

FEBRUARY 2024

ANALYTICS FOR ALL

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alteryx



ALTERYX ACROSS INDUSTRIES

Leading organizations worldwide rely on Alteryx

 **7 of the 10**

largest airlines in
the world

 **16 of the 20**

largest automotive
industry companies

 **8 of the 10**

largest
manufacturing
companies

 **8 of the 10**

largest telecom
companies

 **19 of the 20**

largest banks

 **15 of the 20**

largest management
consulting firms

 **10 of the 10**

largest consumer packaged
goods companies

IAG INTERNATIONAL
AIRLINES
GROUP

ANA


HYUNDAI


NISSAN


PORSCHE



 **general motors**








P&G


Unilever


ABInBev


L'ORÉAL


JBS


Nestlé


**Roland
Berger**


BAIN & COMPANY


OliverWyman


LEK


TW


DANAHER


EAT•N
Powering Business Worldwide


**NORTHROP
GRUMMAN**


HSBC


ICBC


中国建设银行
China Construction Bank


RBC


Scotiabank


NTT


orange


vodafone

Six Strategies for Continuous Growth Outperformance

SET AN ASPIRATIONAL CULTURE

- 1 Build an innovation culture and mindset**
Innovative growers achieve higher TSR
- 2 Commit to sustainable, inclusive growth**
Higher ESG scores boost outperformance

