

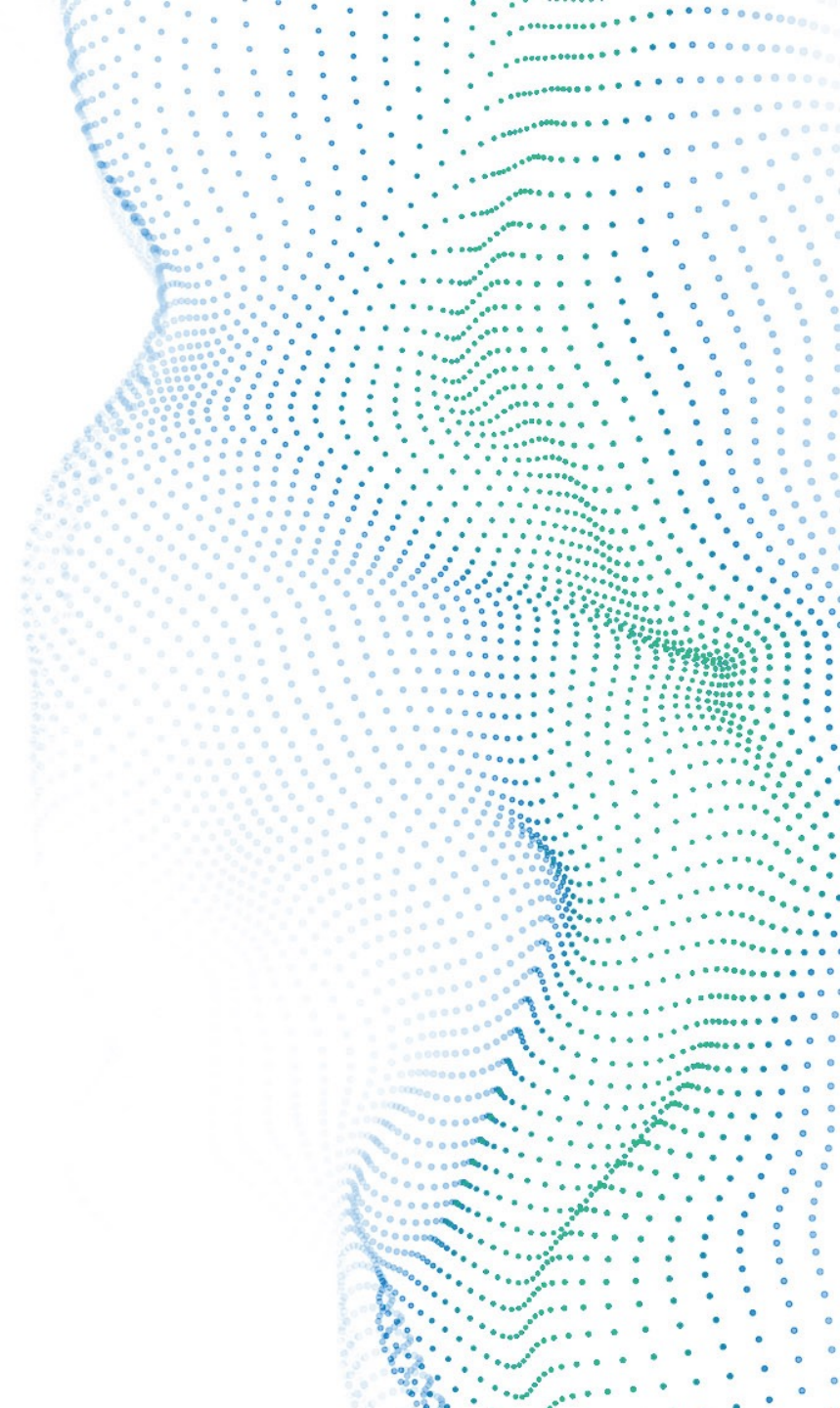


Democratizing Analytics

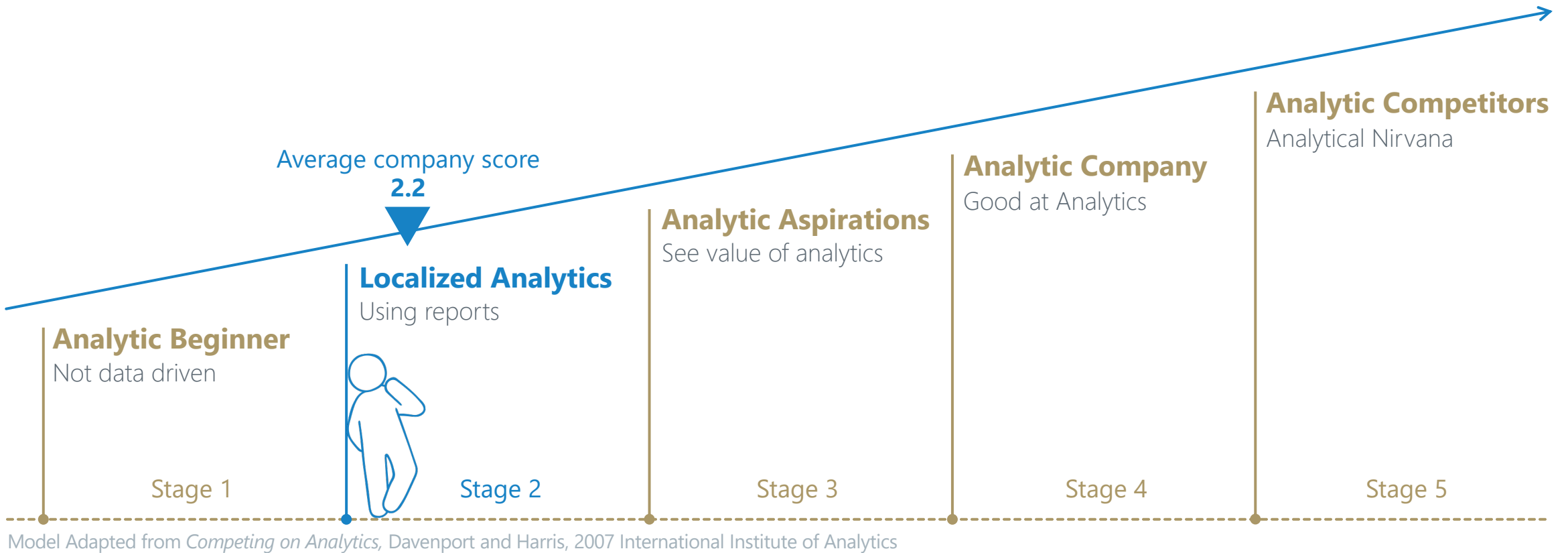
**Enabling leaders to accelerate analytics innovation,
drive growth and create a competitive advantage in
their organizations**

Alan Jacobson

October 6th, 2021



Stages of Analytic Maturity



Percentage of knowledge
workers analytically capable:

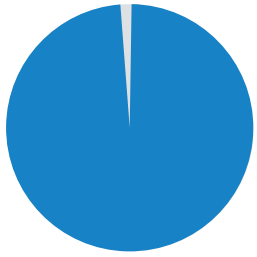
1%

10%

25%

50%

Companies Are Investing Significantly to Digitally Transform



99%

Companies investing
in Big Data & AI

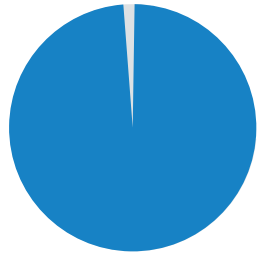


Common Approaches

- Build out functional data science teams
- Re-write governance charter
- Build the data lake
- Digital transformation efforts
- Automation efforts

<https://www.forbes.com/sites/gilpress/2020/01/13/ai-stats-news-only-146-of-firms-have-deployed-ai-capabilities-in-production/?sh=6cde42c52650>

Companies Are Investing Significantly to Digitally Transform



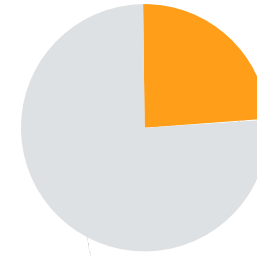
99%

Companies investing
in Big Data & AI



Common Approaches

- Build out functional data science teams
- Re-write governance charter
- Build the data lake
- Digital transformation efforts
- Automation efforts



