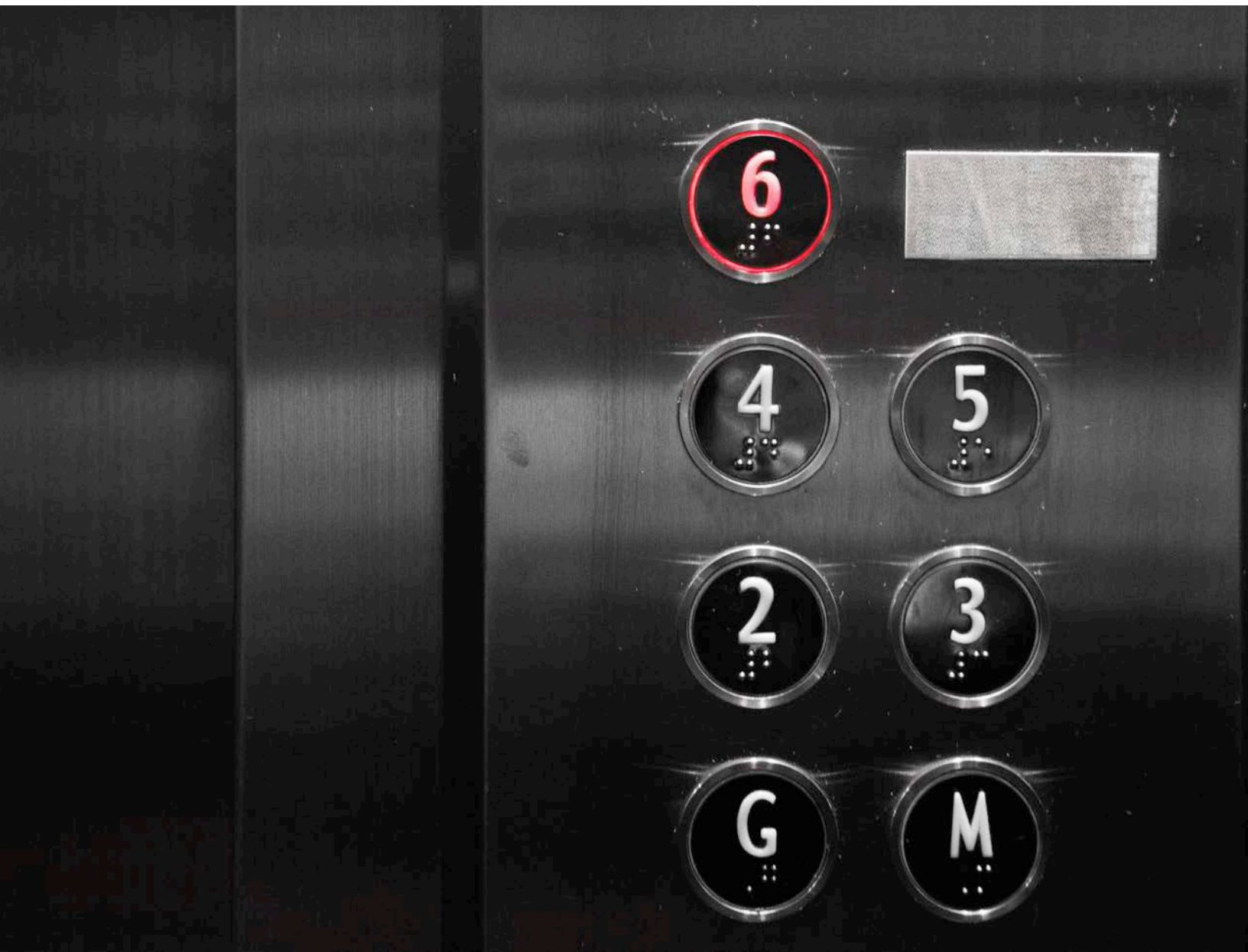


Six Ways to Go from Analytics Friction to Instant Outcomes



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Introduction

Given the fact that 48% of companies with the highest level of analytic maturity exceed their business goals¹, it would make sense that you should be basing as many decisions as possible on data-driven results. Yet, odds are you're still making gut decisions now and then. According to IDC, less than half of organizational decisions are made with data.²

As part of an organization that already has Alteryx Designer, you've already helped your team resolve some of the challenges that can prevent data-driven decisions, including:

- Data analysis time lost to repetitive tasks
- Limited resources that delay analysis and reporting
- Teams lacking advanced analytics capabilities and needing to upskill
- Legacy systems that stunt growth and scalability

But the next step is to create a data-driven culture that brings data, processes, and people together. This goes beyond data and tools. It requires a platform that naturally centralizes data, automates processes, and aligns teams.

