# ANALYTICS
# FOR ALL

Ira W., Maveryx
Solving for
People Insights

**PAUL BAPTIST**

VP, Solution Engineering APJ

alteryx

# Alteryx Across Industries

Leading organizations worldwide rely on Alteryx

**7 of the 10**
largest **airlines** in the world

**7 of the 10**
largest **automotive** industry companies

**8 of the 10**
largest **telecom** companies

**7 of the 10**
largest **professional services** companies

**9 of the 10**
largest **manufacturing** companies

**7 of the 10**
largest **banks**

**9 of the 10**
top **consumer packaged goods** companies

**9**
Professional Football Clubs

**4**
NFL Teams

**3**
Professional Rugby Leagues

McLaren Formula One Racing Team

alteryx

# Today's Environment Demands Smarter, Faster Decisions

**"In a budget constrained environment, how do we do more with less?"**

**"How can I mitigate the impacts of economic fluctuation on us?"**
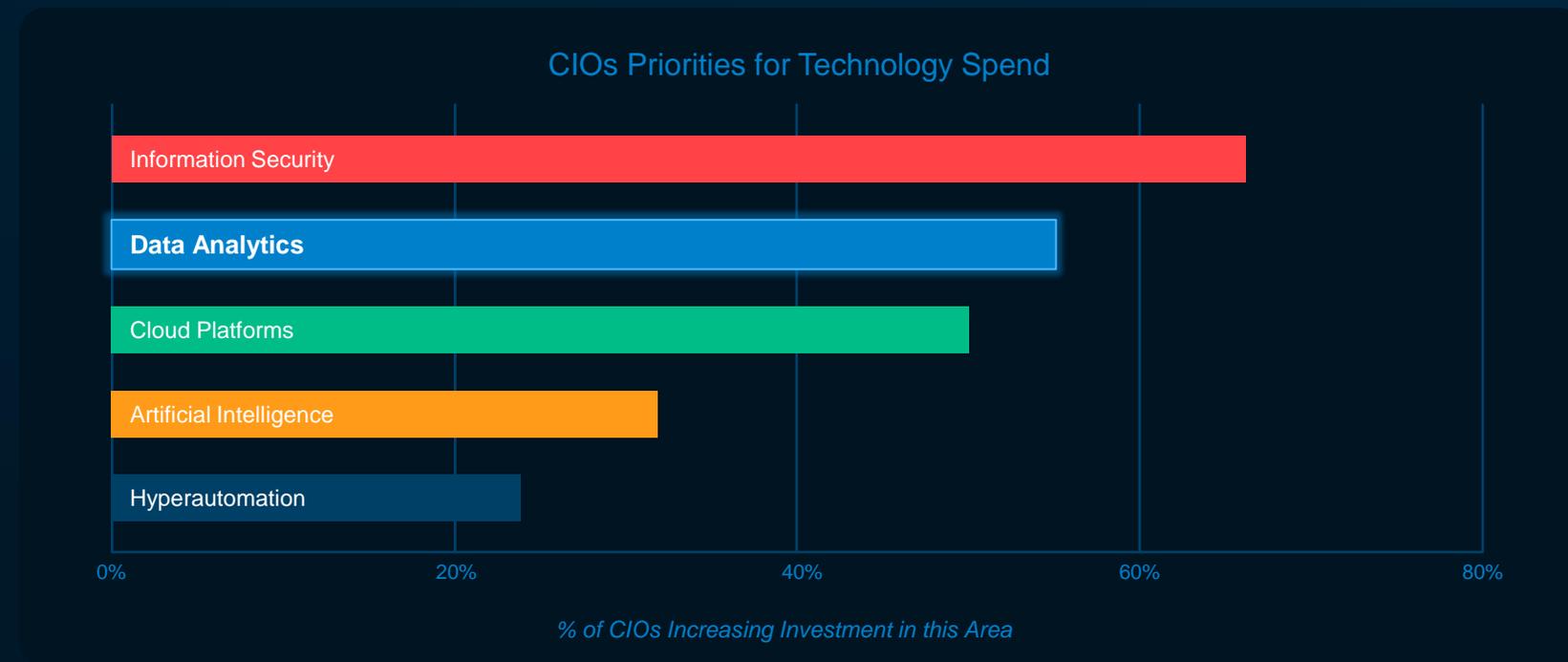
**"How can generative AI help our business?"**