24%

Companies report
being data-driven

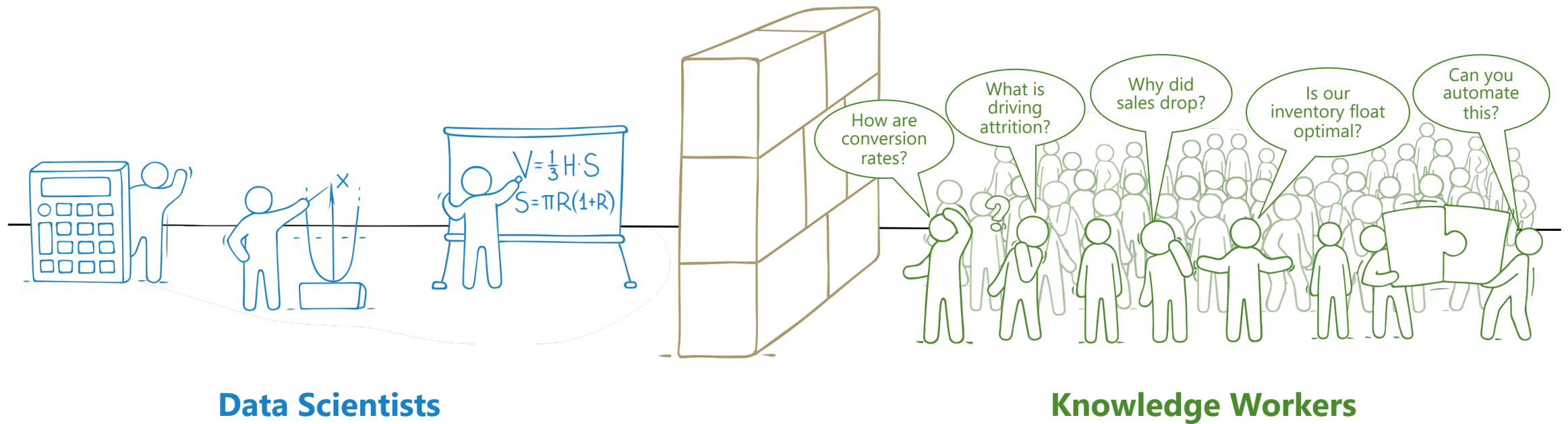


Common Pain Points

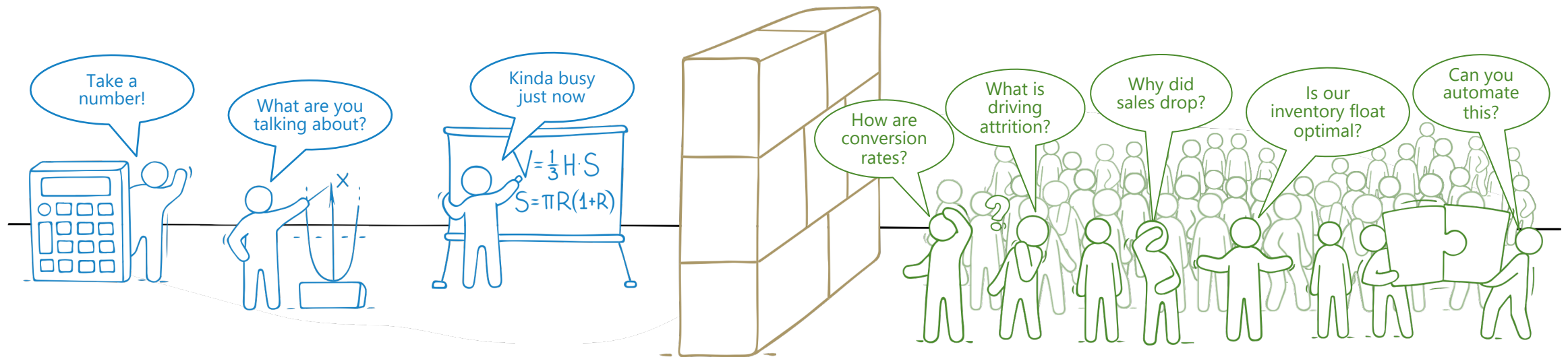
- Results are too slow
- Long time to value
- DS teams consumed with low level tasks

<https://www.forbes.com/sites/gilpress/2020/01/13/ai-stats-news-only-146-of-firms-have-deployed-ai-capabilities-in-production/?sh=6cde42c52650>

