THE TOP 10

THINGS TO LOOK FOR IN AN

ANALYTIC PROCESS AUTOMATION PLATFORM

ANALYTICS   DATA SCIENCE   BUSINESS PROCESS   AI/ML

APA

ANALYTIC PROCESS AUTOMATION

alteryx

INTRODUCTION

THE PROVEN ACCELERANT FOR DIGITAL TRANSFORMATION

The need to amplify human output and upskill people, automate complex and tedious business processes, and democratize access to data and analytics in one unified approach has driven the emergence of a new category of software called **Analytic Process Automation (APA)**.

APA platforms have been proven across organizations globally to accelerate data-driven business outcomes across every line of business and industry vertical.

But not all Analytic Process Automation platforms are alike. In order to achieve quick wins and transformative outcomes across the organization, look for these ten criteria when evaluating platforms.

10 ESSENTIAL CRITERIA IN EVALUATING AN ANALYTIC PROCESS AUTOMATION PLATFORM

1 ▸▸ Unified analytics, data science, and process automation

2 ▸▸ Transparent self-service diagnostic, predictive, and prescriptive analytics

3 ▸▸ Accessible data science, AI, and machine learning with guided learning paths

4 ▸▸ Intelligent process automation for automated actions

5 ▸▸ Data discovery from all sources, diverse applications, and bots

6 ▸▸ Actionable outcomes to applications and stakeholders

7 ▸▸ Workforce engagement via a self-service, human-centered experience

8 ▸▸ An open community exchange for learning and sharing business outcomes

9 ▸▸ ROI across top line, bottom line, efficiency gains, and workforce upskilling

10 ▸▸ Demonstrated success and solutions in every department and industry

alteryx

UNIFIED ANALYTICS, DATA SCIENCE, AND PROCESS AUTOMATION

1

The scope of digital transformation and automation has shifted from one where analytics, data science, process automation, and the upskilling of people were separate organizational initiatives, to the realization that transformative outcomes mandate that these pillars converge into a single automation platform. Organizations looking to automate analytics, data science, optimize processes, and empower people to self-serve must consider platforms that unify all capabilities into one platform for a simple user experience.

Instead of six to eight different point tools for data preparation, analytics, reporting, and business process automation, which results in a disconnected experience with slow or misaligned outcomes, **Analytic Process Automation (APA) platforms** converge all automation capabilities in one.

DATA
Democratizing data and analytics

PROCESS
Automating processes

PEOPLE
Upskilling people
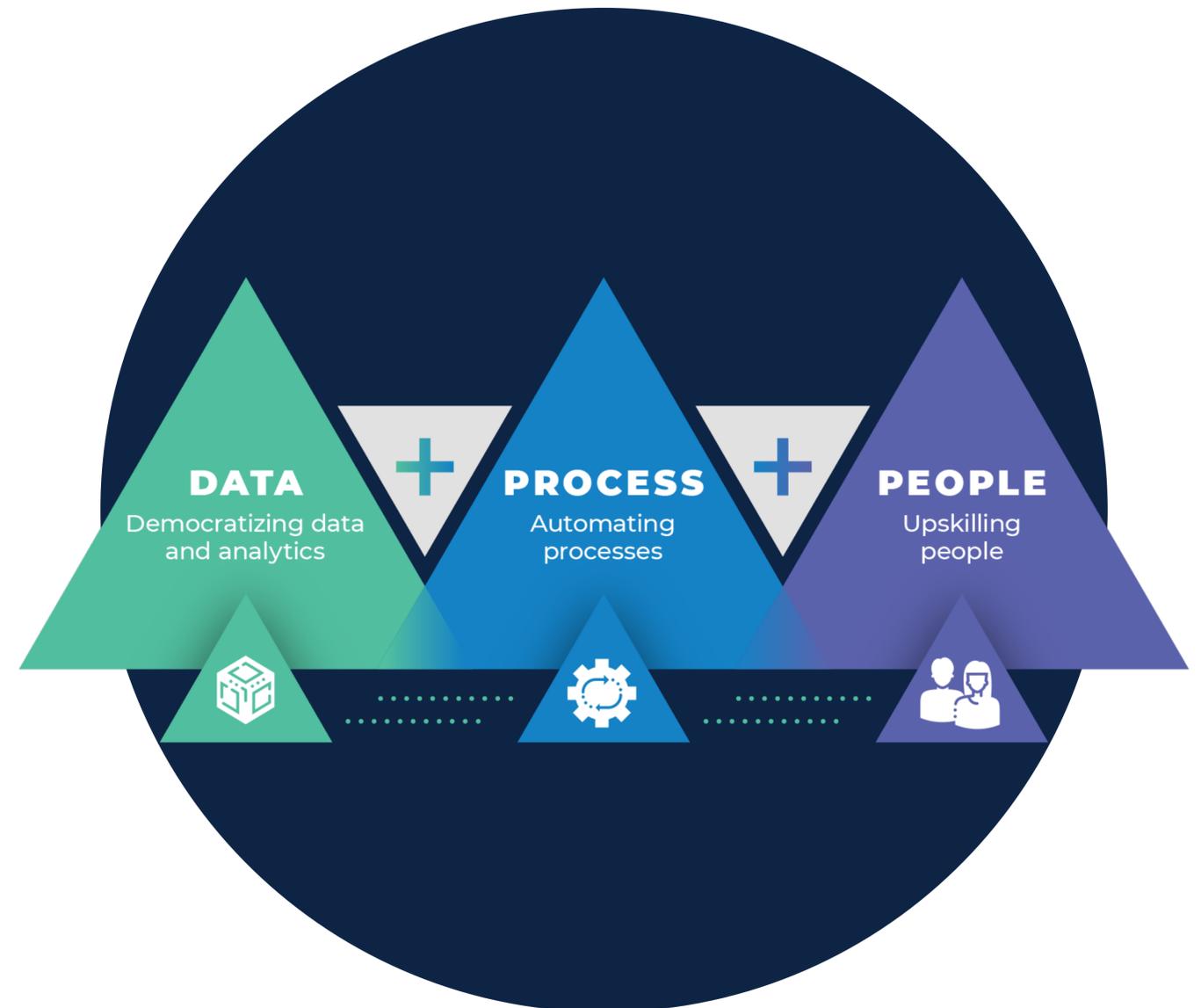
The scope of automation provided by Analytic Process Automation shifts from individual discrete data and process tasks to unified analytics, data science, and business process automation, with an engaging user experience to enable rapid workforce upskilling.

