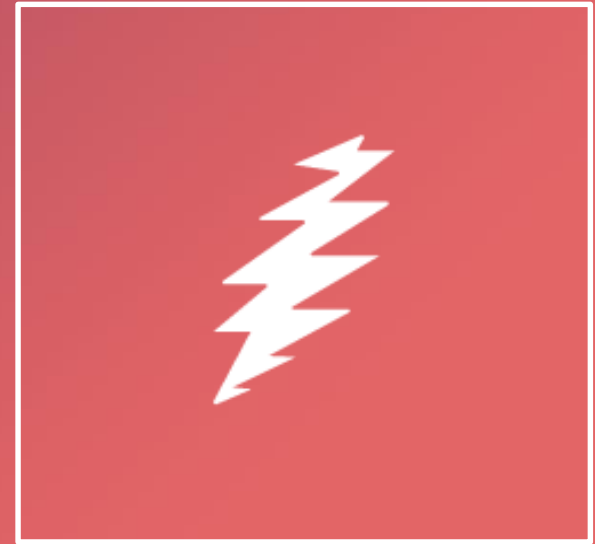


ALTERYX PROMOTE

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THE **LAST** MILE OF ANALYTICS

ALTERYX PROMOTE

DEPLOY MORE PREDICTIVE MODELS, FASTER

THE MODEL DEPLOYMENT ISSUE

DATA SCIENTISTS

Build custom analytic models in R or Python

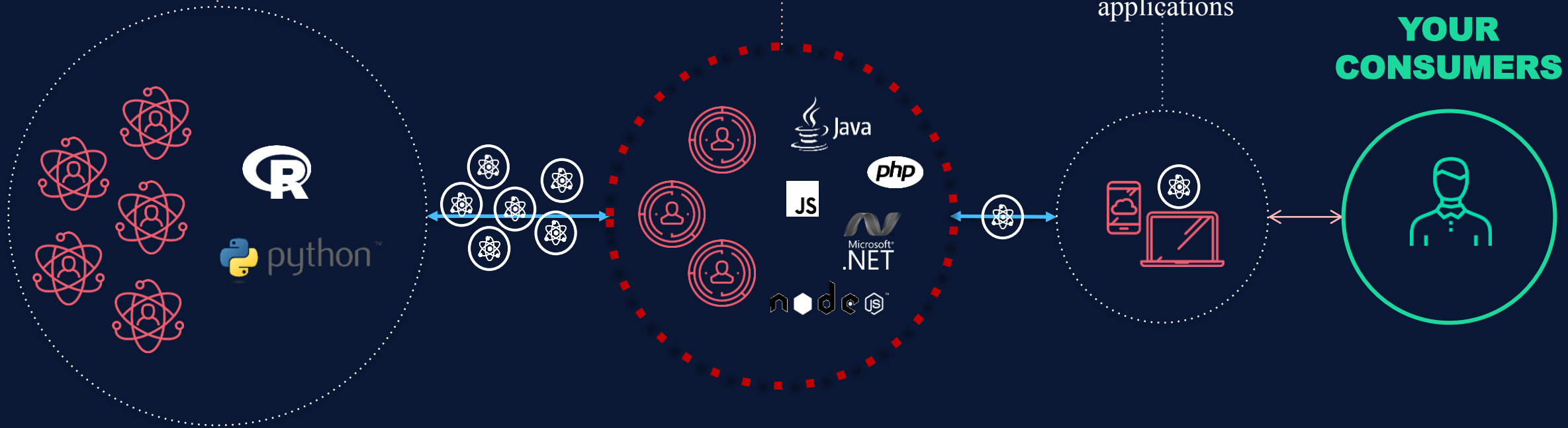
DEVELOPERS

Painstakingly rewrite models into other production languages

DEVOPS

Write more custom code to integrate models into applications

YOUR CONSUMERS



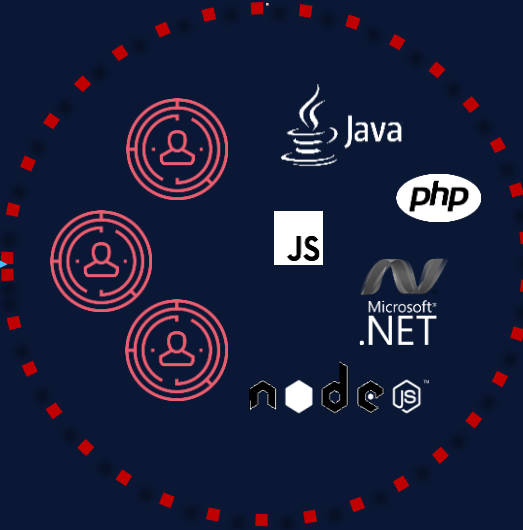
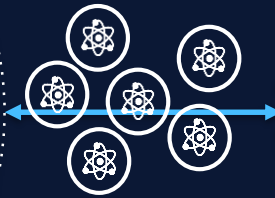
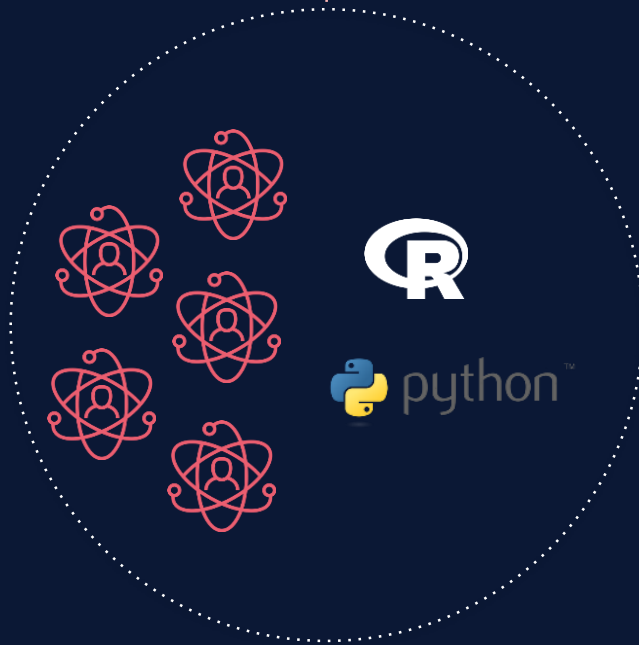
THE MODEL DEPLOYMENT REALITY

