# Access and Transform Data in Minutes with Alteryx and Databricks

Paul Warburg,  Sr. Product Marketing Manager, Alteryx

Joe Marco,  Senior Sales Engineer, Alteryx

Chris Grabiel,  Lead Product Architect, Databricks

Denis Dubeau,  ISV Partner Lead Solutions Architect, Databricks,

Ben Litt, Solutions Engineer, Alteryx

# vin Minutes with Databricks and Alteryx

# Today's Speakers



**Paul Warburg**
Sr. Product Marketing Manager
*Alteryx*

**Chris Grabiel**
Lead Product Architect
*Databricks*

**Joe Marco**
Consulting Sales Engineer
*Alteryx*

**Denis Dubeau**
ISV Partner Lead Solution Architect
*Databricks*

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2

# Data and AI Governance

A Single Slide Primer

**1** **You Can't Buy It**

Governance is a not a ***tactical solution*** to a problem. It's a **strategy** that you ***pursue***. It's a ***practice*** that you design and build using platforms, people, and processes.

**2** **The Risks Are Shared… So Are The Opportunities**

Governance strategy is almost never the responsibility of a **single team**. A healthy ecosystem isn't just about **monitoring**, auditing, and **control**. It's also about discoverability, enhanced collaboration, and **data literacy**.

**3** **It's a Journey**

Moving from a completely **ungoverned state** to a completely AI-powered, adaptive governance system is a multi-year journey. The best time to start? **Yesterday**!

# Governance is *fun!*

### Fragmented solutions
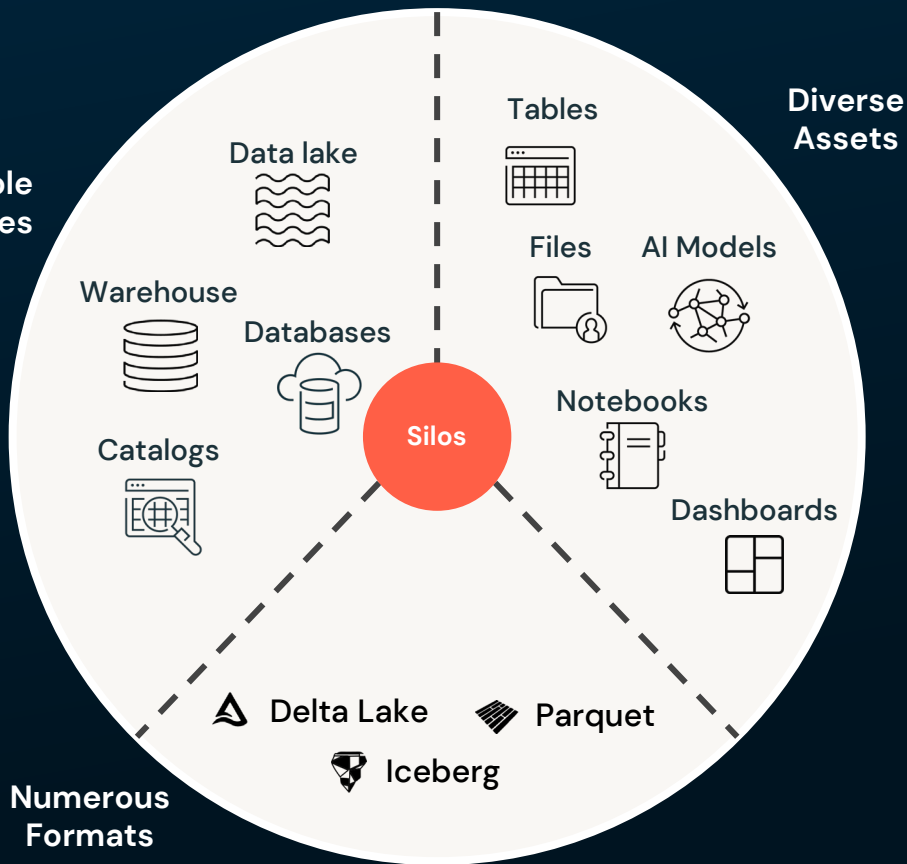Across access management, auditing, monitoring, observability, and lineage