Catherine L., Maveryx
Solving for People
Analytics

alteryx

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



Company Performance

GREAT RECESSION

COVID-19

POST-PANDEMIC HEADWINDS

Break-away Organizations

Break-away Organizations

SPAR

Break-away Opportunity

Peer Group

2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027

alteryx

4

# Analytics and AI enable smarter, faster decisions for better outcomes

### CIOs Priorities for Technology Spend

| Category | |
|---|---|
| Information Security | |
| **Data Analytics** | |
| Cloud Platforms | |
| Artificial Intelligence | |
| Hyperautomation | |

0%    20%    40%    60%    80%

*% of CIOs Increasing Investment in this Area*

## 20%
**more income** generated by analytically mature organizations

## 15%
**higher revenue** from AI

## 70%
of work time could be **automated** using AI

alteryx

MANY BUSINESSES ARE STUCK HERE

**STAGE 1**

Analytic Beginner

Not data-driven

**STAGE 2**

Localized Analytics

Using reports

**STAGE 3**

Analytic Aspirations

See value of analytics

**STAGE 4**

Analytic Company

Good at analytics

**STAGE 5**

Analytic Competitor

Analytical winner

*International Institute for Analytics

ANALYTIC MATURITY DRIVES

REAL OUTCOMES

STAGE 4 — +15.3% — +15.3% — +18.8% — +26.3%

STAGE 3 — +6.5% — +4.8% — +6.0% — +8.8%

STAGE 2 — +1.4% — +1.7% — +3.2% — +7.0%

3-Year Revenue | 5-Year Revenue | 10-Year Revenue | **5-Year Operating Inc.**

*International Institute for Analytics
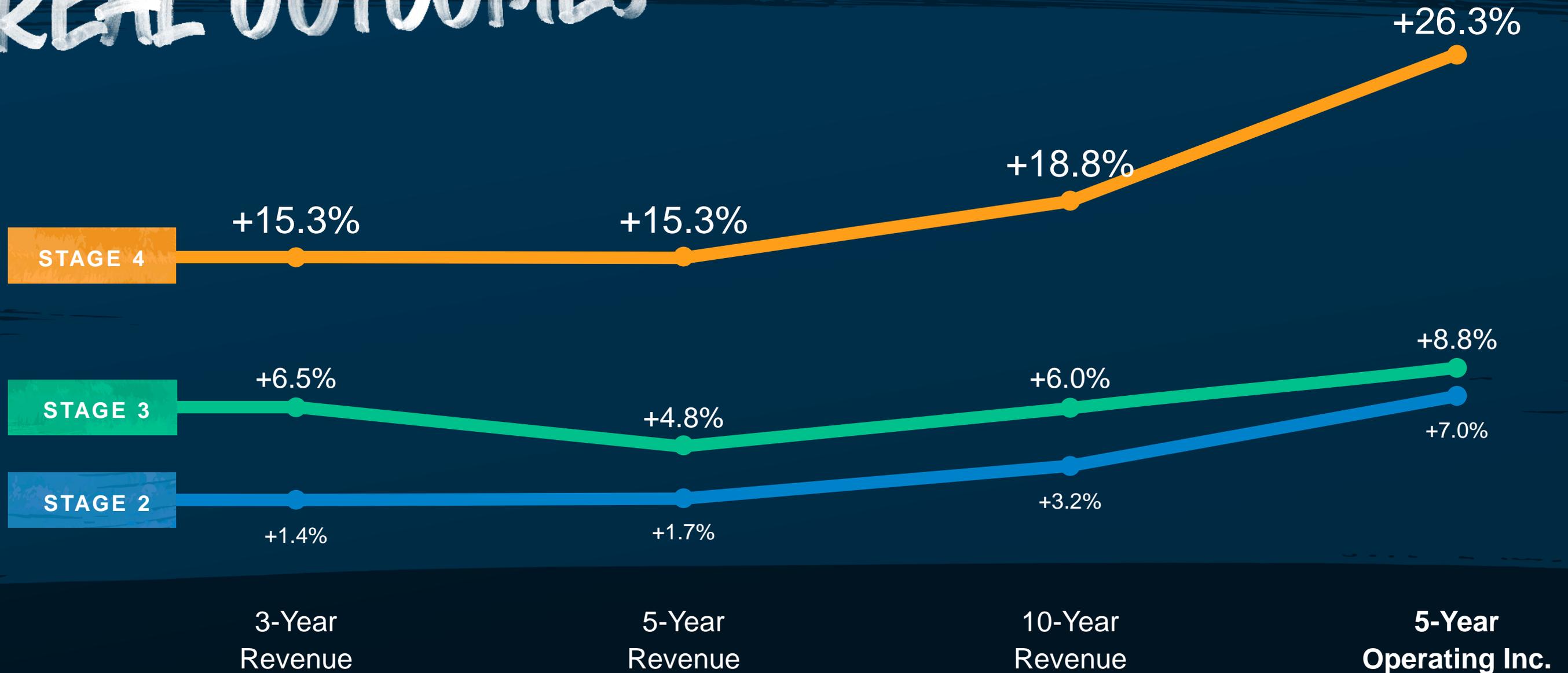
# Analytics Fuels Smarter Decisions