alteryx

TRANSPARENT SELF-SERVICE DIAGNOSTIC, PREDICTIVE, AND PRESCRIPTIVE ANALYTICS

Analytic Process Automation platforms must provide self-service capabilities that simplify diagnostic, predictive, prescriptive, and location/geospatial analytics. In each area of analytics, users should not need specialized skills. An entire analysis including high-frequency automated reporting, predictive analytics including modeling options, and prescriptive analytics should be achievable via an automated drag-and-drop experience.

A first-time user can experience results from data access to diagnostic, predictive, prescriptive, or geospatial analytics, and automate processes via visual, guided steps. The result is a view of the entire business process that reflects faster, completely automated outcomes.

DIVERSE DATA AND APPLICATION INPUTS

Data Blending
Predictive Auto ML
Explainable AI
Geospatial Analytics
Data Prep & Profiling
Process Automation
Diagnostic Reporting
Prescriptive Analytics
Code-Free Data Science
Publishing App Controls

LIMITLESS BUSINESS OUTCOMES
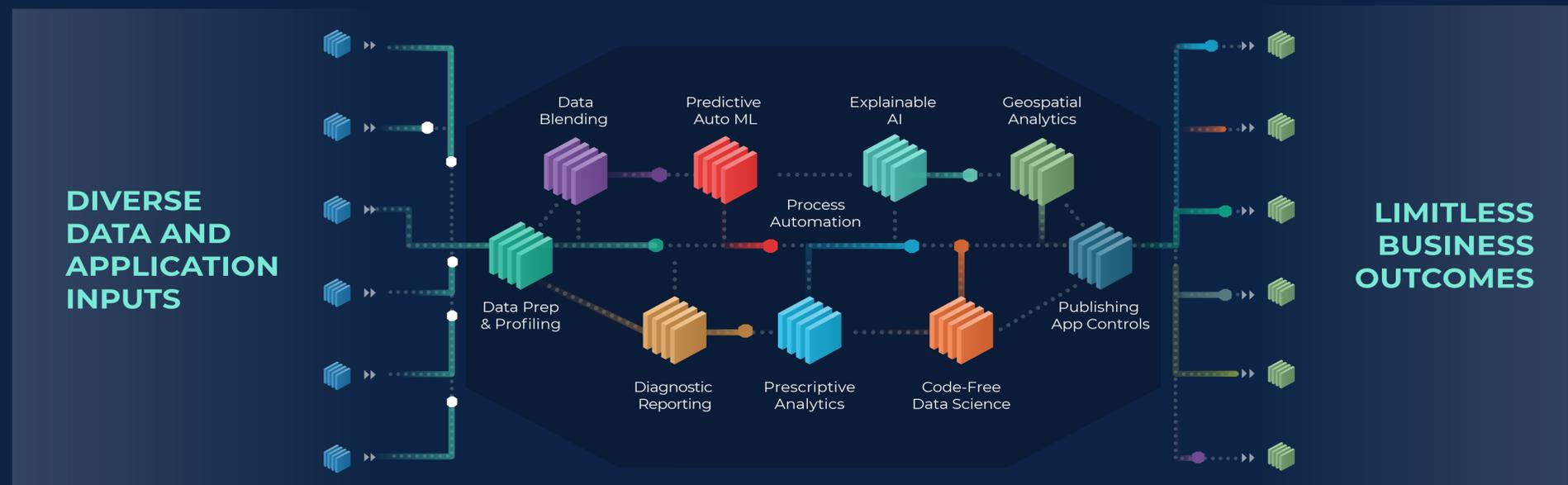
A best-in-class Analytic Process Automation platform should enable any user across the organization to achieve results in hours or days without requiring any specialized skillset.

APA platforms provide hundreds of drag-and-drop automation building blocks, enabling users to deliver outcomes in hours.

alteryx

3

ACCESSIBLE DATA SCIENCE, AI, AND MACHINE LEARNING WITH GUIDED LEARNING PATHS

APA platforms are human-centered, designed for citizen access rather than requiring the skills of highly-trained specialists or depending on IT. Self service begins with an outcome-focused mindset that starts with the business goal, and users who have these skills are rapidly able to learn the platform in hours to quickly deliver ROI.

APA platforms uniquely enable people to upskill themselves at a personalized pace via self-service data science, AI, and guided machine learning. A platform that delivers this learning pathway creates the ability for users to progress from simple automation to full analytics and process automation, from reporting the past to predicting the future, to modeling scenarios and ultimately transforming business insights and enabling actionable outcomes.