Small businesses, large companies, and enterprises on the S&P 500 have been increasing their analytic maturity by turning to self-service analytics platforms, such as the Alteryx Analytic Process Automation (APA) platform™. With it, they're taking advantage of data, automation, and skillsets to accelerate their time to insight from months and weeks into minutes and make more decisions using data.

SIX WAYS TO GO FROM ANALYTICS FRICTION TO INSTANT OUTCOMES

With it, business leaders have leveraged the power and scale of the end-to-end Alteryx APA platform to:

1 Unlock More Meaningful Insights with **Analytic Workflow Automation**

2 Utilize Resources and Align Stakeholders with **Analytic Workflow Scheduling**

3 Eliminate Wasted Effort and Duplication by **Democratizing Workflows**

4 Drive Decisions Using Advanced Analytics Through **Upskilling**

5 Build Analytic Environments That Easily **Scale With Growth**

6 Encourage Collaboration by Creating a **Culture of Analytics**

Here's How You Can, Too.



1. Unlock More Meaningful Insights with Analytic Workflow Automation

Current Challenges for Organizations

- Repetitive analytic tasks eat up valuable time
- Difficult to get insights in a timely manner
- Current point solutions only provide part of the big picture

How the Alteryx APA Platform Delivers Actionable Results

- Automating repetitive tasks frees up time for problem solving
- Repeatable workflows produce insights in minutes
- Analytic platforms handle processes and make analytic apps shareable within the organization

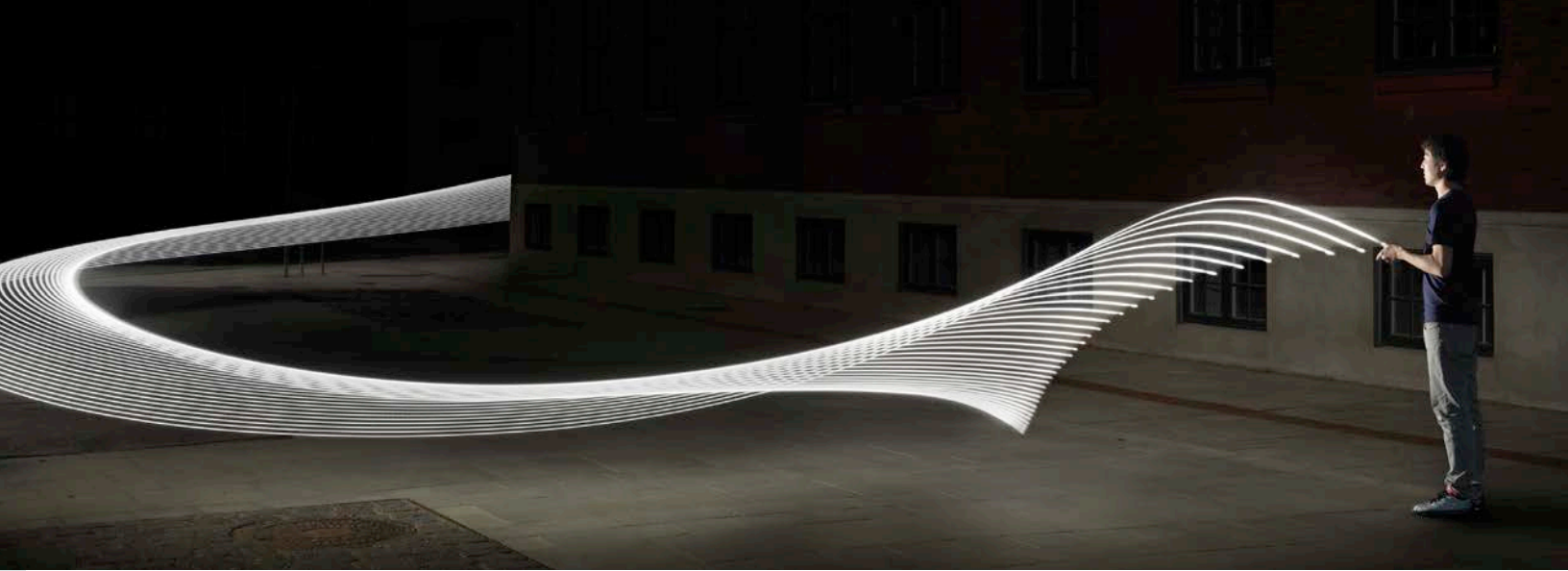
Repetitive processes and tasks cost analytic teams 80% of their time,³ which is part of the reasons leaders are forced to make decisions without data backing it up. It's costly, too. Businesses lose anywhere from \$9.7 million to \$14.7 million per year due to bad data and a lack of transparency.⁴