**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

alteryx

# 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**

alteryx

# Success Requires a Governed, Holistic Approach

**CHALLENGES** TO ADOPTING ANALYTICS AND AI AT SCALE

**SOLUTIONS** FOR SCALING ANALYTICS

SKILLS

**Limited data literacy and not enough data scientists**

**Easy to learn and use for non-technical professionals**

SILOS

**Siloed and legacy systems**

**Unified platform across the analytics lifecycle**

DATA

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

**Governed data and analytics automation; ready to drive decisions**
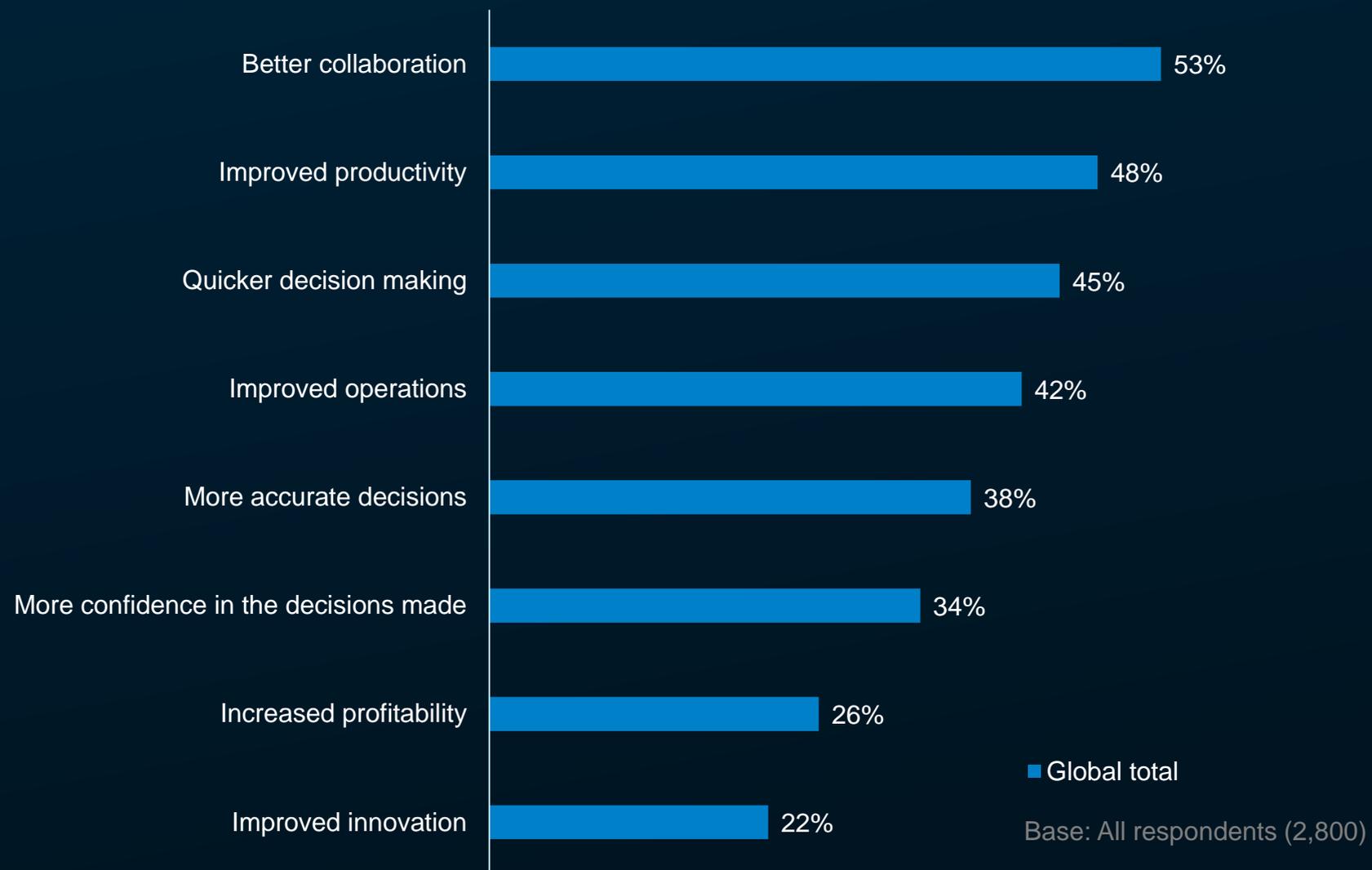
alteryx

# DATA IMPACTING DECISIONS

Majority of respondents said access to data for decision making had a significant positive impact

## 80%

Positive impact

alteryx

What benefits do you believe could be seen if more employees had access to data and analytics tools to help with their decision making?



Better collaboration — 53%