> **The catapulting of my career over the past year is,** no exaggeration, 100% due to my participation in the Community lessons and challenges. I can honestly say that the ceiling on my career has been shattered because of the things I can now do with Alteryx.
>
> **Sr. Consultant, Business Solutions**
> *T-Mobile*

AN ENGAGING, SELF-SERVICE LEARNING PATH

END HERE ▼

UP NEXT

Drag-and-Drop Data Science

▲ START HERE

alteryx

4

INTELLIGENT PROCESS AUTOMATION FOR AUTOMATED ACTIONS

Best-in-class APA platforms should enable creating a data-driven, intelligent business process (and GUI-based workflow automation) through an extensive array of automation building blocks that let users assemble and fully automate a data-driven business process to speed outcomes and trigger daily actions without requiring manual management.

APA should not be confused with Robotic Process Automation (RPA). RPA automates repetitive tasks via bots, while APA automates a data-centric business process involving data tasks, steps, and data science algorithms. APA can take inputs from bots and publish analytic outcomes directly to bots and RPA systems.

EXAMPLES
OF ANALYTIC-CENTRIC BUSINESS PROCESSES:

▸▸ Demand forecasting and supply chain automation

▸▸ Daily merchandising and sales optimization

▸▸ Tax and audit automation

▸▸ Employee flight risk

▸▸ Continuous patient monitoring and fast response

▸▸ Logistics and on-time delivery

AND MORE

alteryx

Outcomes from these data-driven processes can be published to stakeholders, dashboards, documents, bots, and RPA systems, and directly into enterprise applications for automated actions.

One of the biggest benefits of an APA platform is that people are freed from manual data collection, preparation, and constantly managing manual hand-offs in data-driven business processes. APA automates both repetitive and complex processes. This creates transformational efficiency gains by reducing analytic cycle times from weeks or days to hours or minutes.

ORGANIZATIONS GLOBALLY ARE EXPERIENCING
TRANSFORMATIONAL
PROCESS EFFICIENCIES

▸▸ **LEADING GROCERY CHAIN**
757% efficiency gain

▸▸ **RETAILER**
99.4% on-time delivery on orders

▸▸ **GLOBAL MEDIA COMPANY**
2,880 times faster campaign results

alteryx

5

AUTOMATING ASSET INPUTS

- Files, Docs
- RPA Bots
- Data Platforms
- Applications
- Cloud Sources
- Logic
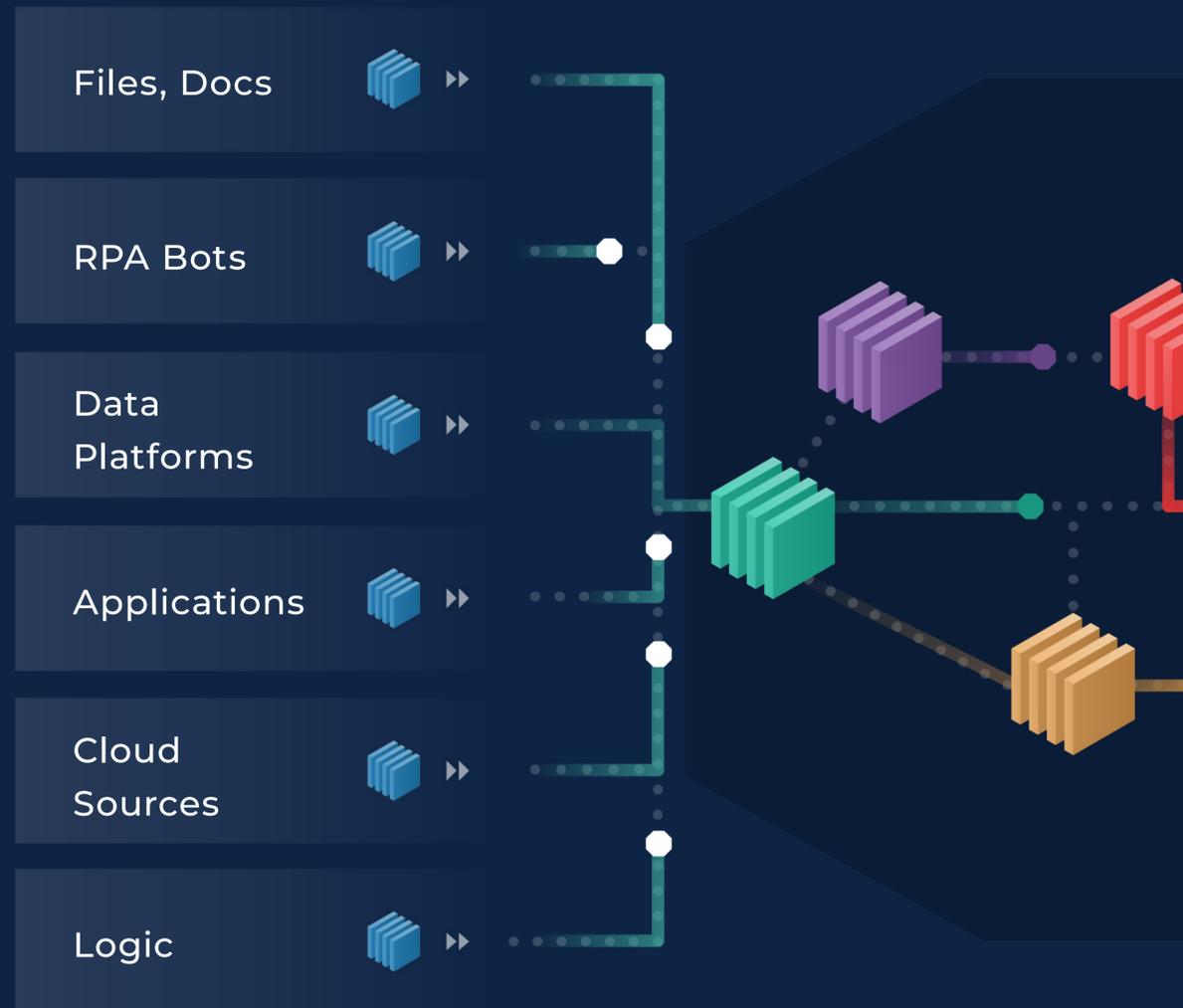
Inputs from **dozens of internal and external data sources and applications** with automated asset discovery, prep, and profiling of data and applications.

