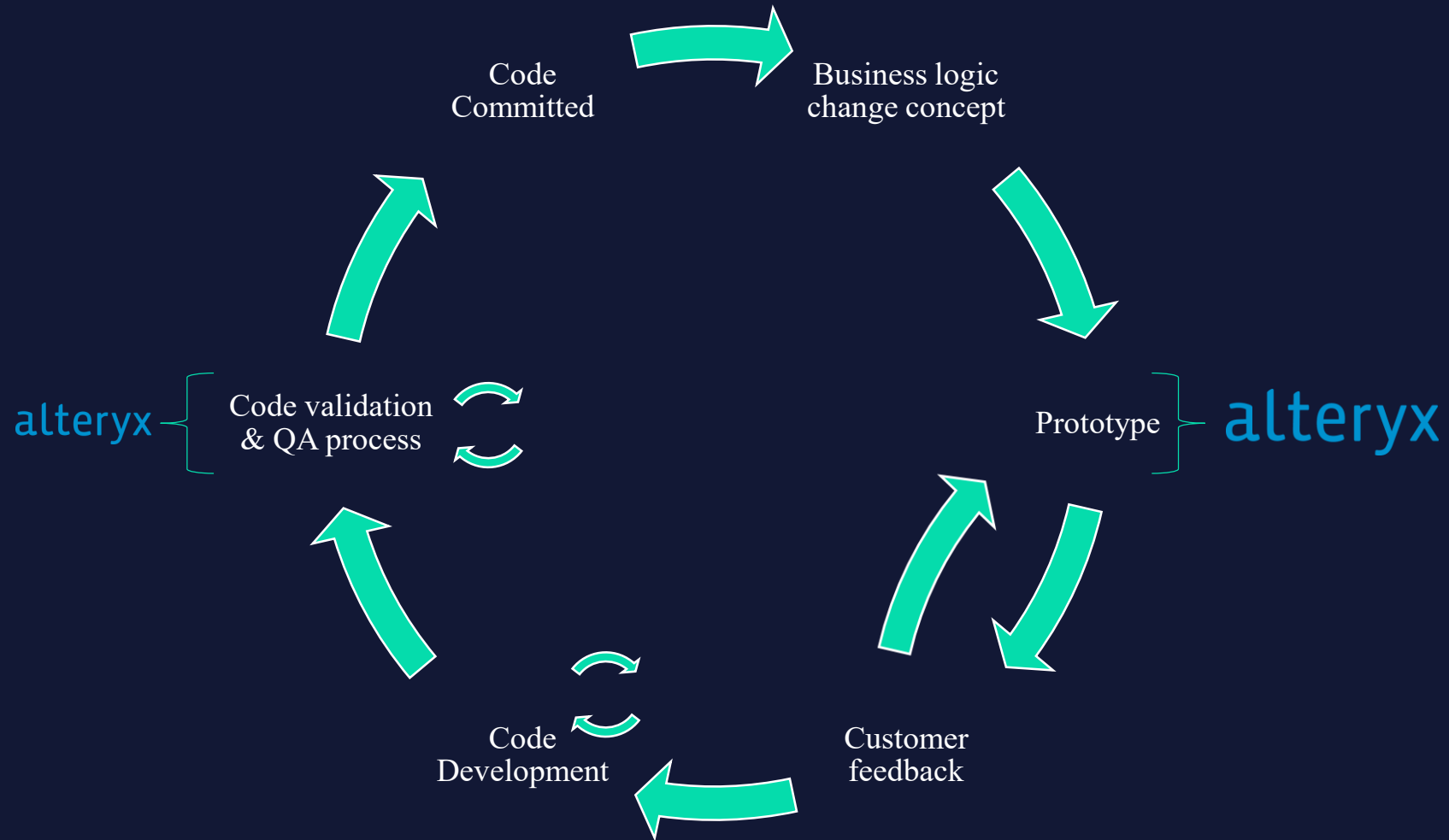
- New products and new data create ambiguity
- Change the game
- Our customers business is evolving:



OUR APPROACH

- Business-side validation workflows
- Iterative algorithm refinement
- Deploy code once

PRODUCT IMPROVEMENT CYCLE



HOW ALTERYX SPEEDS US UP

Business owners of the product are closer to development

- We can hand off more fully baked ideas
- We save our developers' time
- We can iterate quickly for the customer
- Business developer iterations can happen outside of development release cycles

FIVE KEY POINTS

IOT AND SO CAN YOU

1

Build relationships with IT though Alteryx

2

Get your hands dirty

3

To answer Big Data questions you need Big Data hardware

4

Get involved and keep learning

5

Start using your own IoT data (GPS, fitness data...)!

BEFORE YOU LEAVE

ATTENTION

BEFORE YOU LEAVE...

Please take a moment to complete your evaluation survey.
Hand it to the room monitors on your way out.



THANK YOU

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