



## SOLUTION BRIEF

# ALTERYX + SNOWFLAKE

**Alteryx provides line of business users a no/low code means to generate insights from data in Snowflake.**

Alteryx and Snowflake enable asset management firms to make better and faster investment decisions in the front office while driving operational efficiency in middle and back office, underpinning that value while offering sound governance controls.

### ✓ **Streamline**

Rapidly move from ideation to industrialization with the data marketplace, speed of Alteryx development, and ease of automation and deployment.

### ✓ **Scale**

Democratize Snowflake data without training everyone on SQL. Alteryx offers a no code/low code way to access centralized Snowflake data and a way to seamlessly share solutions with data consumers.

### ✓ **Standardize**

Whether you build metrics in Snowflake using views or with Alteryx leveraging reusable components like macros and Analytics Applications, you can ensure data workers are using the same logic to deliver common metrics.



## USE CASES



### RESEARCH

**Increase decision velocity with reduced time for supporting data.**

Consume unstructured, non-traditional, or free data sets via the marketplace with Alteryx to rapidly ask and answer research questions to underpin investment decisions. Should the analysis prove fruitful, analysts can rapidly harden and deploy their workflow to a governed and managed server environment.

### DISTRIBUTION

**Predict and prevent client churn.**

Analysts access CRM data replicated from source system into Snowflake and combine CRM data with other data sources in snowflake to predict and flag clients showing indications of client churning. No need for SQL, SPROC, or other technical skills and the solution was owned by the business.

### PERFORMANCE REPORTING

**Streamline vendor data access by removing bloated data access and processing and standardize performance calculations.**

Access benchmark data from the marketplace and portfolio data all within Snowflake to build out performance metrics. The metrics can then be standardized with Alteryx macros and distributed to other parts of the business to increase efficiency and consolidate logic.