DATA DISCOVERY FROM ALL SOURCES, DIVERSE APPLICATIONS, AND BOTS

APA platforms automate data access and data prep from dozens of data sources, cloud platforms, PDFs, text files, and application assets including ERP, CRM, ITSM, HCM applications, and more. Data access and prep is a drag-and-drop experience, easing the access and prep of data and business logic from diverse sources and enterprise applications both within and external to an organization.

Additionally, the data and application connections are supported in a way where data outcomes can be fed back into the system in an automated and repeatable way for further analytic processing and discovery of new business outcomes.

The purpose of integrated data access and prep in an APA platform is to streamline and automate the pipeline of data into an analytic business process while maintaining governance, security, and granular visibility to data lineage.

alteryx

## 6 ACTIONABLE OUTCOMES TO APPLICATIONS AND STAKEHOLDERS

To impact organizational change and enable fast action and smarter decisions, the APA platform must automate business outcomes directly into applications and stakeholders via a variety of output formats, including visual BI dashboards, enterprise applications, bots that take action, AI systems, business-ready documents, mobile apps, email systems, and more, as well as to stakeholders internal and external to the organization.

The automation extends to automated actions triggered in apps, bots, mobile devices, and more. Stakeholders can also view outcomes in BI dashboards, business-ready documents, text messages, emails, and more.

By automatically triggering actions via these outputs, APA platforms fully automate business processes end-to-end. This achieves true digital transformation and enables the business to drive faster data-driven outcomes and better decisions.

AUTOMATING OUTCOMES FOR PEOPLE AND TO APPLICATIONS

- BI Applications
- RPA
- Stakeholders
- Production AI
- Enterprise Apps & API's
- Business-Ready Docs, Email...
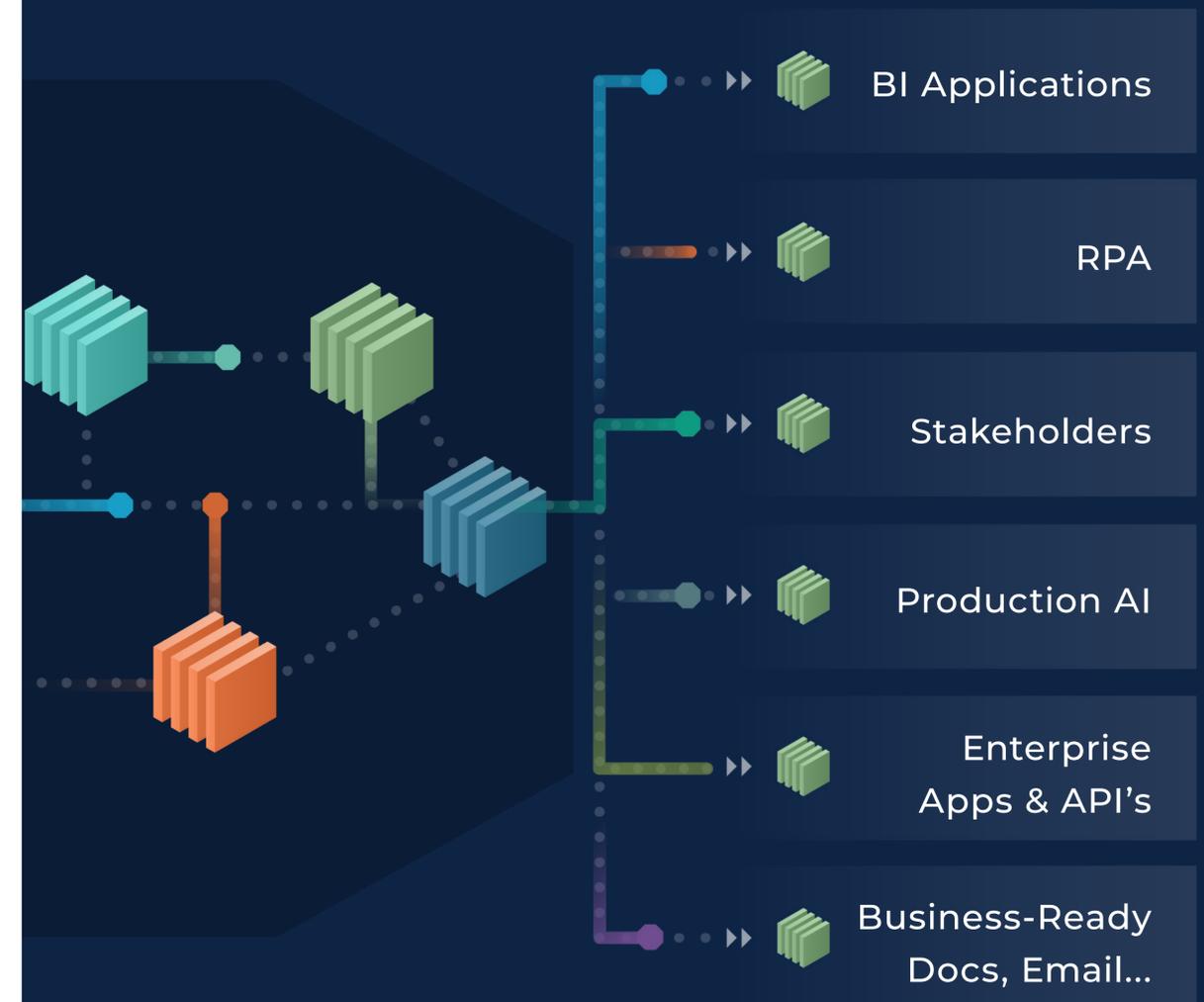
Outputs to **dozens of internal and external formats and stakeholders** enable a truly automated end-to-end process.