Improved productivity — 48%
Quicker decision making — 45%
Improved operations — 42%
More accurate decisions — 38%
More confidence in the decisions made — 34%
Increased profitability — 26%
Improved innovation — 22%

■ Global total

Base: All respondents (2,800)

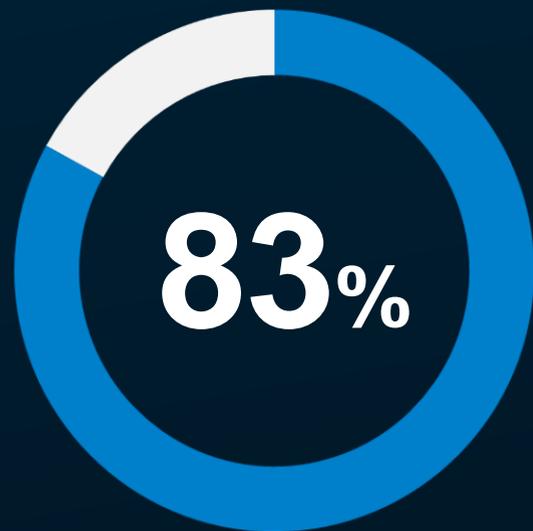alteryx

# ACCESS TO DATA FOR DECISION MAKING

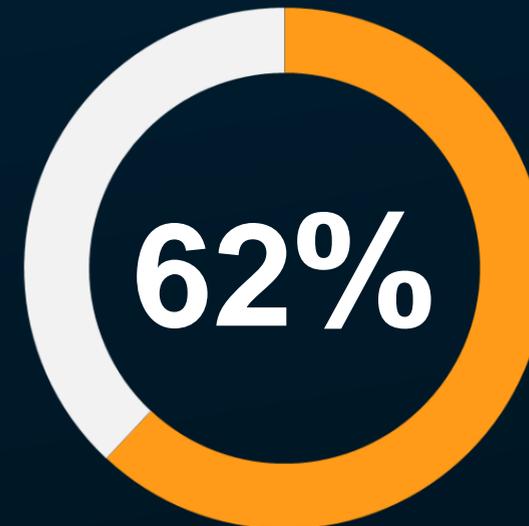"Who should have access to data for decision making?"

# 56%

Said access should be limited to those who have experience in data management and analysis

*Base: All respondents (2,800)

# THE ROLE OF THE CDO

**83%** Of large organizations have a CDO

**62%** Poorly defined – wildly varying expectations and short tenures

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

alteryx

**Showing value quickly.**

**Developing a platform that endures and create value.**

alteryx

"The reality is, if you start with the platform, it will take you two years, you will not show much value, and you will not have a job."

