

Script for the President & CRO

Alter.Next Recorded Webinar

Objective: 10-minute recorded webinar about how everyone – from data analysts to senior business leaders – can leverage their data to help drive growth and build resiliency.

Script:

Hi, I am the President and Chief Revenue Officer at Alteryx.

Today's business and economic landscape is changing daily if not hourly.....with inflation, supply chain challenges, employment trends and changing customer expectations..... it is becoming vital to leverage the strength of your data to unlock insights that will help you to build resiliency, see around corners and fortify your business for the future.

Businesses and governments have massive amounts of data that are living, breathing and dynamically changing.

At Alteryx, we want to help you to unleash the power of your data, differentiate how you serve your customers, how you efficiently operate your business and win in your industry.

Your data has the answers to your most important questions and the only way to unlock those insights is through analytics.

You need the right partner to increase data literacy across your organization and to help you drive business outcomes responsibly and AT SCALE!

Today we will share how Alteryx makes it easy to optimize your analytics investment and scale the reach of insights across your organization.

You will walk away with learnings to improve your analytic maturity on both an individual user and enterprise organizational level.

But first, let's take a closer look at why so many businesses are increasing their analytics investments in 2023 and how Alteryx can deliver maximum value on those investments.

In every industry, businesses are dealing with economic uncertainty, and the risk of recession poses questions that require high visibility and agility to respond.

Legacy apps and cloud apps are creating massive amounts of data that are swirling around organizations.

But businesses just don't have enough data scientists to make sense of all that data.

The data scientists they do have can't scale to answer every business question and would prefer to work on the most complex of problems vs. the day-to-day questions.

In fact, the IDC found that 73% of organizations expect their analytics spend to outpace other software investments in the next 18-24 months.

However, you may be surprised to learn that 93% of organizations fail to fully utilize their employees' analytics skills.

This increase in analytics spending combined with the lack of upskilling is creating an analytics skills gap that is slowing the progress of digital transformation.

What's more, manual processes lead to billions of hours of lost productivity, billion-dollar mistakes and billions of dollars in unnecessary costs.

78 million data workers reported wasting 16 hours per week on manual processes according to the IDC.

That's 62.4 billion hours lost annually worldwide in worker productivity!

These factors directly affect top line revenue growth, profitability, customer satisfaction and employee engagement.

With the pace of the world right now, digital transformation is a top priority for everyone.

We are living in a new economy, where analytics, automation and AI provide the fuel for new, digitally-enabled business models.

In fact, digital leaders are 3X more likely to achieve above-industry revenue and margin growth, according to Gartner.

The organizations leading in digital transformation are taking a new democratized approach to how they invest in and deploy data analytics.

Our platform enables you to democratize analytics across the organization by making analytics easy and available to the masses.

We deliver the right analytics capability tailored to the individual user from business analysts to data engineers and everywhere in between.

No matter where your data resides, our platform turns it into insights and automatically surfaces them to decision-makers across the organization and through a wide array of enterprise systems.

It helps you unlock the full potential of your data to better manage supply chains, assess the real-time impact of inflation and run a more efficient business.

Our platform is highly extensible and integrates well into the modern data landscape, empowering you to work with your data in the cloud, on-prem or in a hybrid environment.

We know many of you are on a journey to the cloud. Our platform serves you wherever you are on that journey.

Many of our customers have had great success driving growth and building resiliency with our platform.

Delta Airlines is an excellent example of a company that driven business outcomes through their investment in analytics by automating aircraft maintenance processes.

Delta built an automated reporting system powered by Alteryx, which provides their service managers and aircraft technicians with foresight into scheduling and maintenance changes.

Before Alteryx, the scheduling process previously took hours AND it was prone to work order errors resulting in prolonged aircraft grounding times.

This would occur when airplanes were erroneously directed to maintenance stations where the crews were not qualified to work on that type of aircraft.

If a plane is grounded and needs to be swapped out with another aircraft to complete its routes, there are differences in seating capacities, flying ranges, and fuel efficiencies that can wreak havoc on their flight schedules and increase costs for Delta.

Not to mention the frustration this can cause passengers.

With Alteryx, Delta can automatically cross-reference current flight schedules with years of data on aircraft maintenance, ensuring that the service station that is scheduled to receive the airplane is qualified to operate on it.

Our analytics automation has saved Delta employees 750 hours annually!

Later on, you will have the chance to hear from Amway and Flutter, two Alteryx customers, who also use Alteryx in many areas of their business to stay ahead of the curve.

When I speak with customers, many want to know the best practices to efficiently scale analytics across the enterprise.

In particular, they want to understand user enablement, governance and security to deliver analytics across their enterprise.

We have helped thousands of customers with best practices for user training, hackathons, brainstorming new use cases, setting up centers of excellence, quantifying value realization and so much more...

Take our user community for example. We have nearly 370,000 registered members who engage with nearly a half million posts and counting. This is where you can go to get training, certifications, starter kits or network with your peers. You can post a question and get an answer in less than 35 minutes on average!

And, our vibrant partner ecosystem of GSIs, OEMs, solution providers and ISVs, will help you scale data analytics and extend the value of our platform.

So, what's a great next step to take? A great first step is to take the Analytics Maturity Assessment, which is available on the Alteryx website.

With the individual assessment, you will get personalized recommendations for what you can do to continue your own analytics learning journey.

And, if you are a business leader, you can learn more about the steps your organization can take as a whole to become more data-driven and analytically mature.

Whether you are new to Alteryx or have used our software for many years, I encourage everyone to demo our newest cloud products of Auto Insights and Alteryx Machine Learning.

You can count on us to be your business partner on every step of the journey. Our job isn't done until you realize the value and business outcomes from our platform!

Thank you for your time today and enjoy the virtual summit!