Leaders are speeding up analytic impact through the Alteryx APA platform with automation and features such as text mining and sentiment analysis. APA platforms automate workflows, make them repeatable, and provide insights in minutes — receiving output without having to wait on an analyst to manually run your report. About 45% of businesses use self-service, end-to-end analytics platforms, like the Alteryx APA platform, and, of the ones that do, more than half (53%) use them daily.⁵

By adding Alteryx Analytics Hub or Alteryx Server as part of your APA environment, the teams providing you insights can spend more of their time thoughtfully analyzing the data and answering meaningful questions. From there, you can develop a compelling strategy, align stakeholders, and deliver winning business outcomes centered on trusted insights.

“**Businesses lose anywhere from \$9.7 million to \$14.7 million per year due to bad data.**”

Source: Scaling Analytics Across The Organization



2. Utilize Resources and Align Stakeholders with Analytic Workflow Scheduling

Current Challenges for Organizations

- Limited, or no, scheduling options prevent timely reports
- Time lost asking for updates and narrow visibility into reports across organization
- IT resources are overused and inefficient

How the Alteryx APA Platform Delivers Actionable Results

- Customizable scheduling options help you prioritize important reports
- Immediate visibility of reports without having to ask or wait
- Company-wide transparency (based on existing governance strategy)

In order for you to keep stakeholders in the loop, Forbes mentions the following pieces of advice: Share quickly and often, make progress visual, send weekly scheduled updates, develop a dashboard, bring them into your content, and practice transparency.⁶

Maintaining that visibility is nearly impossible without automation, and it's part of what leads to the breakdown of data-driven decisions. Not only does automation improve visibility, it, along with AI and other technologies that cut indirect costs, can help companies save anywhere from 15-20%.⁷

You can utilize an analytics platform to free up resources for analysts, save them time, and keep stakeholders up to date. Analysts can schedule workflows that take up large amounts of processing power to run on a server during off-hours, and reports end up in the right hands at the right time.

**Automation and AI
save companies**

15-20%

3. Eliminate Wasted Effort and Duplication by Democratizing Workflows

Current Challenges for Organizations

- Explaining how data leads to results requires knowledge of coding or explanation from analysts
- Workflows missing data stored connected to personal devices
- Lack of transparency of past and current workflows, past work isn't leveraged in new projects

How the Alteryx APA Platform Delivers Actionable Results

- Shared workflows document logic from data to insight
- Connections are available to different data sources (databases, data warehouses, etc.)
- Searchable data catalog increases transparency and past work is leveraged

A study on British workers revealed they spend 30 days out of the year doing work a colleague has already completed.⁸ Another report shows that responding to chats and emails, and chasing people down for feedback, files, and input takes up 60% of a person's day.⁹

You can give more time back to your team by cutting out the repeated work and giving them more time to spend diving into the data and running advanced analytics. It also gives them time to clean and use more data, which is good, considering that 90% of dark data, or unstructured and hidden data, are never analyzed.¹⁰



of dark data, or unstructured and hidden data, are never analyzed.



SIX WAYS TO GO FROM ANALYTICS FRICTION TO INSTANT OUTCOMES

With workflows, data, and analytic apps being shared on an analytics platform, analysts can find previous projects and use them to start analyzing rather than searching for and cleaning up data. Searchable datasets ensure everyone is using the same, updated information to solve problems. If the analyst who worked on a previous project is out of office, or no longer with the company, their work is easily discoverable.