Mohammed Aaser, CDO

# Alteryx Automating the Healthcare Value Chain

| Strategy & Regulatory Compliance | Human Capital Management | Finance & Revenue Cycle Management | Operations & Supply Chain Management | Clinical & Population Health Management |
|---|---|---|---|---|
| • Strategic planning and market insights | • Human resources & payroll analysis | • Audit and tax analytics | • ED & OR Utilization and patient throughput improvement* | • Population health segmentation |
| • Locating next facility to serve underserved patient populations | • Time & attendance analysis | • Planning, budgeting, forecasting & cash flow analysis | • Length of stay & 30-day re-admissions management | • Population risk stratification |
| • Governance, risk & regulatory compliance | • Talent & performance analysis | • Accounts Receivable (A/R) And collections analysis | • Strategic sourcing and spend analytics | • Quality & safety/ hospital acquired conditions |
| • Targeting the most promising segments and markets by therapeutic area | • Labor productivity analysis – agency & overtime costs analysis | • Billing, contracts, claims & denials management | • Lower off-contract buying for procurement improvement | • Accountable Care Organizations (ACOs), population health metrics & performance |
| • Marketing campaign analysis; customer outreach and engagement | • User credentialing access and monitoring | • Patient accounting & payment risk management | • Supply and inventory forecasting, planning & optimization | • Physician engagement, score-carding & performance |
| | • Managing employee satisfaction including physician burnout | • Billing consolidation for higher patient satisfaction | • Supplier quality & performance improvement | • Precision medicine & outcomes analytics |
| | | • Pay-for-performance & total cost of care analytics | | • Patient engagement |

# Alteryx Automating the Office of the CFO

| Tax Automation | Accurate FP&A | Risk, Audit & Compliance | Optimized Accounting & Operations |
|---|---|---|---|

**Tax Automation**
- Transfer pricing strategic planning
- Automation of reconciliations
- Sales and use tax audit planning
- Customs duty drawback automation
- Accuracy of tax credit and deduction calculations

**Accurate FP&A**
- What-if analysis in forecasting
- Enable continuous reforecasting
- Semi-automation of current year forecasting
- Budgeting
- Effectiveness of price increases

**Risk, Audit & Compliance**
- Continuous risk assessment and scenario analysis
- Align continuous compliance monitoring and alerting
- Align continuous audit approach

**Optimized Accounting & Operations**
- Automate aspects of month-end close
- Reconciliation of fixed assets and fixed asset rollforward
- Automate journal entry process
- Automate consolidation process

AMERICAN EXPRESS · FERGUSON · ANALOG DEVICES · verizon · Citizens Bank · SIEMENS

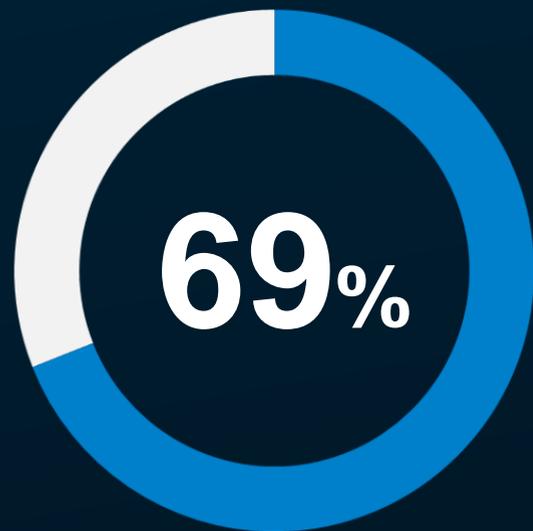C&S Wholesale Grocers · Standard Bank · Office DEPOT · Ferrara candy company · ABB

