

Measuring Data Value and ROI for the C-Suite

Quantify the impact of data and analytics on business performance

alteryx

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Alteryx: Building the Intelligent Enterprise

Trusted by 8000+ Global Enterprises

Top Line Growth		Bottom Line Return		Efficiency Gains		Risk Reduction		Fast Workforce Reskilling			
Retail		Food Services		Consumer Products		Telcom/Cable		Media/Entertainment		Professional Services	
Energy & Utilities		Healthcare & Insurance		Manufacturing		Financial Services		Travel & Hospitality		Technology	

Alteryx: Automated AI-Driven Action

Business analytics software to connect data, automate workflows & govern AI at scale

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8,000+

Global Customers,
with ~50% of
the Global 2000

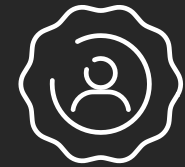


NPS 60+



\$1 Billion+

in Annual
Recurring
Revenue (ARR)



750K+

Community
Members

The AI Moment is Here



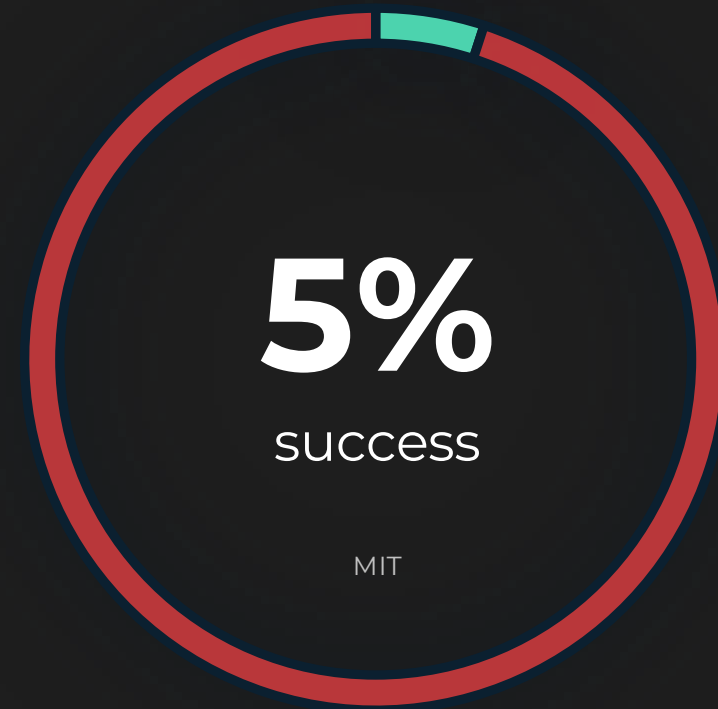
It's time to make the leap

Is Your Enterprise AI-Ready?

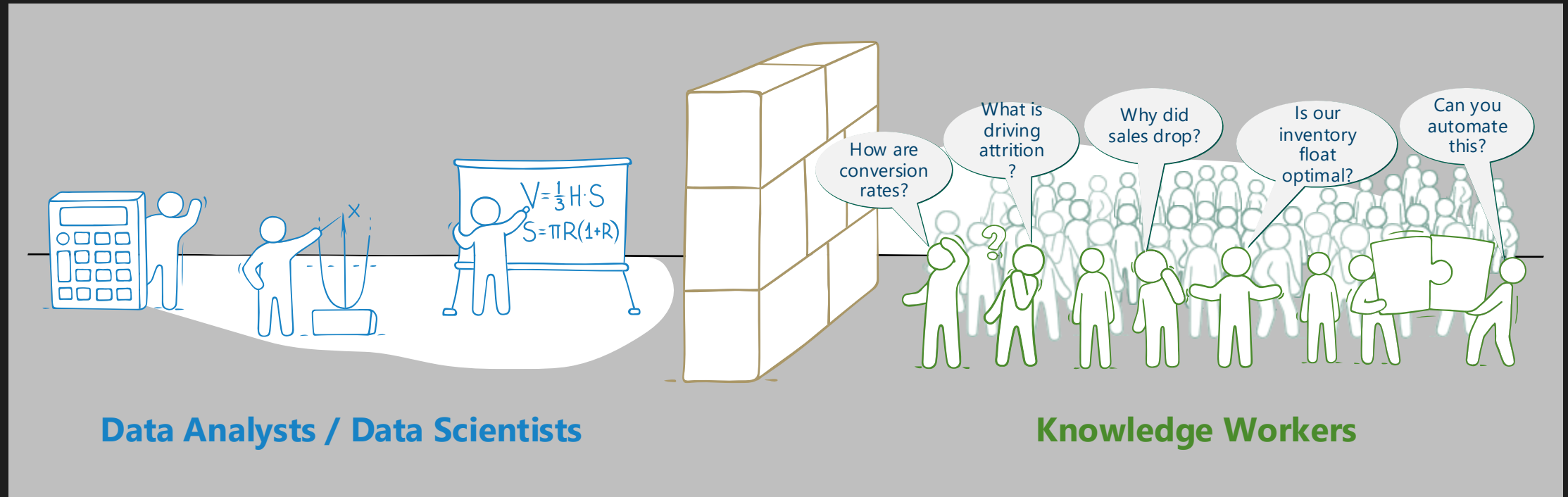
When Gen AI use cases
make it into Production...