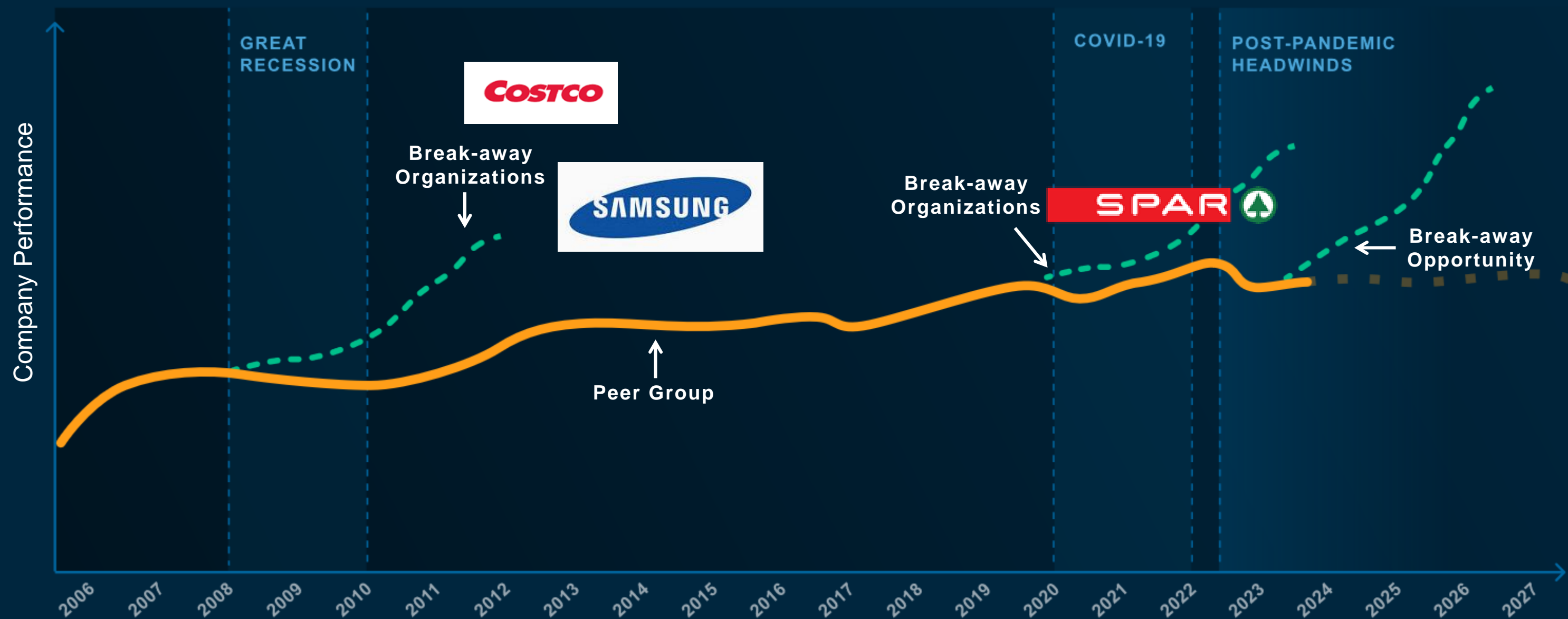
ACTIVATE PATHWAYS

- 3 Grow your core with data, analytics, and AI**
Companies that continuously grow their core win
- 4 Expand into “right to win” businesses**
Successful adjacency moves create multiple value streams
- 5 Shrink to grow when necessary**
Net divestitures can drive future outperformance

EXECUTE WITH EXCELLENCE

- 6 Mobilise people to capture value quickly**
Employee ownership of growth initiatives boosts outperformance

Outperform the Competition with Smarter, Faster Decisions during Break-away Moments