# This [CDO function] is not a service organization; it's a **transformation** organization.

**BILL GROVES**
veteran CDO who held the role at Walmart, Honeywell, and Dun & Bradstreet

alteryx

# BECOMING DATA DRIVEN

**69%** of CDOs focused on building a data driven culture
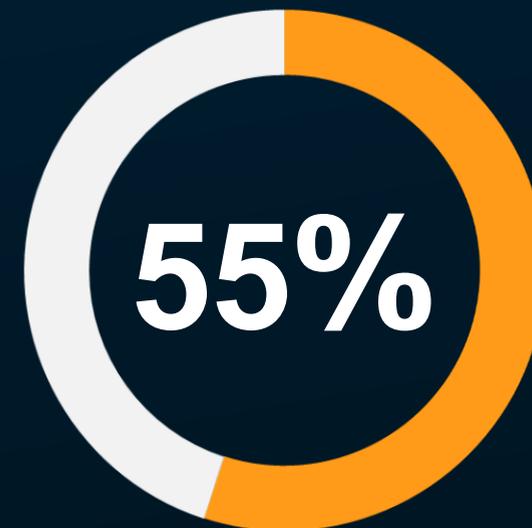
**55%** Challenged to meet business objectives

# Center Of Excellence + Center Of Enablement  (COE²)

**Trusted Advisor**

**Build Solutions**

**Data Governance**

**Analytic Governance**

Center of
Excellence

**CoE²**

Center of
Enablement

**Train Across Company**

**Enable (Tools/Process)
Across Company**

**Best Practices**

**Change Management**
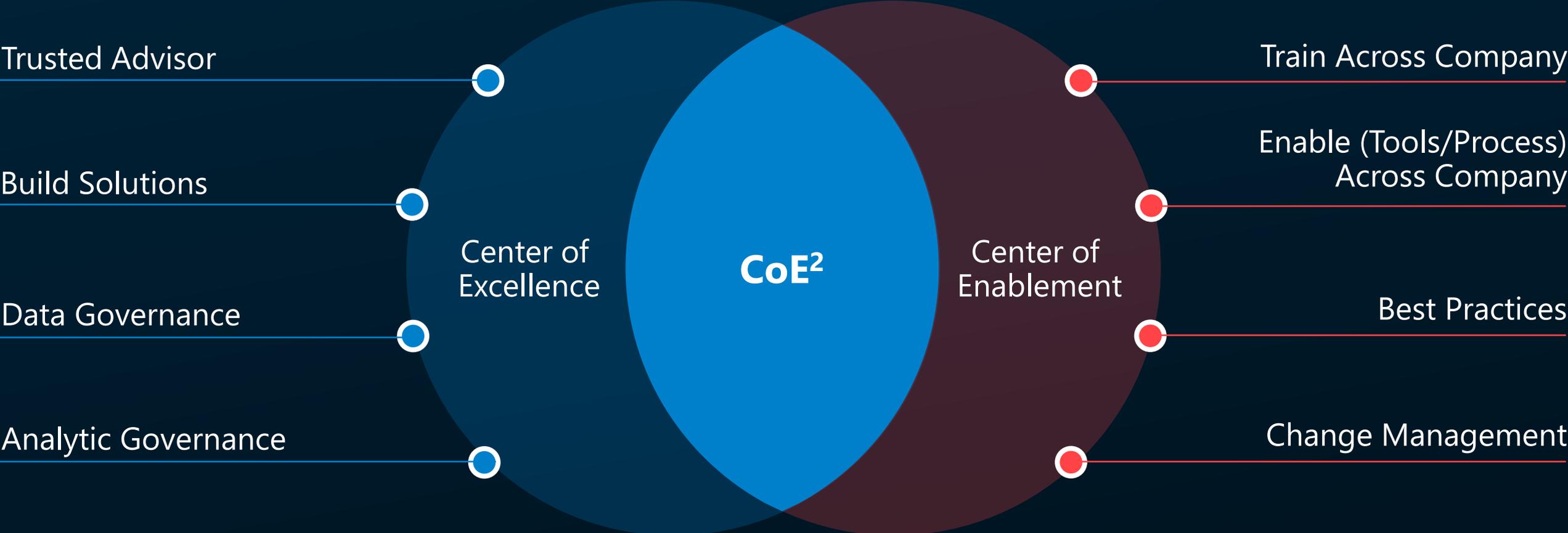
**Many view the roles as those on the left, but the right side is the leverage point**

alteryx

# 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.*

| System of Record | System of Differentiation | System of Innovation |
| --- | --- | --- |
| Strict Change Control | Experimentation | |
| Traditional | Alternate Platforms | |
| Capital Process | Departmental | Investment Pool |
| Waterfall | Incremental & Iterative | Agile Practices |
| Formal Process | Part of the Team | Doing the Work |
| 7+ Years | 1-2 Years | 2-3 Months |

