

alteryx

Geographic **Business Intelligence** Platform



How can your company stay ahead of competitors?

According to the Harvard Business Review, you “Become an analytics competitor: Use sophisticated data-collection technology and analysis to wring every last drop of value from all your business processes.”

Data Headaches, **Delayed Decisions?**

You need accurate, up-to-date and comprehensive data to make key business decisions. But the data resides in different databases, different formats. There's no easy way to create an integrated, intelligent view. What's more, there's a time lag between needing information and getting it, leading to delayed action and possibly lost business opportunity.

It's time to discover Alteryx™

Extract, Transform, Load — and Act!

Alteryx is an innovative ETL business intelligence and application development platform. It provides access to any data in your organization and presents it to decision makers in an organized, intelligent fashion that fosters fast and accurate business decisions.

What's the Basis for your Business Intelligence?

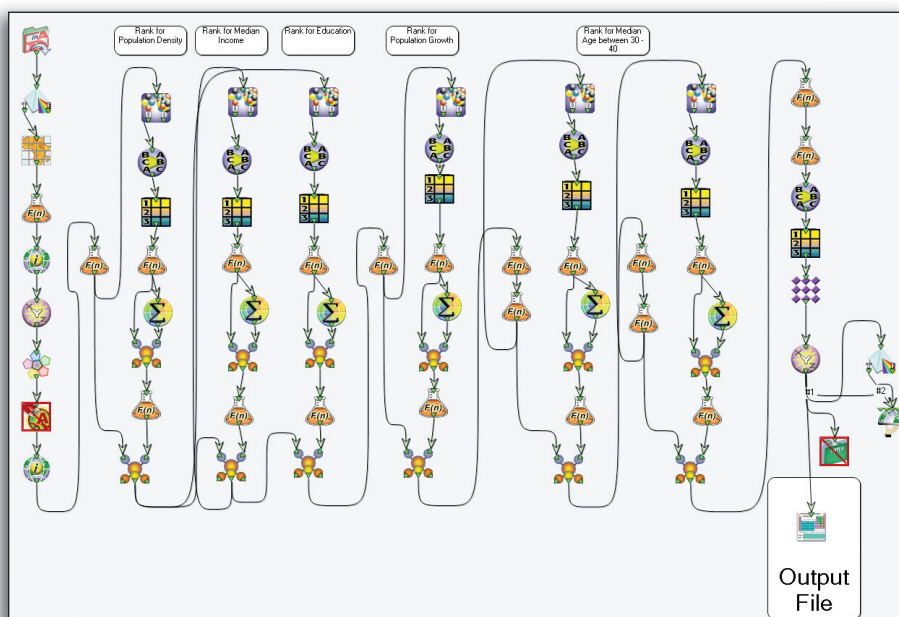
Alteryx complements and extends existing BI tools, providing spatial analysis and mapping capabilities, data cleansing and integration, demographic and market databases and more. All at a cost and complexity much lower than traditional BI tools.

Geographic Intelligence — the Advantage

Almost every business depends on geography for success. The location of stores, branches, customers and more must all be analyzed and understood to optimize business performance.

Alteryx is the only BI platform with built in spatial capabilities, allowing you to use geographic information to gain business advantage and important insight such as:

- Why some locations perform better than others
- Your customers' behavior and buying patterns
- Where the best new market opportunity is located
- Lucrative merger & acquisition targets
- The performance of advertising and marketing strategies



Improve Data Quality

A study by PriceWaterhouseCoopers, reported in *Computerworld*, found that 75% of 599 companies surveyed experienced financial pain from defective data. Alteryx offers data cleansing tools that correct inaccurate addresses, remove duplicates, and perform tasks such as householding that save money on mailings and improve analysis.

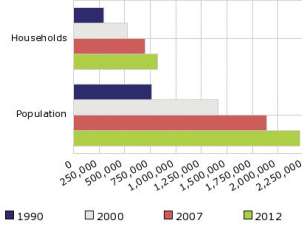
Save resources and speed development using Alteryx's visual workflow interface

Population Demographics:

The number of households in the study area in 1990 was 295,008 and changed to 527,102 in 2000, representing a change of 78.7%. The household count in 2007 was 702,189 and the household projection for 2012 is 820,638, a change of 16.9%.

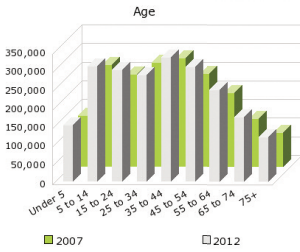
The population in the study area in 1990 was 762,999 and in 2000 it was 1,412,415, roughly a 85.1% change. The population in 2007 was 1,892,382 and the projection for 2012 is 2,215,871 representing a change of 17.1%.

Population and Household Change



	1990 Census	2000 Census	2007 Estimate
Total Population	762,999	1,412,415	1,892,382
Total Households	295,008	527,102	702,189