MANY
BUSINESSES
ARE STUCK
HERE

STAGE 5

STAGE 4

STAGE 3

STAGE 2

STAGE 1

Analytic
Competitor

Analytical winner

Analytic
Company

Good at analytics

Analytic
Aspirations

See value of
analytics

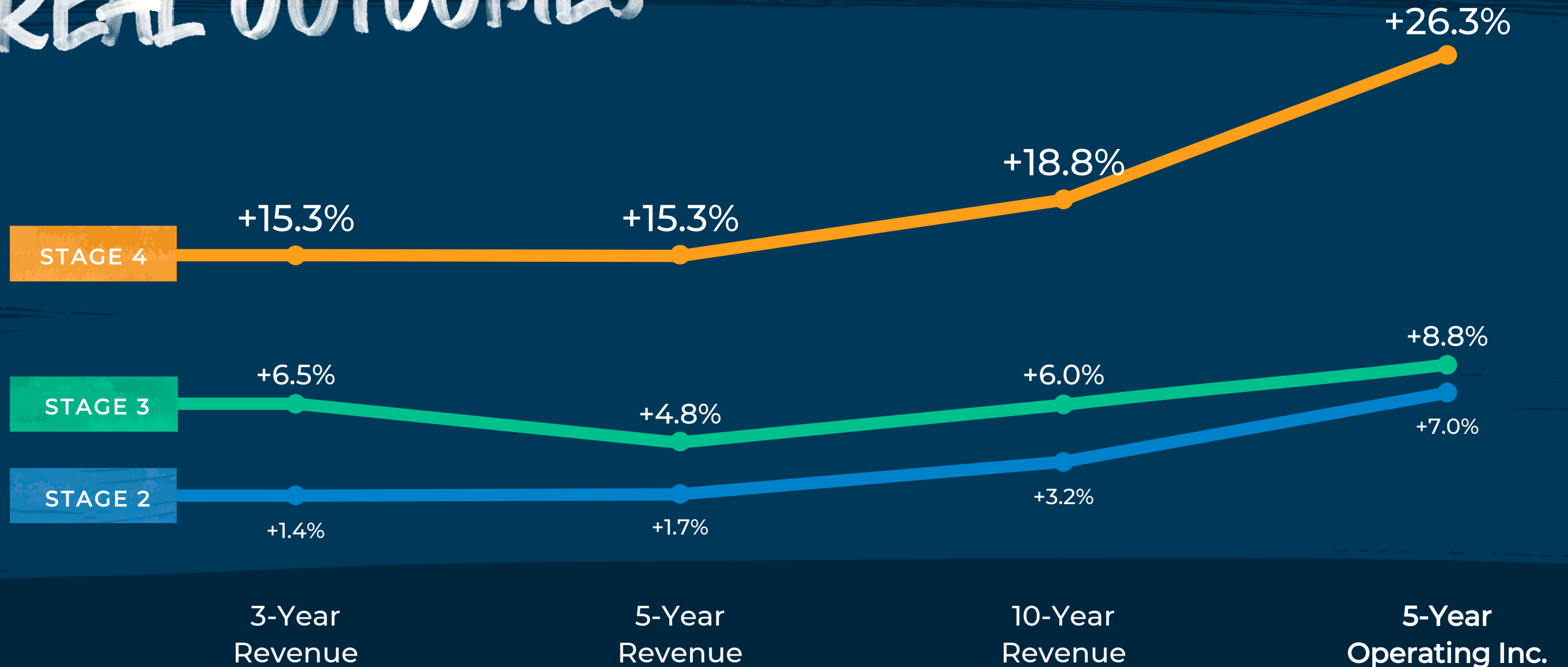
Localized
Analytics

Using reports

Analytic
Beginner

Not data-driven

ANALYTIC MATURITY DRIVES REAL OUTCOMES



WHEN THEY WANT
TO BE HERE



GOAL

5+

STAGE 5

STAGE 4

STAGE 3

STAGE 2

STAGE 1

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Analytics Fuels Smarter Decisions

HR

Employee Retention

ESG

Recruiting

Performance Management

FINANCE

Tax Automation

Audit & Compliance

Daily Reconciliation

FP&A

SALES & MARKETING

Segmentation

Forecasting

Customer360

Churn

OPERATIONS

Incident Management

Response Time Analytics

Call Center Analytics

Customer Sentiment

SUPPLY CHAIN

Demand Forecasting

Inventory Optimization

Predictive Maintenance

Capacity Planning

The Data Democratization Journey



Data Wrangling

Process Automation

Analytics

Process Re-Engineered

Value

\$\$,\$\$\$

\$\$\$\$,\$\$\$

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The magic is to progress your domain experts through this continuum

ANALYTICS PROGRAM BEST PRACTICES

APPROACHES
+ TACTICS



Executive Support



Education Sessions



Training (Live and On-Demand)



Reward & Recognition



Center of Excellence/Enablement



Community



Hackathons & Demo Days



Value Engineering



Crawl



Walk



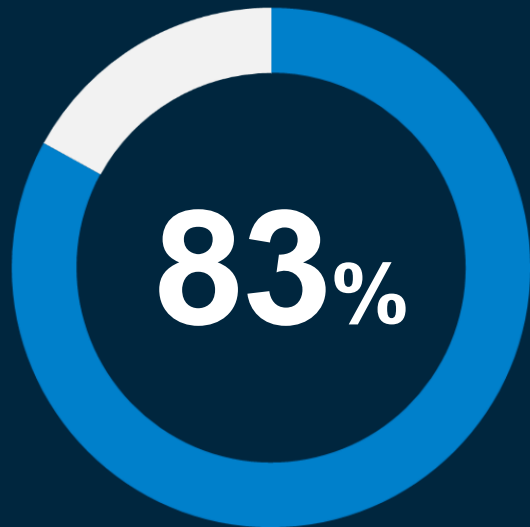
Run

“ This [the CDO function] is not a service organization; it’s a **transformation** organization.

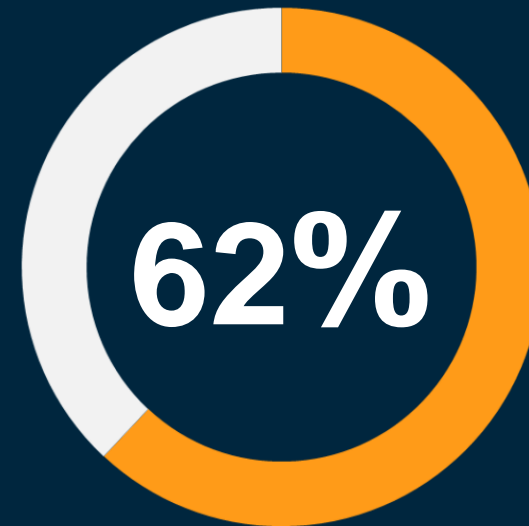
Bill Groves, a veteran CDO who held the role at Walmart, Honeywell, and Dun & Bradstreet