## Analytic Governance Continuum

**Insight Generation**
70% of Use Cases

**Governance Continuum**
25% of Use Cases

**Highly Governed**
5% of Use Cases

Queries | Dashboards | Automation | Prescriptive Models

Promotion Sales Results, VAT Impact, Weather Impact, Audit Analysis, HR Attrition, Ticket Sales, Customer Satisfaction, HR Survey Results, Data Quality, Training Compliance, Survey Analysis, Help Desk Sentiment, Audit Analysis, Budget Analysis, Auto Mail, Quality Alerts, Absenteeism Spike, Readmission Analysis, Double Payments, VAT Recovery, 606, Demand Forecasting, Accounting Forecasting, Predictive Maintenance, Lead Routing, Lead Scoring, Fraud Models, Credit Models

Normal Business Lead Processes | Best Practice Governance | Regulated Reviews

High on Enablement | High on Control

---

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

alteryx

**alteryx**

# CUSTOMER SUCCESS AND SERVICES

Helping organizations accelerate the development, deployment and adoption of world-class analytics solutions

**Multi-national investment bank and financial services company**
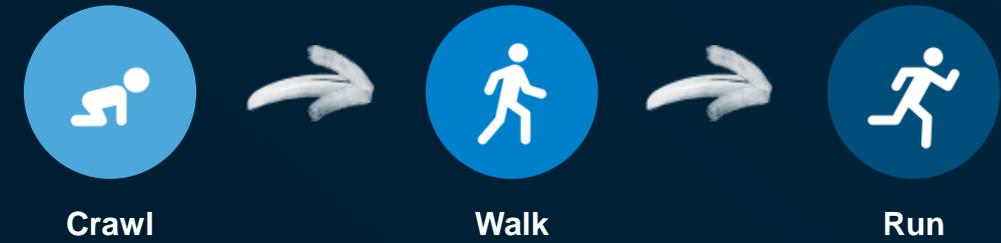
**$52M** 1 year savings across 5 departments

**602%** Return on investment

Analytics Solution Journey:
- DISCOVER & DEFINE
- DESIGN & BUILD
- TEST & SHARE
- DEPLOY & LEARN
- SUPPORT & MANAGE
- OPTIMIZE & GROW

alteryx

# ANALYTICS PROGRAM BEST PRACTICES

APPROACHES + TACTICS

Crawl → Walk → Run

**Executive Support**

**Education Sessions**

**Training (Live and On-Demand)**

**Reward & Recognition**

**Center of Excellence/Enablement**

**Community**

**Hackathons & Demo Days**

**Value Engineering**

alteryx

# Alteryx Enables Smarter, Faster Decisions that Lead to Transformational Outcomes

PEOPLE

SYSTEMS

DECISIONS

**60%**
Efficiency Improvement

**30M**
Race Simulations Analyzed

**90%**
Processing Time Reduction

alteryx

# Alteryx Powers Analytics *FOR ALL*

## EMPLOYEES

**Easy to Adopt and Use**

**300+** analytics building blocks

Community of **500k** practitioners

**<45** mins Community response time

## SYSTEMS

**Governed, Unified, Enterprise Grade**

APIs & **150+** integrations

SOC2 & ISO 27001 certified

Snowflake, AWS, and Databricks partnerships

## DECISIONS

**Trusted Analytics Automation**

**8,000+** customers (inc. 6 of the top 10 banks)

**280+** system integrators and solution providers

ROI Award (G2), Customer Choice winner (Gartner)