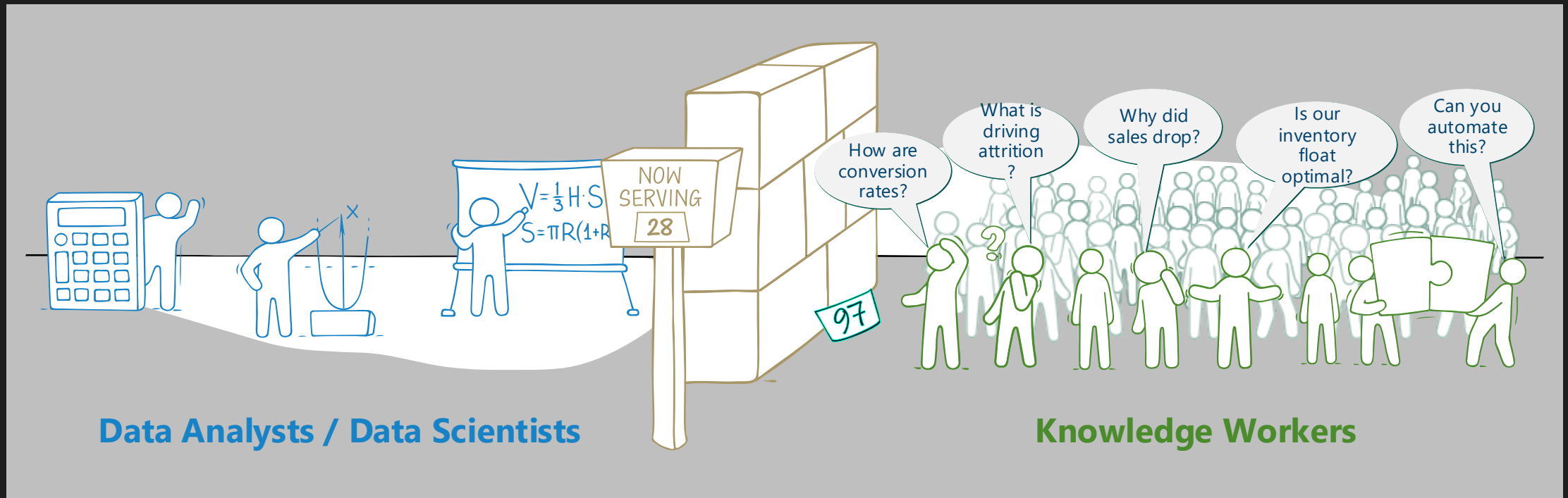
...but most never make it
out of the Pilot stage