A Growing Divide... People vs. Technology



A Growing Divide... People vs. Technology

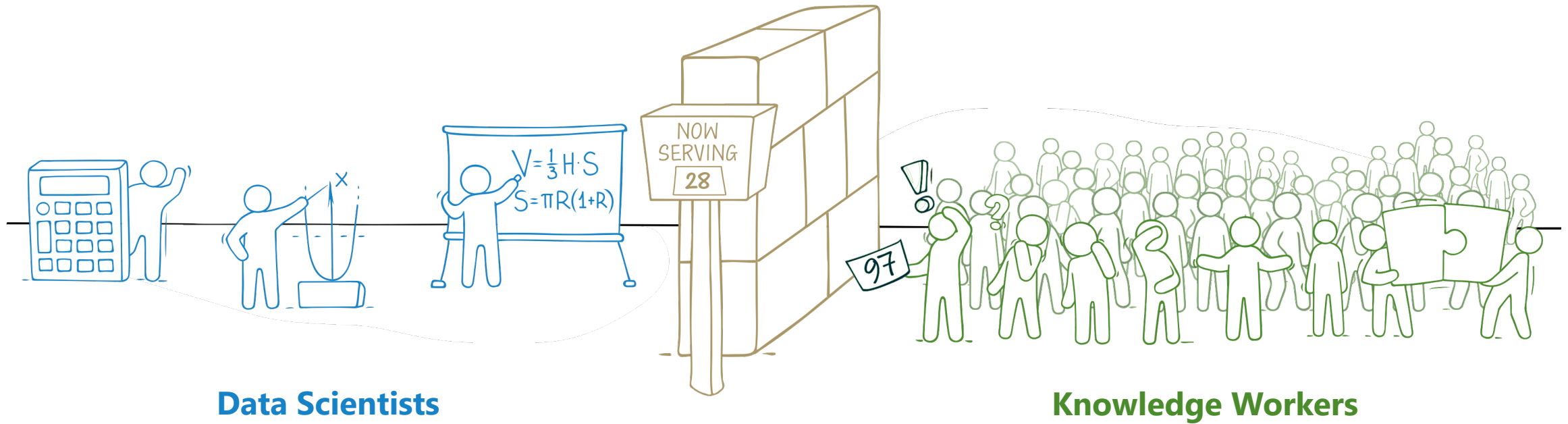


Data Science Teams Frequently Struggle

- Too few data scientists
- Missing key domain knowledge
- Many projects not implemented as line of business isn't comfortable
- Desire better questions/projects (data janitors, dashboard builders, etc.)

Knowledge Workers

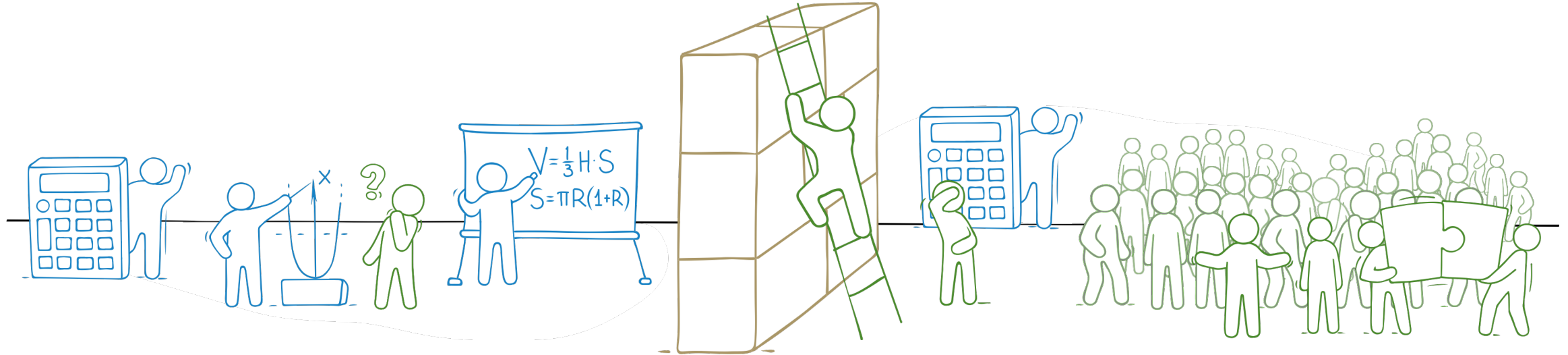
CoE Is Important, but Can Have Challenges



0% Companies satisfied that rely on centralized IT/analytic teams for data analysis

Sources: "Digital Pulse Survey", Harvard Business Review
<https://www.alteryx.com/sites/default/files/2020-01/hbr-report-scaling-analytics-across-the-org.pdf>

Convert Your Knowledge Workers to Data Scientists



Data Scientists

Approaches with Limited Success

1. Train Analysts to be Data Scientists
2. Assume Analysts can use the tools Data Scientists use

Are You Investing Most of Your Money on the Few?