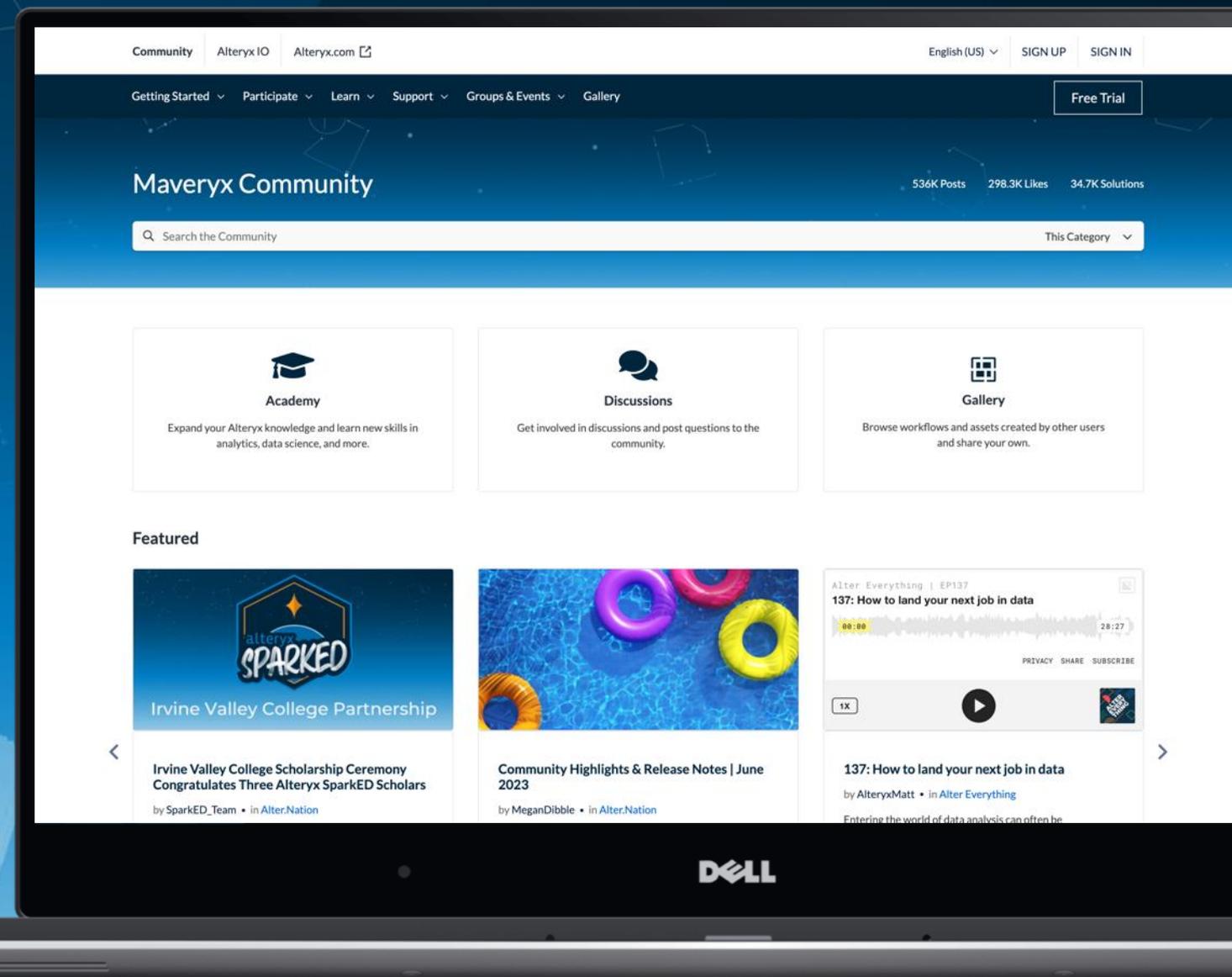**Adzovi A., Maveryx**
Solving for Retail
Supply Chain

alteryx

**alteryx SPARKED**

# BUILD YOUR TALENT PIPELINE WITH SPARKED

Build relationships with our **1,000+** academic institutions across **50+** countries

Connect with over **150,000** Alteryx learners

Integrate SparkED into your company education initiatives

**STUDENTS**

**EDUCATORS**

**CAREER CHANGERS**

**MILITARY COMMUNITY**

alteryx

# Three Points to Take Home

**1** In adversity, there is opportunity. Analytically mature companies can make better decisions, faster.

**2** Business users can extend the capabilities of our data science teams with the right tools.

**3** Centres of excellence should be extended into centres of enablement

alteryx

# Next Steps for
## SMARTER, FASTER DECISIONS

**1**    Take the Analytics Maturity Assessment

**2**    Come visit our Booth

**3**    Organise your next Analytics Day

Thomas G., Maveryx
Solving for Financial
Product Reporting

alteryx

# Thank You

alteryx