

Message from President & Chief Revenue Officer

User Community Rebranding

Objective: One-to-many communication from President & Chief Revenue Officer to announce new branding for user community (B2B software brand).

Copy:

The combination of the right technology in the right hands is powerful. That, combined with the right mindset and a strong community? That's unstoppable.

Today, on the Inspire mainstage, we celebrated just that with the reveal of **Alteryx Maveryx**. Maveryx are solution seekers. They're imaginative, inquisitive and determined. The Maveryx community encapsulates all customers, partners, community members and team members that share the Maveryx mindset of exploring the unknown and not settling for the status quo.

Our mission is to bring Maveryx together in a new way, under a shared identity – one they can own, celebrate and champion to their companies, their families and their communities. Our newly renamed Maveryx Community is the destination for over 400,000 Alteryx users to launch and grow their analytics careers, together.

You'll see Maveryx show up in many places throughout the Alteryx experience, from our Community, to Academy, to Mission Control. We can't wait for you to see, and we invite you to begin exploring now! Start at alteryx.com/Maveryx or our new blog.

Don't forget to watch our CMO sit down with several new Maveryx on LinkedIn Live today at <time>.

Let's go, Maveryx!

Message sent to all employees globally.