HBR: 8 Strategies for Chief Data Officers to Create — and Demonstrate — Value

THE ROLE OF THE CDO



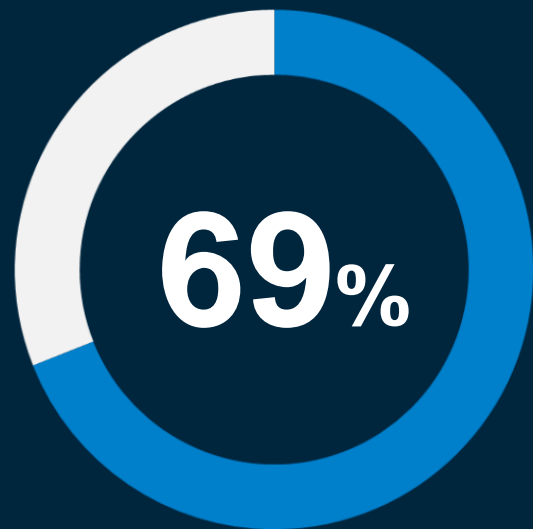
Of large organizations have a CDO



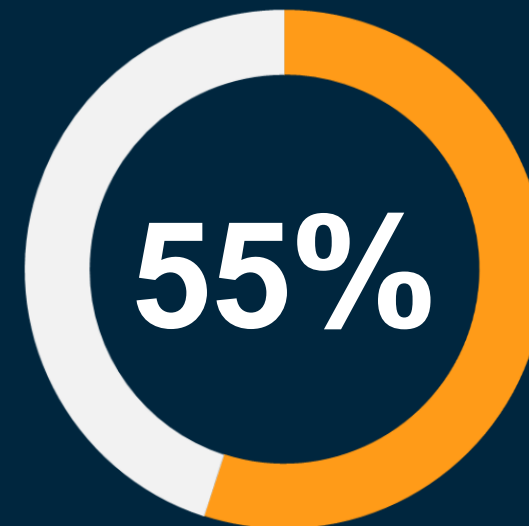
Poorly defined – wildly varying expectations and short tenures

