Script for Alteryx President & CRO

CNBC Davos Thought Leadership Film

Objective: Co-branded 60-second film and thought leadership content to run adjacent to Davos
(Jan. 2023). Script prepared for the Alteryx President & CRO.

1. **Are you seeing a change in how businesses are using data differently to achieve outcomes in a post-pandemic, fragmented world?**
    a. Pivotal time for the world but there's one constant: Everyone has more data than ever.
    b. It's what business leaders do with this data that is the differentiator for the companies that not only survive but also thrive in this macro-economic environment.
    c. Leading with data-driven analytics is the key to better serving customers, staying a step ahead of product development, and increasing efficiency internally in today's world.
    d. However, we are living in a world where there simply aren't enough data scientists to make sense of all this data.
    e. At Alteryx, we believe that all employees can and should participate in the analytics process to improve decision making across the enterprise.
    f. HR teams use Alteryx to identify potential causes of employee churn.
    g. Finance uses it to streamline operations and improve the bottom line.
    h. Supply Chain teams use it to ensure inventory is where it should be.
    i. Business leaders use it to mitigate the uncertainty in today's world, build resiliency and future-proof their business.

2. **Why are business leaders increasing analytics spend at a faster rate than other software despite the economic downturn?**
    a. We know that business decisions are best made when they are data-driven – a strong data analytics program is essential to the success of every business in every industry.
    b. However, most organizations are failing to unlock the full value of the data they already have due to a reliance on outdated technology and manual processes.
    c. Our customers are investing in Alteryx solutions to modernize their data infrastructures in order to fully reap the benefits of on-prem, hybrid and cloud analytics.
    d. They are using Alteryx to inform decisions on what products to carry, pricing and promotions, customer service offerings, and upselling/cross-selling opportunities.
    e. Empowering the entire workforce to unlock and act on data-driven insights in a distinct competitive advantage in this macro-economic environment.
    f. Ultimately the organizations that invest in analytics will achieve better outcomes for customers and employees and will lead in the market.

3. **What are the trends that will affect the way business leaders use data to drive business growth in the next 12-18 months?**
    a. Analytics will become part of every aspect of the business – product development, marketing, customer service and operations.
    b. Today, data scientists are typically siloed from all the knowledge workers that need their support or whose work would benefit from their data-driven insights.
    c. Business users often take matters into their own hands to get the answers they need, which is why we see an over-reliance on spreadsheets.

    d. To extract the full value of data, leaders must empower all employees to participate in the analytics process – this is what we refer to as the democratization of analytics.

    e. Research shows that the businesses who make data accessible to all employees generate more return from their analytics investments.

4. **How are you evolving your Go-to-Market strategy to meet changing market needs?**
   a. Our goal is to guide our customers in building a solid foundation to become a data-driven org through our cloud platform, partner ecosystem and customer success.
   b. Alteryx enables the enterprise – as a whole – to collaborate on business problems. Our platform supports every stage of the journey from raw data to business outcomes and the needs of all personas who need to collaborate to turn data into insights.
   c. From Data Engineers and IT, who collect, manage and curate data; to business analysts and data scientists who run analytics, create predictions with data; to business users and owners who leverage the insights to drive business outcomes.
   d. We launched Alteryx Analytics Cloud to make analytics automation available in the cloud where big data resides, proliferating the speed-to-insight. Unlocking insights from real-time data is more valuable than insights from data mined yesterday or longer.
   e. And our partner ecosystem and customer success experts have helped thousands of customers implement, configure and optimize our solutions to ensure success and governance as they scale analytics automation.

5. **What is your guidance for leaders who want to develop a strong data analytics program?**
   a. It is a journey that starts with investing with intent in analytics to unlock the full potential of data and maximize ROI.
   b. Businesses need the right partner to help you define your data strategy, drive effective analytics upskilling and mature in your analytics journey.
   c. Our value engineers ideate and define business use cases in support of our customers' vision for their business outcomes.
   d. Our customer success team has years of experience training and enabling all employees, regardless of analytic skill set, and formalizing in-house Centers of Excellence.
   e. Our strong partner ecosystem offers a wide range of services to achieve business outcomes and ensure you realize value from your investment.
   f. The most successful businesses have sponsorship at the executive level. This is key to encouraging a culture of analytics by providing the operating model to be collaborative and successful as they mature their analytics capabilities.