Used By Few – Significant Investment

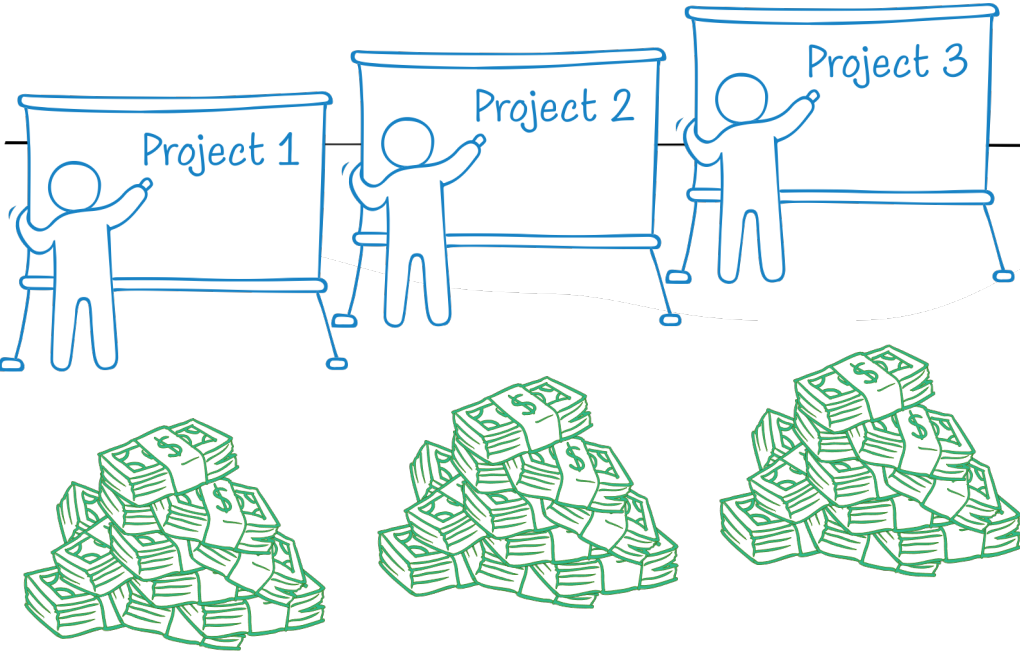
Used By Most – Small Investment



Significant investment in the few vs. the leverage of upskilling 75%+ of your workforce