### Lack of open connectivity
For access and cross-platform collaboration

### Lack of built-in intelligence
For data discovery, understanding, and gaining domain insights



Multiple Sources

Diverse Assets

Data lake

Tables

Files

AI Models

Warehouse

Databases

Notebooks

Silos

Catalogs

Dashboards

Delta Lake      Parquet

Iceberg

Numerous Formats

# *These challenges impact business value*

**Fragmented governance**

⚠️ Compliance, security and quality risks
Operational inefficiencies

**Lack of open connectivity**

⚠️ Vendor lock-in
Higher operational cost

**Lack of built-in intelligence**
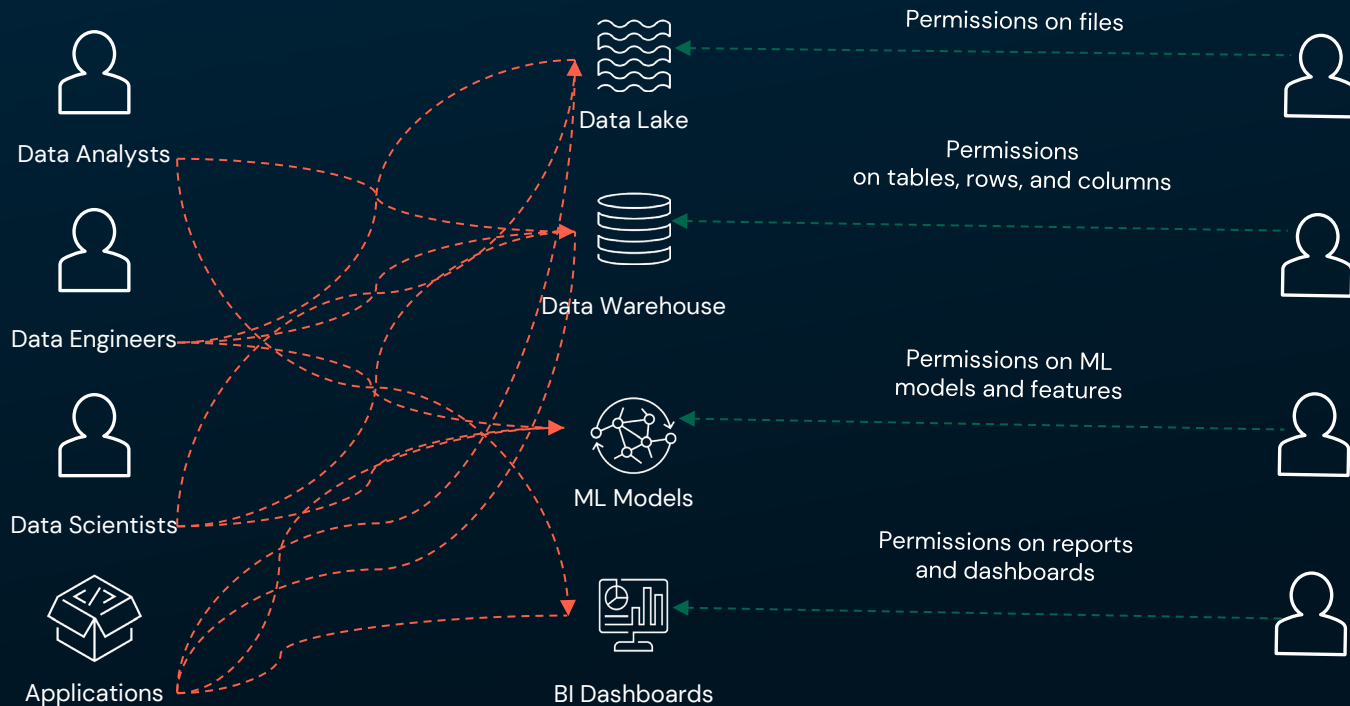
⚠️ Slow speed of innovation
Missed competitive edge