A Growing Divide: People vs. Technology



A Growing Divide: People vs. Technology

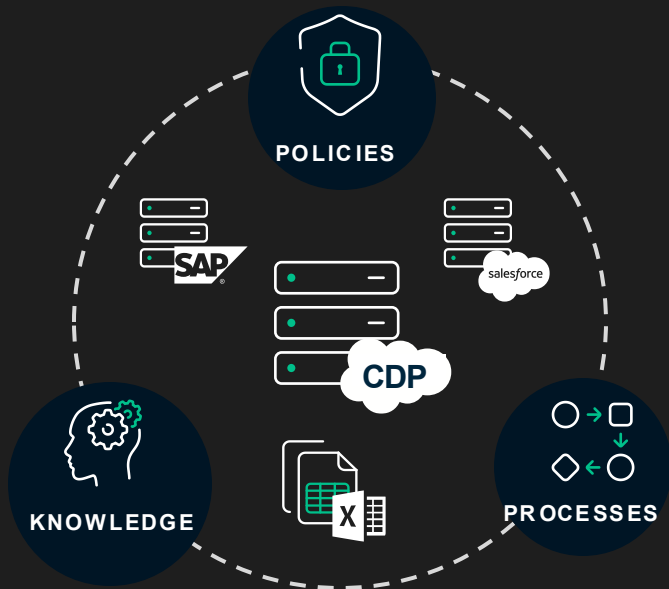


0% of Companies Satisfied
that rely on centralized IT/analytic teams for data analysis

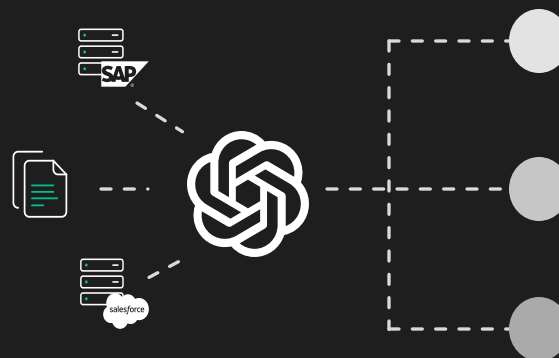
Sources: "Digital Pulse Survey", Harvard Business Review
[Scaling Analytics Across The Organization](#)