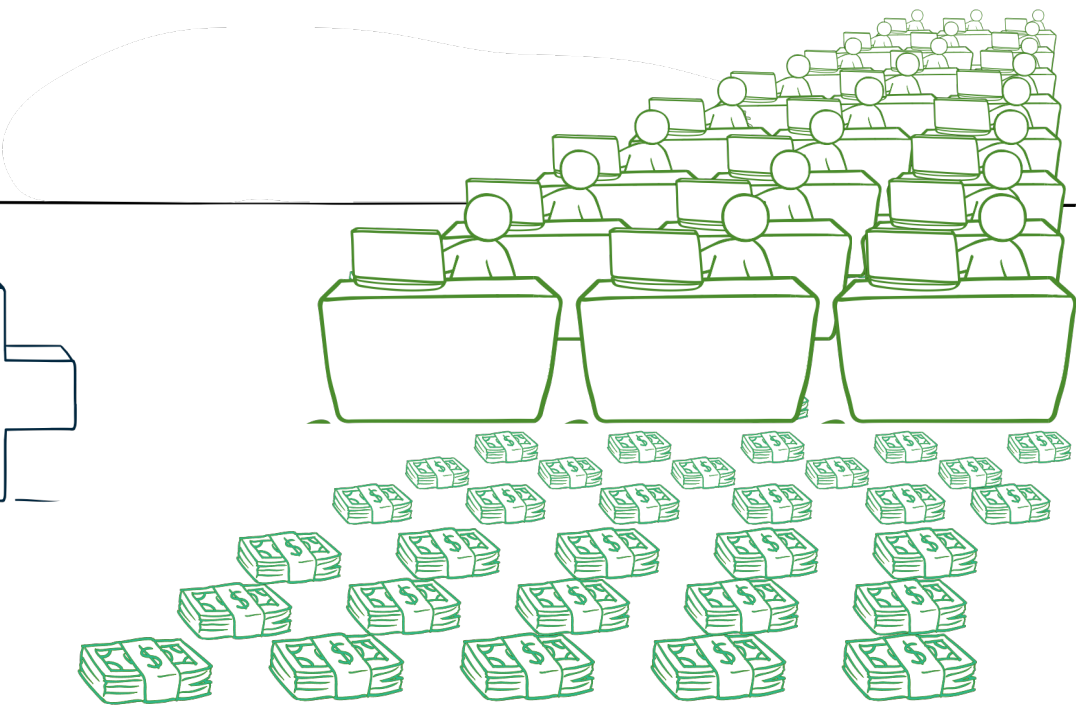
Achieving Analytic Leadership

Data Scientists



ROI

Knowledge Workers



ROI

What Does Success Look Like – Global Consultancy

Financial Results

12.8%

Revenue
Improvement

3.6pts

Margin
Improvement

9.1%

Productivity
Improvement

Employee Impact

+13pts

My colleagues
seek new ways to
use technology

+15pts

Our technology
allows me to do
work effectively

+19pts

My team is
developing
digital skills

6.5m hours estimated saved across lines of service for FY20

Timeline

May 2018

Launched
100+ Alteryx
workflows

EOY 2018

2M+ executions
25k+ installs
4k+ trained



Nov 2018

Launched xLoS
1,000+ Alteryx
workflows

Nov 2020

20M+ executions
109k+ installs
80k+ trained

The impact of Digital Transformation can be fast and impactful on many dimensions