# Hard Truth:

Building and deploying production-quality Gen AI solutions isn't easy
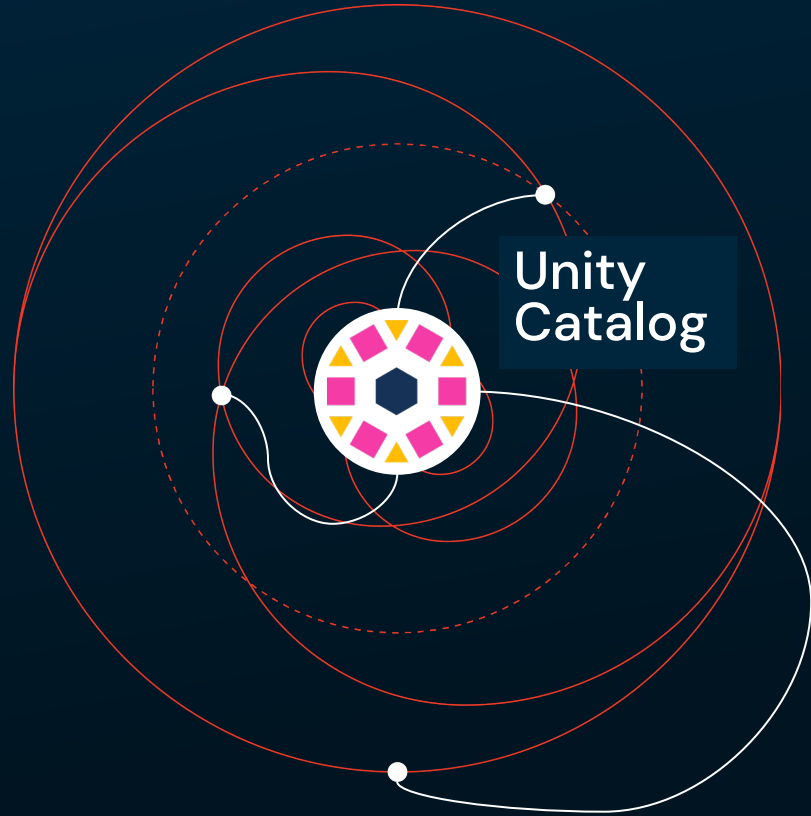
# 90%

**OF ENTERPRISES *NOT* CONFIDENT GOING TO PRODUCTION**

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# There are different *perspectives…*

Data Analysts

Data Engineers

Data Scientists

Applications

Data Lake

Data Warehouse

ML Models

BI Dashboards

Permissions on files

Permissions
on tables, rows, and columns

Permissions on ML
models and features

Permissions on reports
and dashboards

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A **single**,
open solution
was needed…

Because when it comes to governance, **less is** *more*.

Unity Catalog

9

# Solving for Simple

What a single, open governance solution needs

## Unified Governance

Govern, audit, and monitor all asset types (data and AI), as well as control storage and compute layers

## Open Connectivity

Connect to and provide user-facing lineage across a wide array of compute engines, data sources, and clients

## Built in Intelligence

Harness data tagging, classification, and system telemetry to group, provision, and auto-optimize your data

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# Unified Governance: Key Features

- **Unified Search & Discovery:** Browse your data… wherever it lives

- **Automated Lineage:** End-to-end visibility for your data

- **Self-Service Access:** Empower your users

- **Powerful Tag Management:** Scalable policies using governed tags

- **AI-Generated Comments:** Enhance efficiency and accuracy

# Who can get value from your data stack?



IT Leader

Data Engineer

DATA

Who can get value from your data stack?

With Alteryx and Databricks, it's the entire business.

DATA

Product Manager
Marketing Manager
IT Leader
Data Engineer
Operations Analyst
Financial Analyst
Customer Success
VP of Sales
C-Suite
Citizen Data Scientist

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# A Unified Stack that the Business can use