Running into Roadblocks

AI requires **context**



AI requires **governance & trust**



AI adoption & scale requires **business expertise**



Alteryx's Approach to AI



1

Make Analytics **More Approachable**
With AI-powered capabilities

2

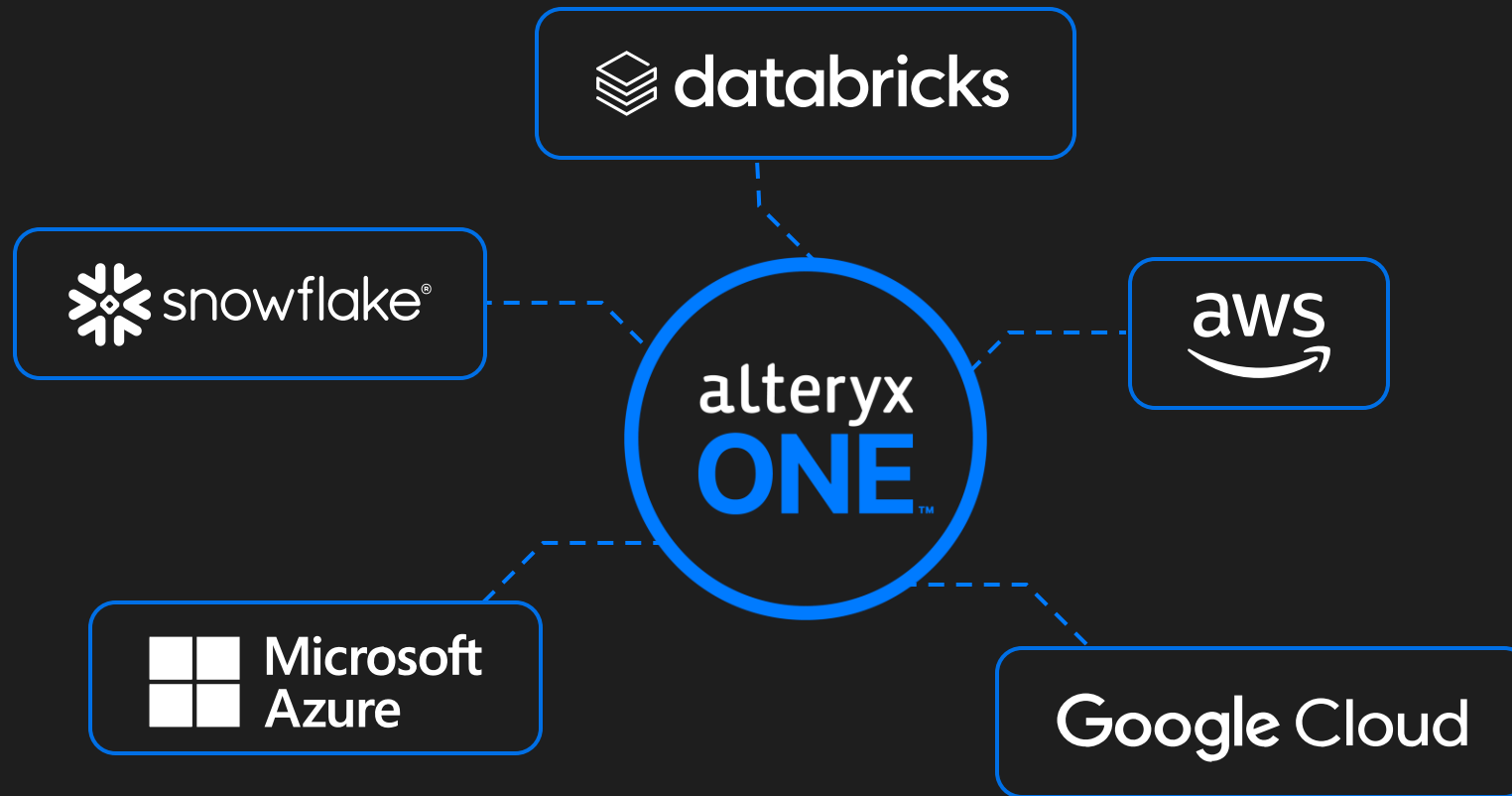
Scale AI responsibly using **AI-Ready Data**
With our core prep, blend and analytics workflows