alteryx

7

WORKFORCE ENGAGEMENT VIA A SELF-SERVICE, HUMAN-CENTERED EXPERIENCE

An APA platform accelerates the upskilling of people, enabling anyone with domain knowledge to automate data-centric business processes. This self-service platform leverages an organization's data assets to drive analytics, data science, and automate business processes to achieve end-to-end automation in record time.

A human-centered APA platform is specifically designed for "citizen access" rather than requiring highly-trained specialists or IT. A suite of automation building blocks allow users to start anywhere and advance their outcomes without limitation.

APA platforms are also proven to deliver quick wins across use cases or critical business initiatives. These quick wins then rationalize deeper investments and confirm a sure path to digital transformation success.

THE PATH TO UPSKILLING IS PERSONAL AND SCALABLE

▸▸ **LARGE SERVICES COMPANY**
50,000 consultants upskilled

▸▸ **AUTOMOTIVE COMPANY**
4,000 people upskilled

▸▸ **FINANCIAL SERVICES ORGANIZATION**
2,000–4,000+ upskilled

alteryx

8
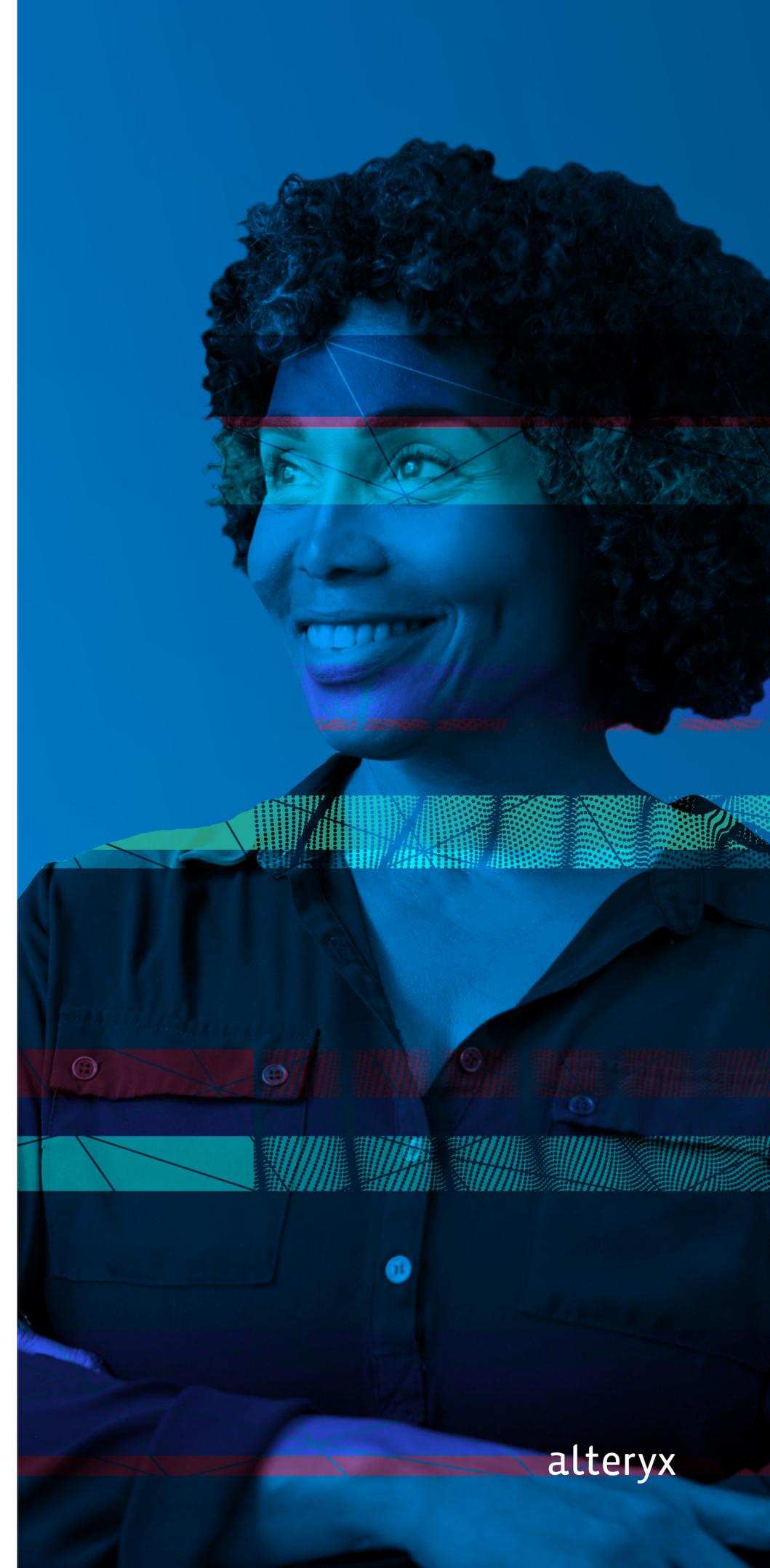
AN OPEN COMMUNITY EXCHANGE FOR LEARNING AND SHARING BUSINESS OUTCOMES

Best-in-class APA platforms offer a rich community exchange populated with thousands of solutions to business problems and reusable solution templates so users can learn from others and share their business outcomes to help others accelerate their own initiatives. The APA Community brings together the collective intelligence of people working together and the open and transparent sharing of best practices and outcomes.

A collaborative community of users rooted in Analytic Process Automation creates a social network supporting each other to drive faster outcomes and fuels the perpetual learning and upskilling of people. This, in turn, drives everyone to keep reaching higher and accelerate business outcomes.

> "
> I learned Alteryx from reading other people's questions and replies in the Community and attempting to solve new questions, deepen my knowledge, and optimize my results. **They say knowledge is power, but I believe knowledge is only powerful when shared.**
>
> **Analyst**
> *Informatica*
> "

SHARING OUTCOMES
AND ASPIRING TO ACHIEVE MORE

alteryx

ROI ACROSS TOP LINE, BOTTOM LINE, EFFICIENCY GAINS, AND FAST WORKFORCE UPSKILLING

TRANSFORMING BUSINESS OUTCOMES

TOP LINE GROWTH

Top 5 Retailer — $1.5 billion sales increase by automating daily merchandising, including pricing and assortment planning for 1000's of stores