**databricks**

**Unified Lakehouse architecture**

**alteryx**

**Accessible analytics interface**
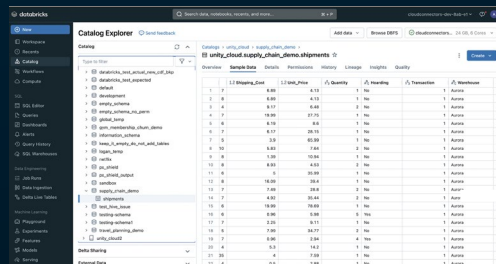
**Democratize access to data + AI**
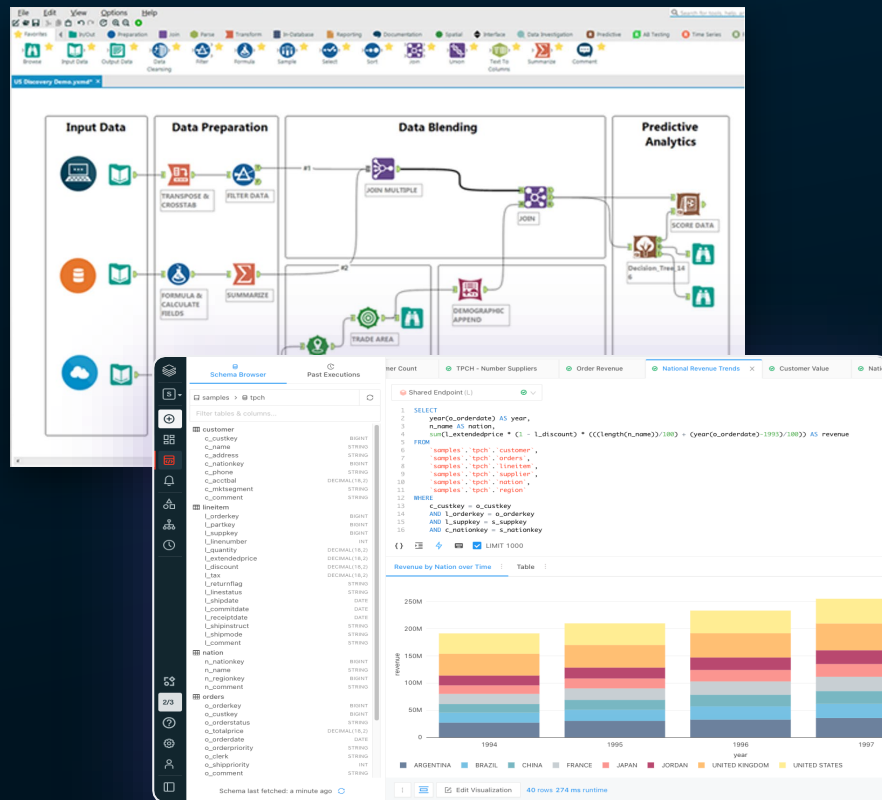
**Alteryx is Business User interface for Databricks**

# alteryx



Dataset sitting in
Databricks Unity Catalog
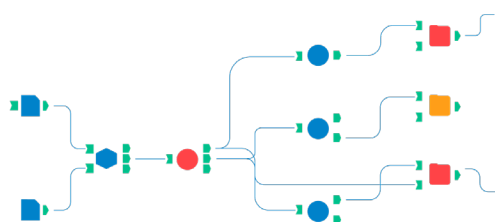
Your evolving data infrastructure
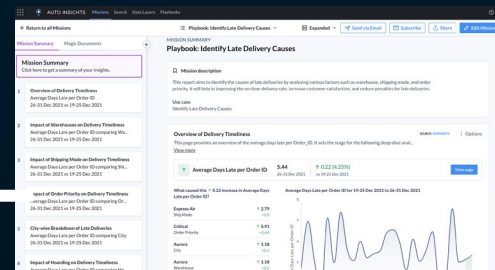
Business insights from
the dataset