3

Solve **More, Faster**
With integration of LLMs, agents, and apps

In-Place Analytics: Push Computation to the Data

Zero Data Movement

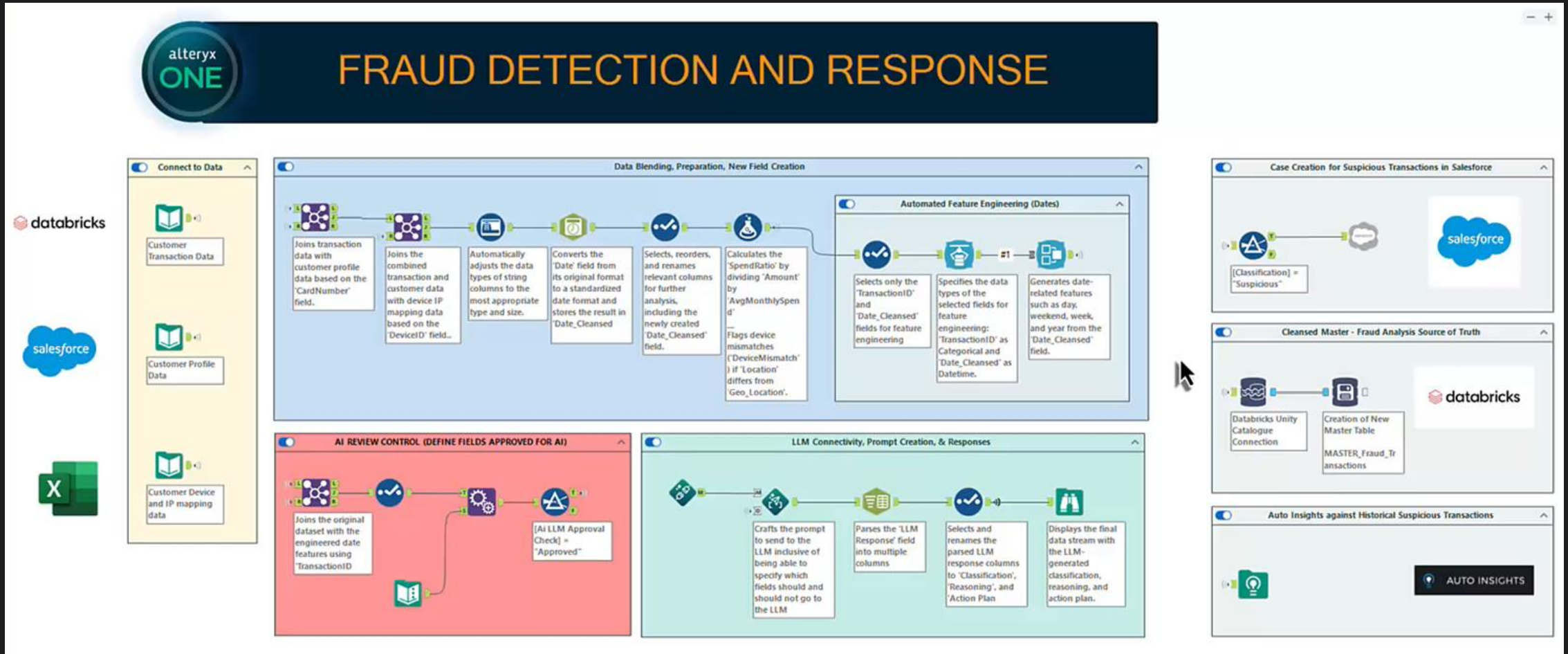


Alteryx One AI Capabilities

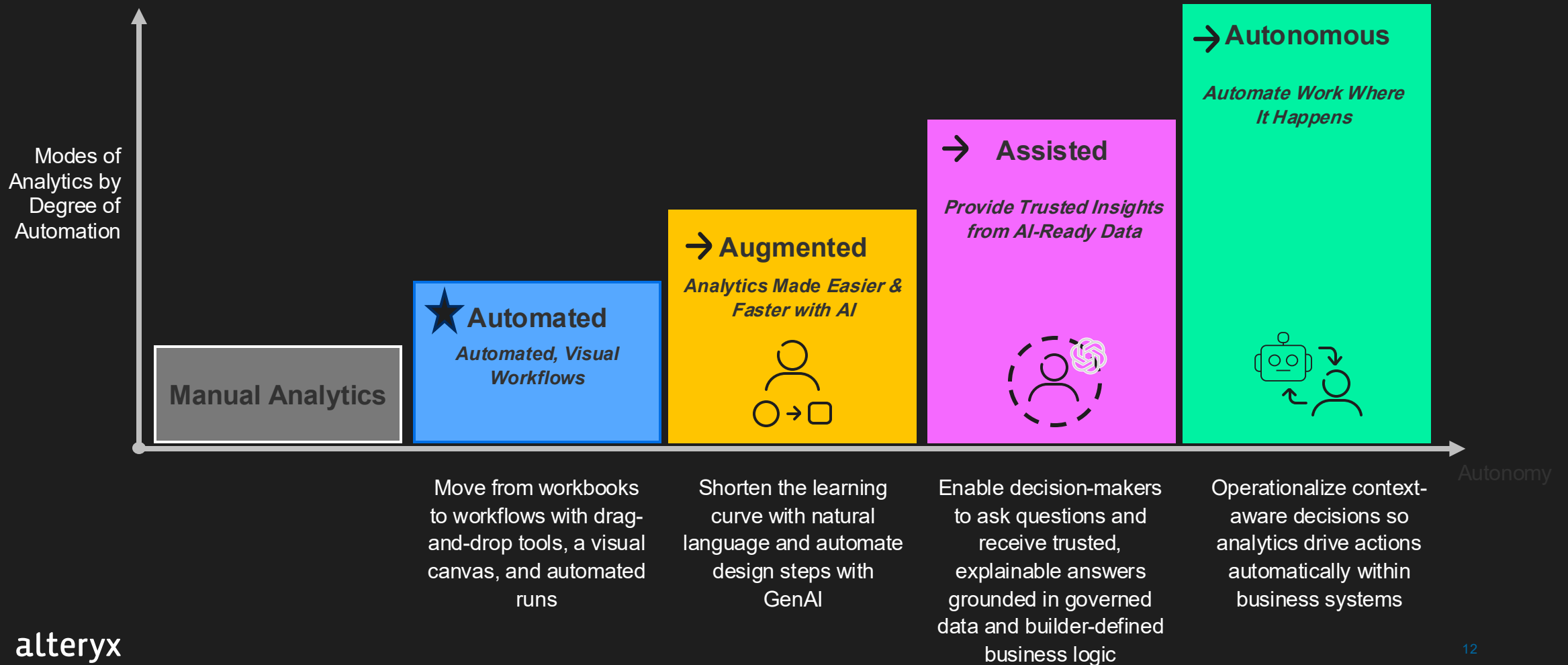
Embedded / Infused AI

Scaling LLMs

Classic / Traditional AI

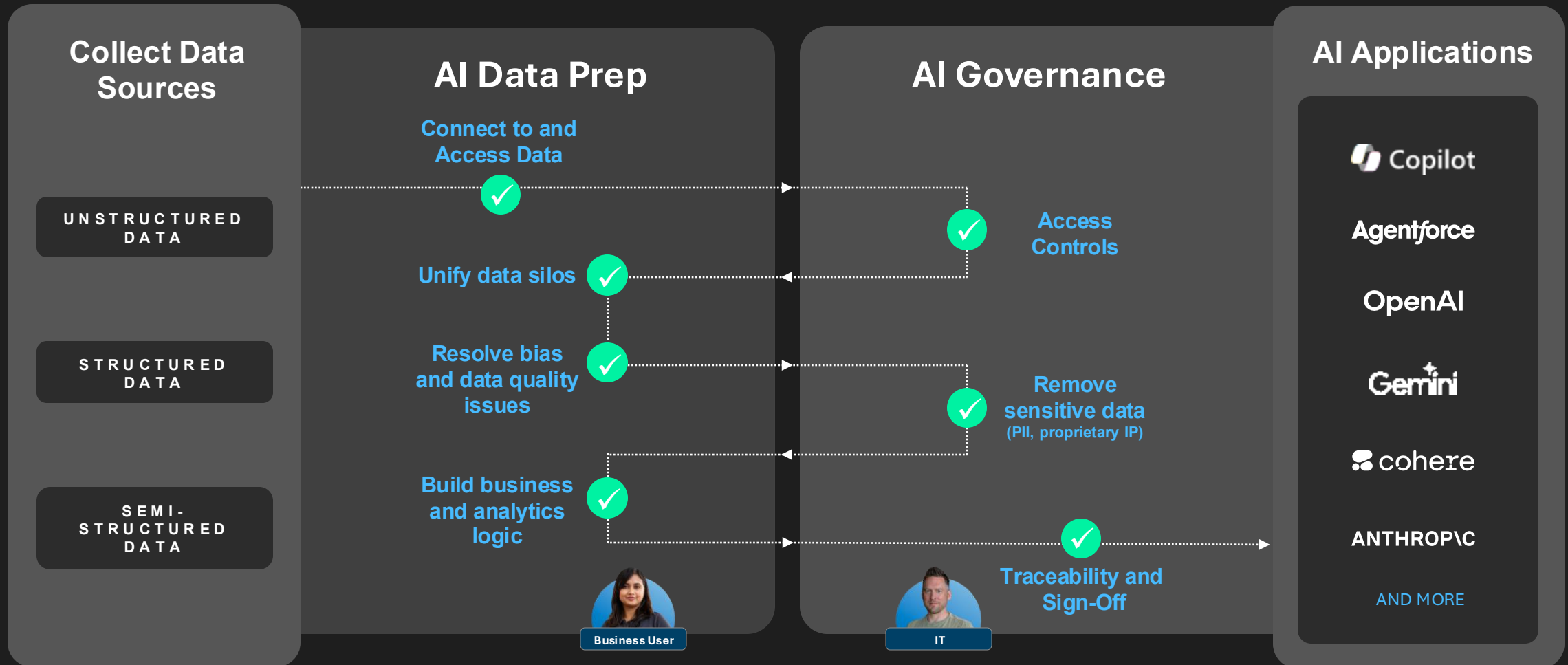


A Pragmatic Path to Agentic Solutions

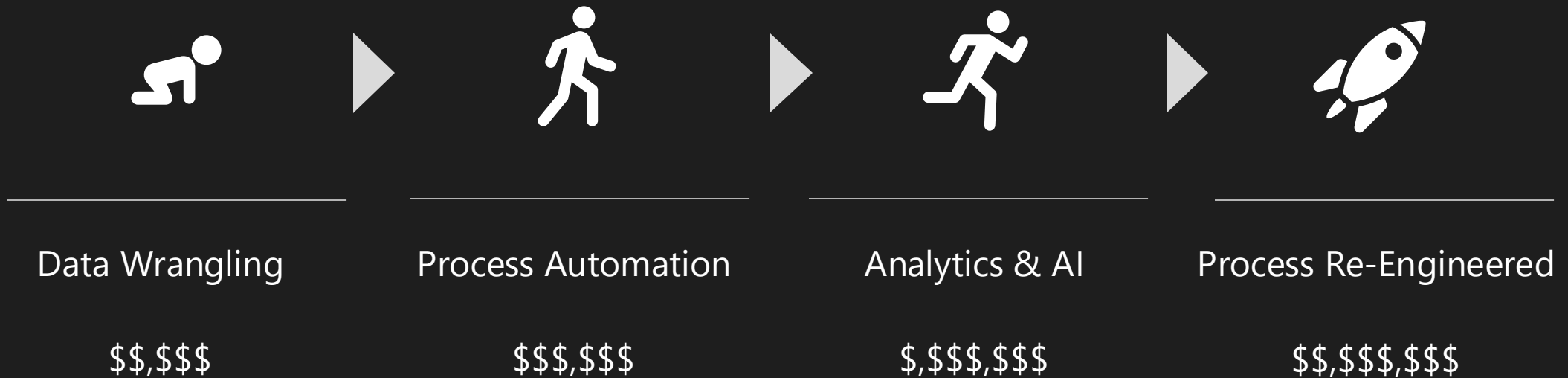


Trusted, Inspectable, Editable Outputs

AI data, workloads, and insights remain secure and governed...



The Individual Journey to AI Transformation



The magic is to progress your domain experts through this continuum

Change Management

Excite / Activate



I want to go on the journey