An added benefit to reducing duplicity is how it can increase confidence and buy-in. If a previous process and report produced especially useful results, analysts can use that same workflow to discover new insights, which will help increase the likelihood you'll be able to align stakeholders and receive buy-in for your next initiative. For example, if a team in your organization used a workflow to determine the best location for a new retail site, you might be able to use the same demographical information to help prescribe a marketing campaign to raise awareness and sales.

4. Gain Alignment and Solve Problems with Advanced Analytics

Current Challenges for Organizations

- Analytic knowledge gaps across team can reduce confidence in results
- Even with data, opinions and bias can influence decisions
- Understanding future trends and identifying opportunities

How the Alteryx APA Platform Delivers Actionable Results

- Assisted model building upskills any current or new team member to deliver advanced analytics
- Text mining and sentiment analysis features can identify consumer opinion regarding business
- Assisted modeling suggests the best models for identifying opportunities

A report by the Melbourne Business School shows that “only 8% of companies are extracting the full potential of analytics after calculating the level of analytics maturity.”¹¹ That 8 percent is also seeing 60% more profit than those lagging behind them.

Many of those companies are aided by the insights their data scientists find. But not every company can hire data scientists. The good news is that you don't need trained data scientists to get the same insights.¹²

In order to be a good data scientist, Forbes says employees need to have a strong analytics aptitude, be curious as a cat, hypothesis-driven, motivated by impact, and a structured problem solver.¹³ In other words, it's more about the approach a person takes to solving problems than the knowledge of the math and coding needed to solve it. For you, that means empowering teams to help you get the answers.

Leaders are using the Alteryx APA platform, along with text mining and sentiment analysis features of Intelligence Suite for the predictive and prescriptive insights they need. They're also using it to bring all stakeholders on the same page, which is just as important as the insights.¹⁴



5. Build Analytic Environments That Easily Scale with Growth

Current Challenges for Organizations

- Accessing all organizational workflows and data hidden in pockets and siloes
- Ensuring transparency while increasing reports and demand
- Scaling forecasting, reports, and data-driven analytics with growth and new initiatives

How the Alteryx APA Platform Delivers Actionable Results

- Centralized data and processes enable collaboration and shared analytics processes
- Automated workflows and analytic apps with scheduling speed up time to insight
- Platform easily scales with analytic needs and growth both

As the company grows, people join, and more analytics processes are created, the ability to scale impacts business. Just ask any leader who's had to wait because an analyst was currently using their work computer to run a report for someone else. Maybe this has happened to you.

According to McKinsey, the companies that scale analytics the best focus on nine critical areas, some of which include collaboration across teams and departments, increasing their analytics investments, developing clear strategies, using sophisticated methods (such as advanced analytics), implementing strong data governance, and empowering leaders to make analytics-driven decisions."¹⁵

SIX WAYS TO GO FROM ANALYTICS FRICTION TO INSTANT OUTCOMES

An analytics platform can manage access to your largest datasets and handle your resource-heavy analytics processes. As you request more workflows and your team adds more analytic processes and apps, offload the processing power to a central server to allow you to scale that work without draining your team's resources by slowing their computers and laptops down.

Analytic apps contribute to the democratization of analytics by providing nontechnical business users the ability to access the output of a workflow on their own. APIs enable you to connect to different data sources and third-party applications, further increasing your ability to collect information as you scale. (From here, anyone can learn and grow to fill in gaps. This is what happened at Brookson, a United Kingdom-based financial services company. When they realized it would be hard to teach developers how to be accountants, they instead trained their "experience accountants to execute advanced analytics.")

McKinsey Says:

The Nine Critical Areas the Companies That Scale the Best Focus On

1. Obtaining a strong, unified commitment from all levels of management
2. Increasing analytics investments, with a focus on the last mile
3. Developing a clear data strategy with strong data governance
4. Using sophisticated analytics methodologies
5. Possessing deep analytics expertise by a tailored talent strategy
6. Creating cross-functional, collaborative agile teams
7. Prioritizing top decision-making processes
8. Establishing clear decision-making rights and accountability
9. Empowering the front lines to make analytics-driven decisions

See how
7-Eleven tackles
challenges
through
analytics
apps that
give internal
stakeholders
access to
self-service
analytics in
this webinar.