F500 Manufacturer — $40 million revenue growth by automating the customer lifetime value (LTV) process and marketing campaigns

BOTTOM LINE RETURNS

Top 3 Airline — $80 million return to the bottom line through discovery of unused credit and optimization of customer loyalty programs

Healthcare Provider — $20 million in annual savings by reducing unwarranted clinical variations in healthcare delivery

TRANSFORMING WORKFORCES

EFFICIENCY GAINS

Large National Retailer — 99.4% on-time deliveries and 11% cost savings across parcel deliveries and inbound freight costs

Top 5 Grocery Chain — 757% efficiency gain via supply chain automation including pricing automation and inventory optimization by location

PERPETUAL UPSKILLING

Big 4 Consulting Firm — 50,000 people upskilled across accounting, finance, tax, audit, HR, and client service delivery

Top 50 Global Bank — 2,000 people upskilled across trading, finance, portfolio management, and client services

alteryx

10 DEMONSTRATED SUCCESS AND SOLUTIONS IN EVERY DEPARTMENT AND INDUSTRY

Best-in-class APA platforms enable limitless business outcomes for every line of business and industry vertical. Whether in the CDO, CIO, CFO, CHRO, CMO, CRO, CCO or CISO organizations, APA platforms enable limitless use cases so organizations can jump-start their automation journey.

EXAMPLE SOLUTIONS

| CUSTOMER SUCCESS	HUMAN RESOURCES	FINANCE	MARKETING	CUSTOMER SERVICE	BUSINESS OPERATIONS	SALES & SUPPORT	INFORMATION TECHNOLOGY
Consumer Behavior	Employee Flight Risk	Trading & Liquidity	Marketing Attribution	360 Incident Management	Supply-Chain Automation	Sales Trends	Network Analysis
Customer Engagement	Affirmative Action	Capital Forecasting	Omni-Channel	360 Response	Inventory Right-sizing	Sales Maximization	Security Analytics
Pricing Optimization	Recruiting Science	Daily Reconciliation	Customer 360	HCM 360	Logistics Optimization	Sales Performance	Cost Analysis
Targeting & Segmentation	Predictive NPS	Tax Automation	Predictive Conversion	Predictive Churn	Labor Optimization	Geographic Trends	Vendor Consolidation
Loyalty Program Analytics	Performance Management	Audit & Compliance	Campaign Response	Response Time Impact	Cost Optimization	CRM 360	Staffing Efficiencies
Sentiment Analysis	Training & Compliance	Risk Assessment	Segmentation	Call Center Analytics	Capacity Planning	Forecasting	CapEx Forecasting
More ...	More ...	More ...	More ...	More ...	More ...	More ...	More ...

alteryx

SEE THE ALTERYX APA PLATFORM IN ACTION

and experience the power of unified analytics, data science, and process automation in one

ANALYTIC PROCESS AUTOMATION PLATFORM (APA)