The Individual Journey



Data Wrangling

\$\$,\$\$\$



Process Automation

\$\$\$\$,\$\$\$



Analytics

,\$\$\$\$\$,\$\$\$

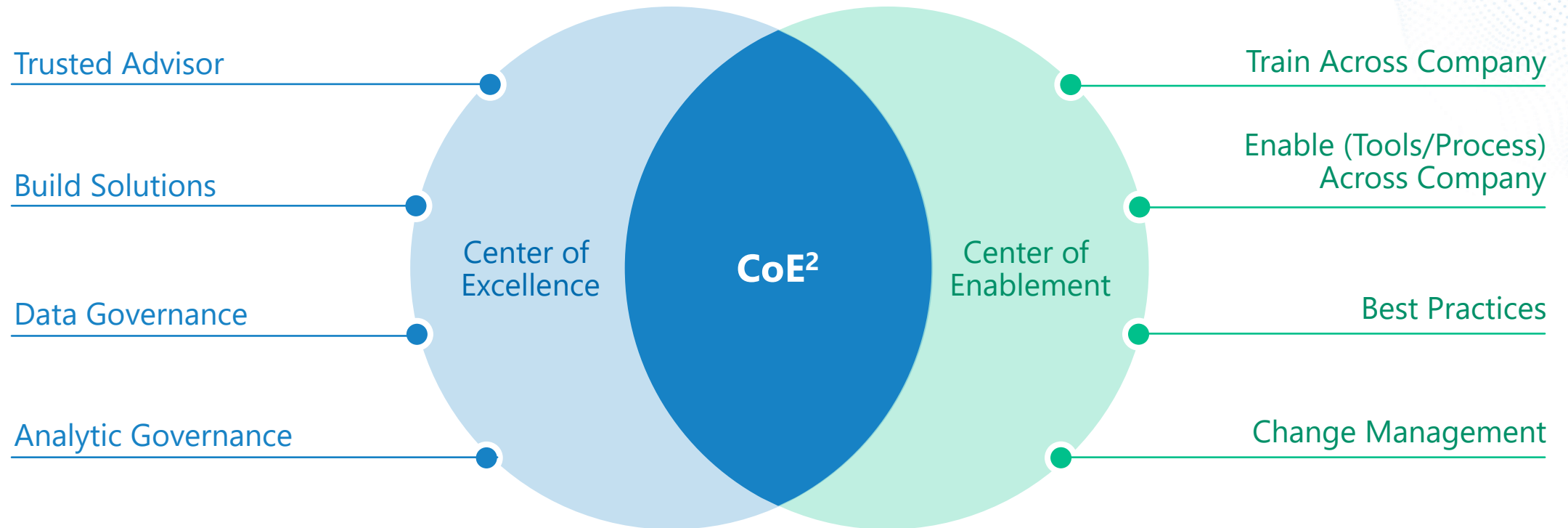


Process Re-Engineered

\$\$,\$\$\$\$\$,\$\$\$


The magic is to progress your domain experts through this continuum

Center Of Excellence + Center Of Enablement (COE²)



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

Change Management

Strategy	Tactics
 Aware & Excited <ul style="list-style-type: none">• I want to go on the journey• I see the value of investing in upskilling	<p>Demo tech sessions, intro to modeling, intro to automation, hackathons</p>
 Enable & Train <ul style="list-style-type: none">• I have the tools needed to succeed• I have the training necessary to learn	<p>Boot camps, tool training, nano degrees, hackathons, weekly challenges, design reviews, train the trainer</p>
 Support & Sustain <ul style="list-style-type: none">• I have a community of support• I am rewarded and recognized with success	<p>User groups, reward & recognition programs, conferences</p>

Analytics Innovation Program Best Practices

Accelerate the journey for individuals and the organization

Tactics



Value Engineering

Framework for find top opportunities and driving ROI



Center of Excellence/Enablement

Best practices to setup analytic processes across enterprise



Education Sessions

Teach the basics of AI/ML, Automation and Modern-Day Analytics



Community

Online & In-Person communities to sustain



Training (Live and On-Demand)

From full certification to 5 min lessons on specific topics



Hackathons & Demo Days

Live events to excite and show the art of the possible



Reward & Recognition

Online badging and certifications through to company specific programs



Executive Support

Sessions to share with leadership status and impact of digital transformation

A full change management program to deliver optimal results



alteryx

Thank you

Visit our Booth

- See Demos of New Capabilities
- Setup Time with a Tech Expert
- Drink!

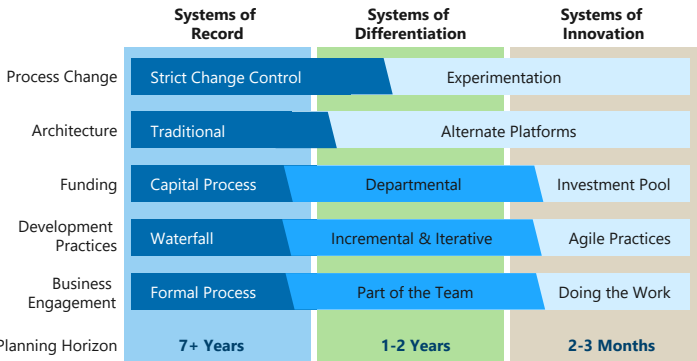
Alan Jacobson | Chief Data & Analytics Officer
ajacobson@alteryx.com