I see the value of investing in upskilling

Train / Enable



I have the tools needed to succeed

I have the training necessary to learn

Support / Sustain



I have a community of support

I am rewarded and recognized with success

Analytic leaders affect change management with strategy and tactics

How to Drive AI Maturity

Excite / Activate



Design Review /
Sharing Session



Analytical
Day



TED
Talk



Community
Group

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Train / Enable



Demo
Sessions



Industry
Conference



Hackathon
Automation Challenge



Center of Excellence /
Center of Enablement

Support / Sustain



Training
Sessions



Education
Sessions



Data
Challenge



New Hire
Onboard



Executive
Support



Success
Metrics



Value Identification
& Engineering



Reward &
Recognition

Analytic leaders
drive maturity
with a standard
recipe of
activities

Capturing the Value of AI & Analytic Transformations

It is critical to demonstrate ROI

- Align to strategic initiatives
- Be very specific
- Measurable terms...

dollars, hours, etc.



PUTTING DATA + AI TO WORK



\$20M

in revenue

with data + AI-powered
sales quoting engine

AI-enhanced workflow actioned
from Salesforce produces accurate
quotes 99% faster:

- Automated price checks
- Tariff costing
- Stock availability

Heather Harris

Field Chief Data & Analytics Officer



Let's
Connect

Thank You



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