Population by Age



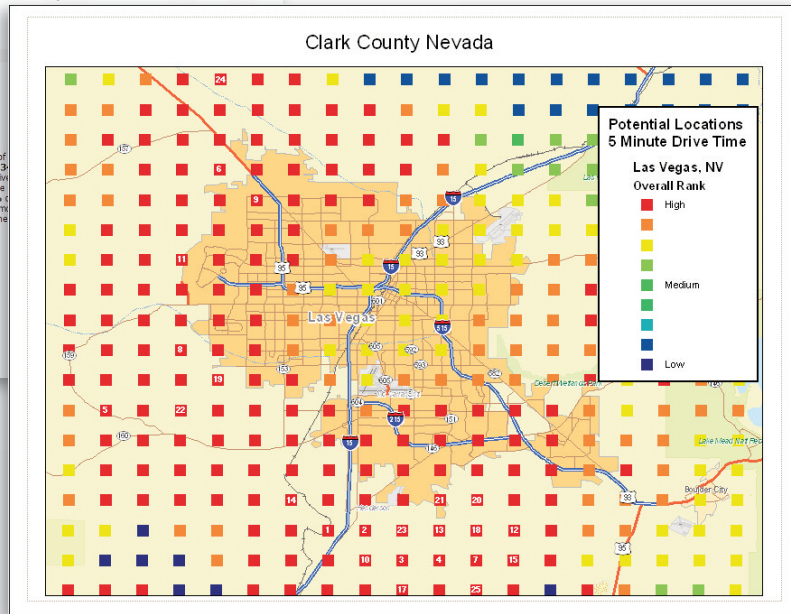
In 1990, the median age of 33.1, and in 2000, it was 34.9. It is predicted to change in five years to 35.9. In 2007, the median age was 35.9. The geography is 75+ years.

Percent Change	1990 to 2000	2000 to 2007	2007 to 2012
Households	78.7%	16.9%	16.9%
Population	85.1%	17.1%	17.1%

The Right Tools for any User

The key to competing on analytics is getting the right information into the hands of those who must make business decisions. Alteryx is designed to deliver solutions to any technology user in your organization — from developers and analysts to operations managers and executives.

Reports, maps and other output provide intelligence to business decision makers



Alteryx — Key Benefits

- Reduce reliance on overworked IT staff — technical business analysts can handle the job
- Access and integrate information from all major databases — leave no data behind
- Intuitive GUI provides visual workflow — speeding development
- Ability to create and re-use processes and models — simply change the data inputs
- Ensure data quality, accuracy and consistency — make decisions with confidence
- Gain access to key demographic, geographic and industry-related datasets — combine with internal data to provide greater insight
- Deploy analytic models that help predict market conditions and customer behavior — leap ahead of the pack

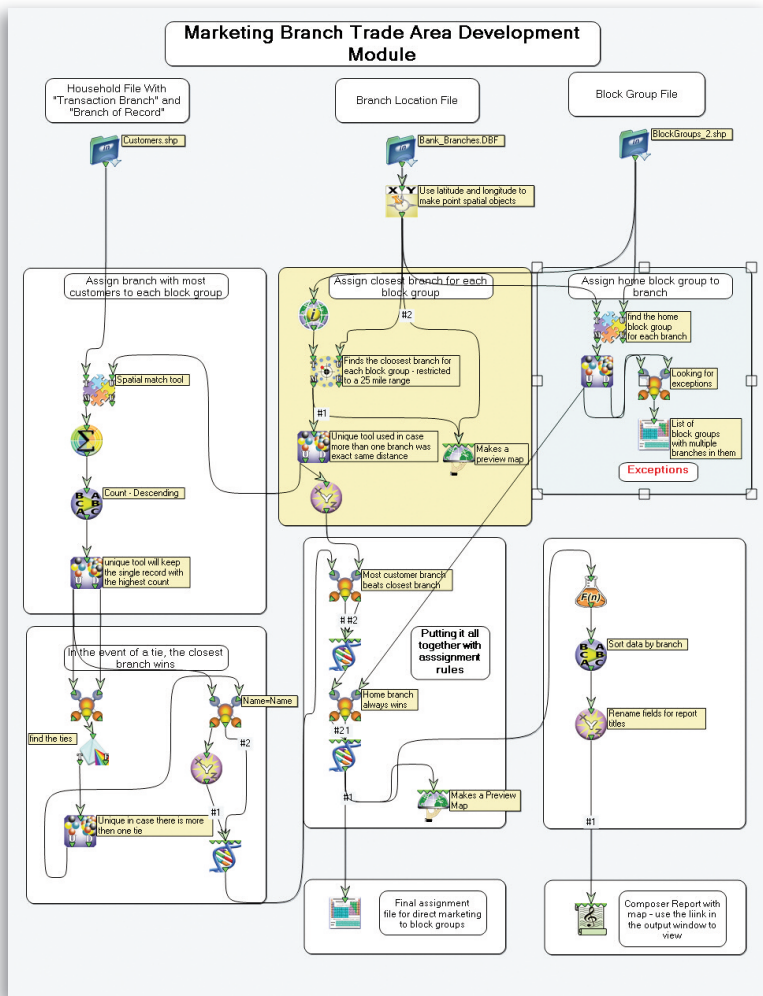
Example Uses

- Analysis of customer profitability and preferences to help develop customer acquisition and retention strategies
- Site selection and network optimization for stores, banks and franchises
- Analysis of marketing programs across markets for better allocation of marketing investments and greater ROI
- Optimization of product mix at point of sale for increased revenue and profitability

No DBA Required

Database administrator skills are not required to handle the development of Alteryx analytic modules and applications. That saves money and your resources.

- A drag-and-click application development interface with a visual workflow accelerates the construction, testing and deployment of real-time or batch runtime applications
- Work with any data regardless of data and file type, format, or country of origin
- Create and re-use application modules and analytic processes through the use of macros and wizards
- Includes data transformation and integration tools
- Reporting and visualization tools including charts, graphs and maps
- Provides a framework for implementing best analytic practices across your organization

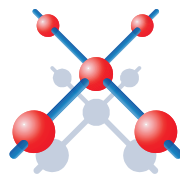


This sample Alteryx module is used by analysts to develop accurate trade areas around branch locations.

What's the killer app?

It's your application. Allow Mapping Analytics to develop a proof of concept for Alteryx using your data and business processes. You'll be amazed at the results.

Call (585) 271-6490 to speak with an Alteryx consultant.



MAPPING ANALYTICS

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