# Alteryx + Databricks are Trusted by Organizations Across the Globe

## 500+ Customers

Have connected to Databricks from Alteryx in 2024

## 600,000+ Runs

Have been executed from Alteryx to Databricks in 2024

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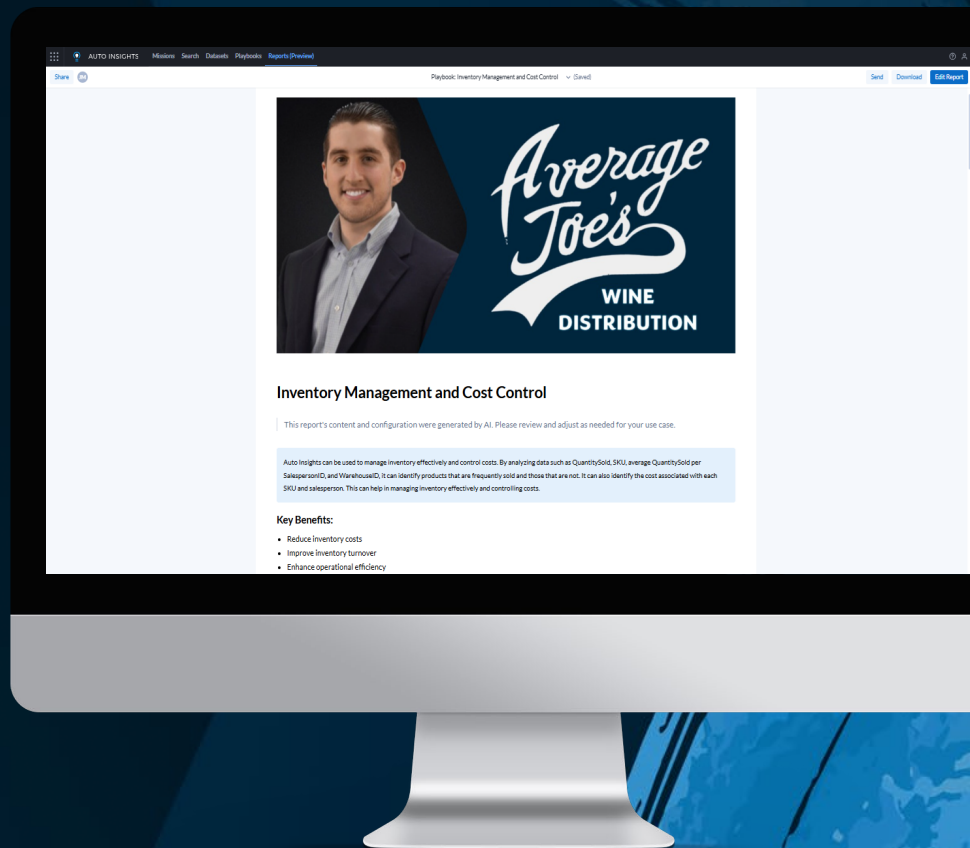# A Fictional Use Case: Average Joe's Wine Distribution

## Databricks + Alteryx in Action

### Scenario

- As a business leader, my IT team leverages Databricks to store and process company-wide data. However, varying skills across teams creates challenges in sharing, analyzing, and using data for critical decision-making.

### Key Business Questions

- How can I unify my transactions, store operations, and inventory data into a single, actionable view?

- How can I streamline and automate data insights to reduce manual effort?

- What AI-driven analytics solutions can empower my teams?

Playbook: Inventory Management and Cost Control ⌄ (Saved)

**Inventory Management and Cost Control**

This report's content and configuration were generated by AI. Please review and adjust as needed for your use case.

Auto Insights can be used to manage inventory effectively and control costs. By analyzing data such as QuantitySold, SKU, average QuantitySold per SalespersonID, and WarehouseID, it can identify products that are frequently sold and those that are not. It can also identify the cost associated with each SKU and salesperson. This can help in managing inventory effectively and controlling costs.

**Key Benefits:**
- Reduce inventory costs
- Improve inventory turnover
- Enhance operational efficiency

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# DEMO

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DEMO

Databricks Partner Connect

# Call to Action

**1** Try Databricks for free - Express setup gives you instant access and free serverless credits https://www.databricks.com/try-databricks

**2** From the Marketplace, search for Alteryx and select Alteryx Designer Cloud

**3** Download the sample workflow file titled 'Demo Workflow' from the resource section located on the left side of your webinar console or access directly https://ayxlearn.info/InventoryOptimization

# Recap: Alteryx + Databricks Joint Benefits

## Accessible for the LOB

Business users can build analytics and AI-ready data sets faster on the lakehouse

## Unified approach to data

All users have a common approach to access all data through one system

## Value for the entire business

Collaborate on high-value data and AI/ML use cases

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# Now, Your Chance to Win a $50 Gift Card…

Be one of the first 20 people to complete the previous call to action in Partner Connect:

**1** **Try Databricks for free - Express setup gives you instant access and free serverless credits** https://www.databricks.com/try-databricks
*Must use a business domain, no Alteryx or Databricks domains*

**2** **From the Marketplace, search for Alteryx and select Alteryx Designer Cloud**

**3** **Send a screenshot of completed deployment from Partner Connect to doug.stradley@alteryx.com**

**First 20 people to submit win a $50 gift card to Alteryx Swag Store!**

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# Thank You

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