[Watch Webinar](#)

6. Encourage Collaboration by Creating a Culture of Analytics

Current Challenges for Organizations

- Lack of centralization and transparency into data, workflows, and reports
- Inability or limitations to automating workflows and insights
- Barriers to upskilling a workforce to learn data science

How the Alteryx APA Platform Delivers Actionable Results

- Democratizes analytics and makes them available to anyone across the organization
- Automates the analytic process for faster insights
- Empowers people from all backgrounds to learn data science skills without code and work together

The challenge that many leaders face today is bringing their teams and data together to make data-driven decisions. You've probably faced the same struggle, and know the fix isn't as simple as adding analytic tools to the tech stack or simply having insights. It requires converging data, processes, and people together.

The organizations that do it best align everything together, encourage a company culture that backs each decision with good data, and frees up the time to do so. Through that process, they also establish a culture built around analytics. They speed up their time to insight by bringing everyone together under the same roof and empowering them to focus on outcomes.

Instead of digging through their computers trying to find and share insights with other analysts, customizing reports for specific leaders, analysts can store and share their workflows and applications in a centralized location and collaborate with others. And you can leverage the analytics in a self-service manner.

An analytic platform helps bring together all of an organization's data, make it searchable, and converge it with automated processes that can be shared across departments and with people. From there, leaders can devise strategies based on metrics that drive growth, ensure the data's good, and capitalize on revenue.

Go From Analytic Friction to Increased Productivity with the Alteryx APA Platform

The Alteryx APA Platform enables people to share information with teams, democratize data, build analytic process automation workflows, and maintain governance at the same time. You can use Analytics Hub to easily find and use workflows, local data sources, and run processes with one click. See the real-time status of projects in the work, and have results delivered to folders, BI dashboards, apps, or other third-party services — all on a predictable schedule.

With add-ons such as the Intelligence Suite, analysts used augmented machine learning that helps them select and build the right predictive and prescriptive models. Text-mining features that can transform unstructured text from PDFs and images into useable databases speed up data prep and increase analytics insights. This includes topic modeling and sentiment analysis, which can help you gain deeper insight into how your customers feel about your products.

With the Alteryx APA Platform, using either the Alteryx Analytics Hub or Alteryx Server, you can keep your data and insights secure while ensuring that only the right people can access and see the information. Paired with Alteryx Designer, your team can upskill and learn the data science skills needed to turn the data available to your organization into increased productivity that drives growth.

Schedule a Personalized Demo

See how the Alteryx APA Platform will increase the productivity of your organization.

[Schedule Demo](#)

See the ROI

Use our free calculator to determine how much impact the Alteryx APA platform will have for you.

[See ROI](#)



SIX WAYS TO GO FROM ANALYTICS FRICTION TO INSTANT OUTCOMES

- ¹ Real World APA Use Case Scenarios
- ² Numbers That Talk: IDC's latest research on analytics
- ³ An Analyst's Approach To Modern Analytics
- ⁴ Scaling Analytics Across The Organization
- ⁵ Why Bad Data Could Cost Entrepreneurs Millions
- ⁶ Keep Your Stakeholders In The Loop With These 14 Communication Tips
- ⁷ How Industrial Companies Can Cut Their Indirect Costs—Fast
- ⁸ What Your Data Isn't Telling You: Dark Data Presents Problems and Opportunities For Big Businesses
- ⁹ People spend more time than you think repeating completed tasks
- ¹⁰ The Anatomy of Work Index
- ¹¹ 5 Characteristics Of The Data Science Hero
- ¹² The Changing Data Science and Data Engineering Tooling Environment
- ¹³ Are Your Company's Data Scientists And Leaders On The Same Page?
- ¹⁴ The Untapped Value of Analytics



alteryx

About Alteryx

As a global leader in analytic process automation (APA), Alteryx unifies analytics, data science and business process automation in one, end-to-end platform to accelerate digital transformation.

Organizations of all sizes, all over the world, rely on the Alteryx Analytic Process Automation Platform to deliver high-impact business outcomes and the rapid upskilling of their modern workforce.

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