AUTOMATING ASSET INPUTS

AUTOMATING OUTCOMES FOR PEOPLE AND TO APPLICATIONS

Files, Docs

Bots

Data Platforms

Applications

Cloud Sources

Logic

Data Blending

Predictive Auto ML

Explainable AI

Geospatial Analytics

Process Automation

Data Prep & Profiling

Diagnostic Reporting

Prescriptive Analytics

Code-Free Data Science

Publishing App Controls

BI Applications

RPA

Stakeholders

Production AI

Enterprise Apps & API's

Business-Ready Docs, Email...
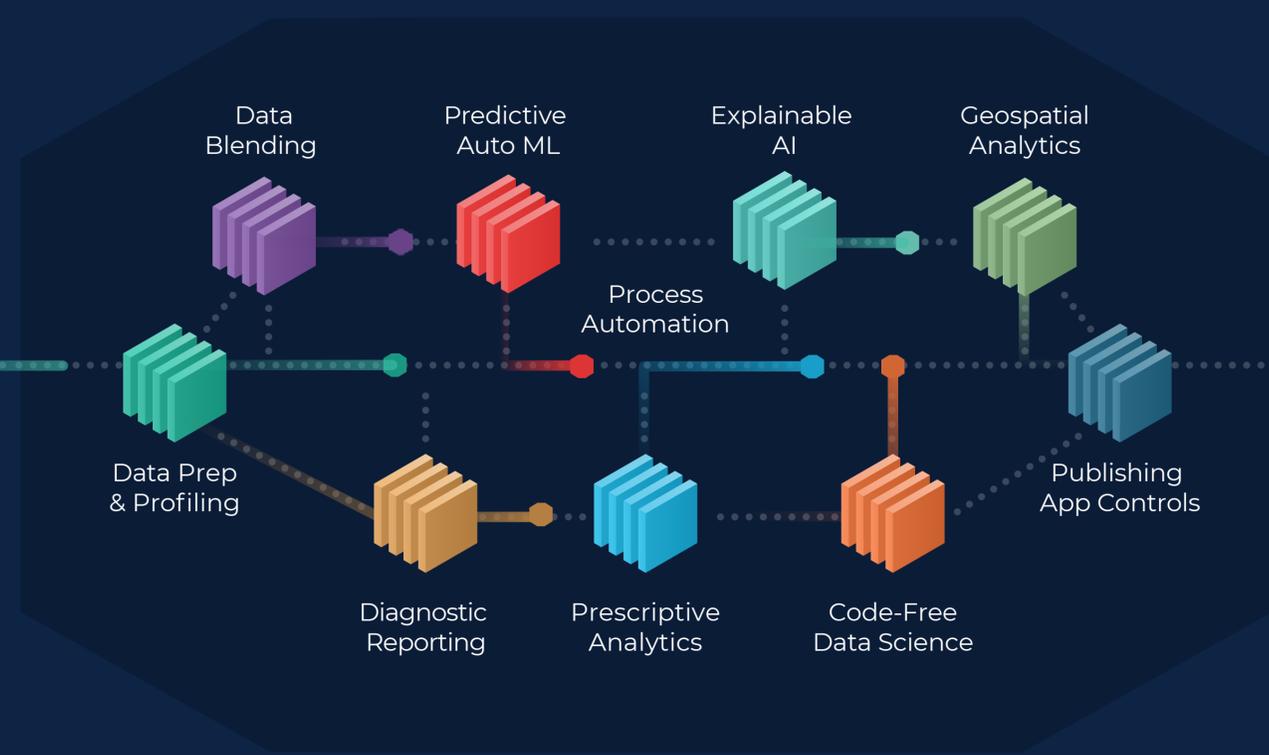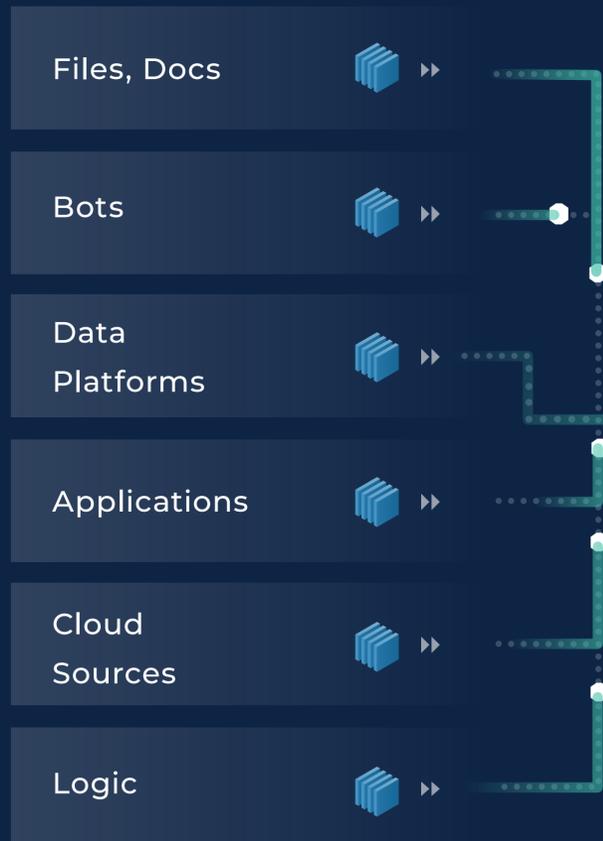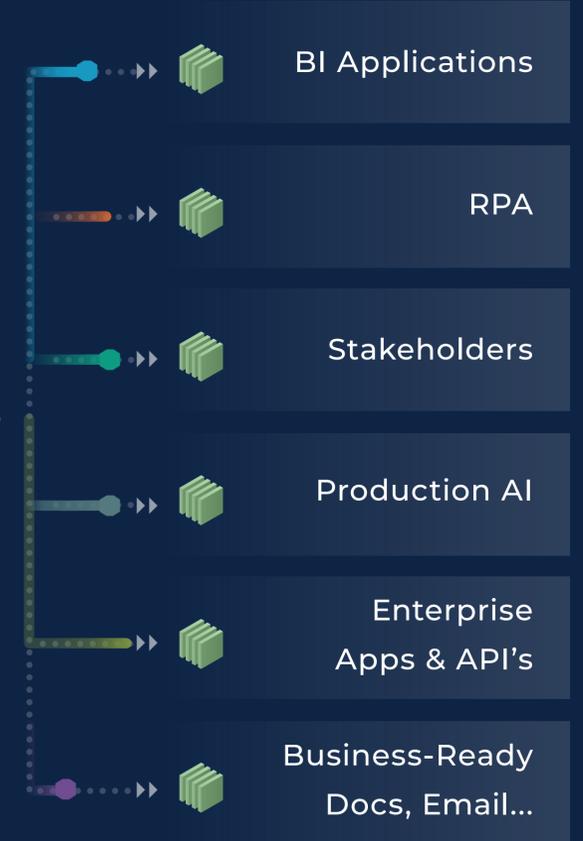
HUNDREDS OF ANALYTICS + DATA SCIENCE + PROCESS AUTOMATION BUILDING BLOCKS SO YOU CAN START ANYWHERE
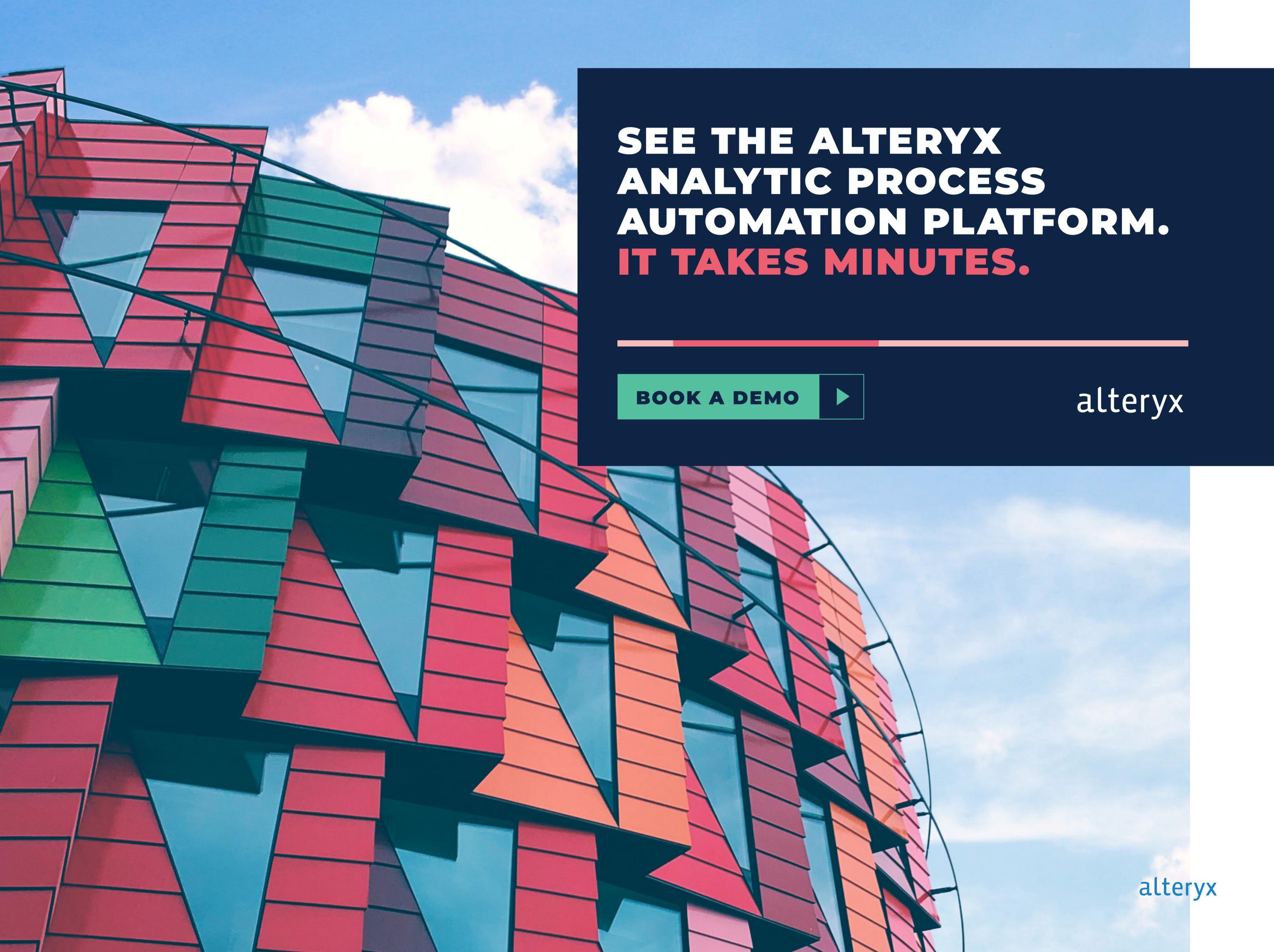
alteryx

SEE THE ALTERYX ANALYTIC PROCESS AUTOMATION PLATFORM.
IT TAKES MINUTES.

BOOK A DEMO ▶

alteryx

alteryx