ANALYTICALLY MATURE ORGANIZATIONS CONTROL APPROPRIATELY

Gartner PACE Model

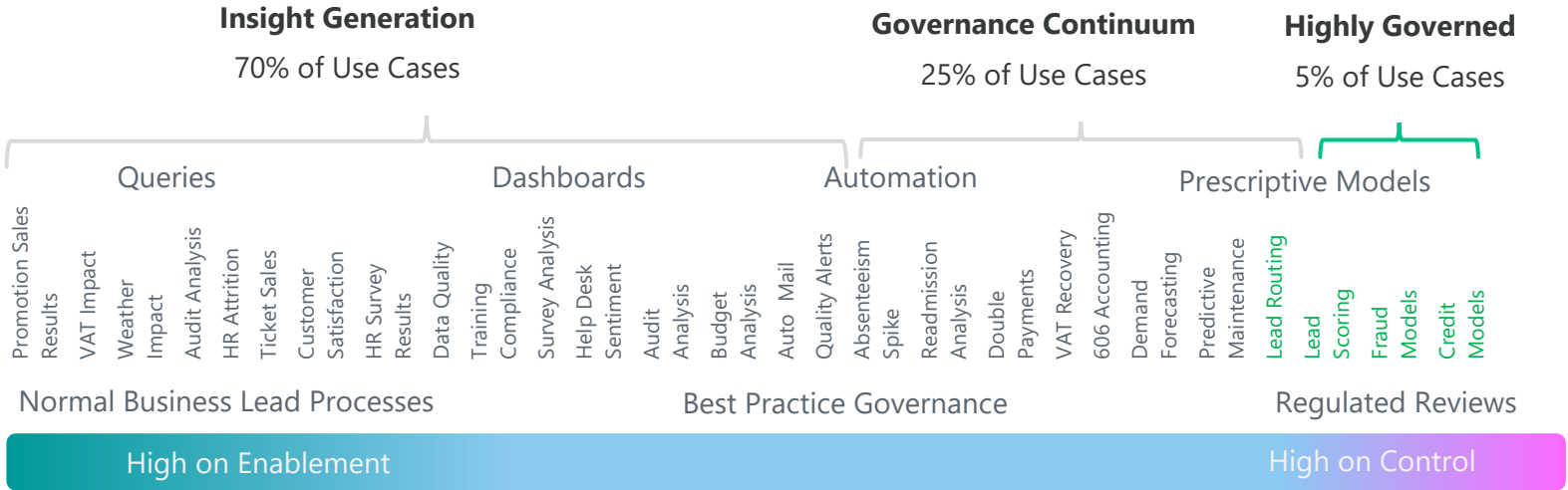
The detail shows that IT needs to manage systems differently depending on the role that these systems play in the organization. Approaches that apply to Systems of Record may not be effective when dealing with Systems of Innovation.

In particular Governance strategies will be different between these three types of systems, and analytics tend to span all three modalities.



Analytic Governance Continuum

We see Governance being separated into distinctly different patterns based on the types of analytics

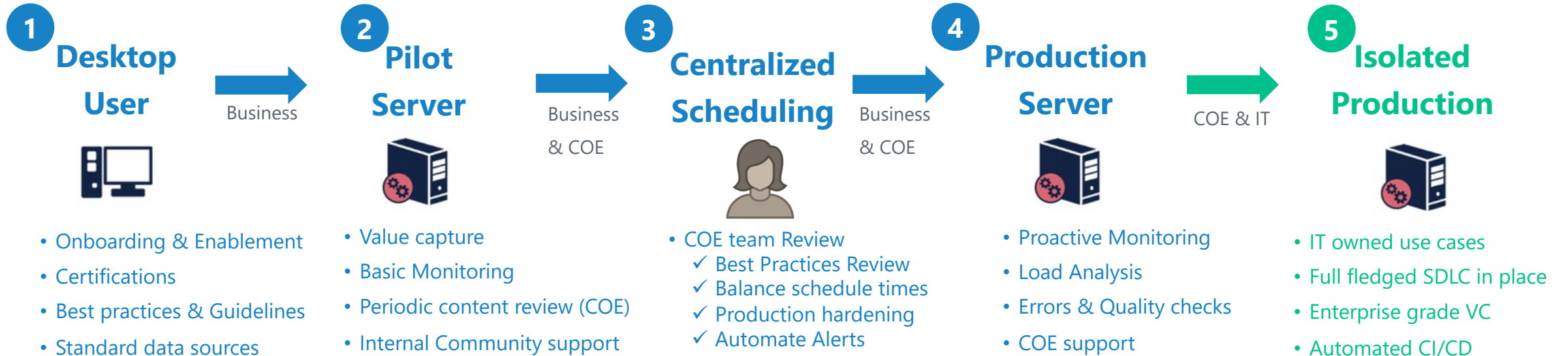


Different Types Of Governance And Processes Are Needed Along The Analytic Continuum

THE PROCESS TO DELIVER PROPER SELF-SERVICE GOVERNANCE

DEMOCRATIZED ENVIRONMENT

IT SDLC



CORPORATE STANDARD SETUP – NOT TOOL SPECIFIC

Data Access Request Management | Network Whitelist | Security Monitoring | PII Policy | Server Configuration

Strong governance has layered approach that continuously improves delivery and is common across democratized technologies (e.g. Analytics, Visualization, Automation, etc.)