HBR: 8 Strategies for Chief Data Officers to Create — and Demonstrate — Value

BECOMING DATA DRIVEN



of CDOs focused
on building a data
driven culture



Challenged to meet
business objectives

TOP PRIORITISE FOR CIOs

01

Building
Resilience

02

Improving
business
intimacy and
alignment

03

Rationalizing
the technology
estate

04

Aligning on
business goals

05

Monetizing
data insights

06

Embracing
digital
transformation

07

Modernizing
cyber defenses

08

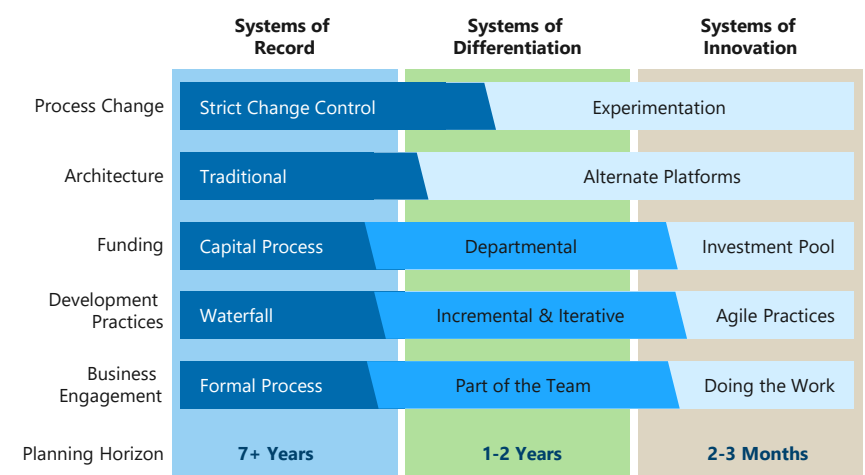
Preparing to
do more with
less

Analytically Mature Organizations Control Appropriately

Gartner PACE Model

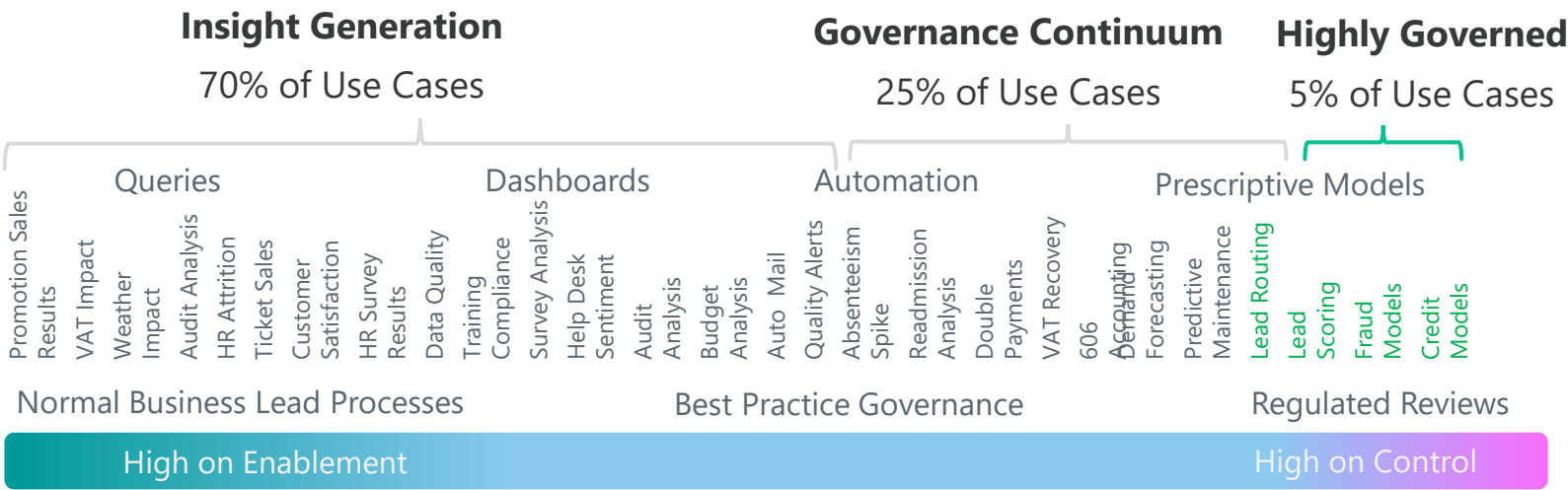
The detail shows that IT needs to manage systems differently depending on the role that these systems play in the organization. Approaches that apply to Systems of Record may not be effective when dealing with Systems of Innovation.

In particular Governance strategies will be different between these three types of systems, and analytics tend to span all three modalities.



Analytic Governance Continuum

We see Governance being separated into distinctly different patterns based on the types of analytics



Different Types Of Governance And Processes Are Needed Along The Analytic Continuum

Businesses Struggle to Use Analytics at Scale



CHALLENGES TO ADOPTING ANALYTICS AND AI AT SCALE

SKILLS

Limited data literacy and not enough data scientists

SILOS

Siloed and legacy systems

DATA

Exploding volume and complexity of data; not trusted for decision making

Success Requires a Governed, Holistic Approach



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SOLUTIONS FOR SCALING ANALYTICS

Easy to learn and use for non-technical professionals

Unified platform across the analytics lifecycle

Governed data and analytics automation; ready to drive decisions

ANALYTICS FOR ALL

1

Make analytics
Easy

Execute every task
in minutes or hours,
not days and weeks

2

Cover
Everything

From insight to
action across every
data type and source

3

Be
Everywhere

Insights across hundreds
of use cases, on-prem
and in the cloud

4

Enable
Everyone

Democratized
analytics for every
person, every skill level

NEXT STEPS

1

Talk to our team

2

Take analytics
maturity assessment

3

Define use cases



THANK
YOU