DATA SCIENTISTS

Build custom analytic models in R or Python

DEVELOPERS

Painstakingly rewrite models into other production languages



13%

DEPLOYMENT
AVERAGE

Rexer Analytics

250K

AVERAGE
COST / MODEL

Alteryx Customer

6-9M

AVERAGE TIME
TO DEPLOY

TDWI

A MODERN APPROACH

DEPLOY MORE PREDICTIVE MODELS, FASTER

DATA SCIENTISTS

Build custom analytic models in R or Python

ALTERYX PROMOTE

DEPLOY

MANAGE

MONITOR

YOUR
APPLICATION

YOUR
CONSUMERS

REST
API

- ✓ Credit Scoring
- ✓ Fraud Detection
- ✓ Recommender Systems
- ✓ Dynamic Pricing
- ✓ Customer Churn
- ✓ Etc.

FLEXIBLY DEPLOY

CODE-FRIENDLY

Quickly deploy custom R and Python models without time-consuming recoding efforts and freedom-of-choice with your existing libraries.

APPLICATION-READY

Easily embed models into your real-time applications using standard REST APIs & supplied code snippets for Java, Python, Ruby, PHP, etc.

The image is a composite of three screenshots illustrating the Alteryx ecosystem for model deployment.

Top Screenshot: Alteryx Designer
The Alteryx Designer interface is shown with a workflow titled "Lending_Club_ScienceOps_Example.yxd". The workflow includes nodes for data input, transformation, and model deployment. The "Deploy" node is highlighted, showing options for deployment to various environments.

Bottom Left Screenshot: RStudio
The RStudio interface shows an R script titled "CustomerResponseRScript.R". The script includes code for installing the "promote" package, reading data from a CSV file, fitting a binomial GLM model, and deploying the model to the Promote platform.

```
1 install.packages("promote")
2 library(promote)
3
4 rawdata = read.csv("c:\\users\\pnussbaumer\\repos\\Platform Demo\\CustomerResponseData.csv")
5
6 model = glm(Responder ~ ., family=binomial(link='logit'), data=rawdata)
7 summary(model)
8
9 model.predict <- function(data) {
10   pred <- predict(model, newdata=data.frame(data))
11   probs <- exp(pred)/(1+exp(pred))
12   result <- data.frame(probs)
13   return(result)
14 }
15
16 model.predict(data)
17
18 # Uncomment below lines to deploy the model
19 promote.config <- c(
20   username = "pnussbaumer",
21   apikey = "6b218f07-992d",
22   env="http://promote.cs."
23 )
24
25 promote.deploy("CustRespo")
```

Bottom Right Screenshot: Promote Web Portal
The Promote web portal is shown, displaying the "ChallengerModelPython" model. The "Overview" tab is selected, showing the model's status as "online" and "build success". The "Execute" tab is also visible, showing code snippets for deploying the model to various environments, including cURL, R, Python, Ruby, Java, PHP, and Salesforce.

```
{!REQUIRES("soap/ajax/20.0/connection.js")}
{!REQUIRES("soap/ajax/20.0/apex.js")}

var url = 'http://34.218.227.96/production/models/ChallengerModelPython/predict'

var request = new XMLHttpRequest();
request.open('POST', url, true);
request.setRequestHeader('Content-Type', 'application/json');
request.setRequestHeader('Authorization', 'Basic' + btoa('david' + '94cd4a6e-46db-47df-bbfe-65933d32bc13'));

request.onload = function() {
  if (request.status >= 200 && request.status < 400) {
    var data = JSON.parse(request.responseText);
    console.log(data);
  } else {
```

RELIABLY MANAGE

MODEL MANAGEMENT

Consistently manage multiple model versions, promote changes with manager approval, and if needed, rollback to a prior version.

HIGH AVAILABILITY

Quickly configure replicas for scaling & failover to ensure maximum availability for your business-critical models.

The screenshot displays the Alteryx Promote web interface. At the top, a navigation bar includes the 'alteryx | PROMOTE' logo, a search bar for the 'Alteryx Community', and links for 'HOME', 'ACCOUNT', 'ADMIN', and 'LOGOUT'. Below this, the interface is organized into three columns representing different environments: 'Dev', 'Staging', and 'Production'. Each column contains a list of models. For example, in the 'Dev' environment, there is a model named 'ChallengerMode IPython v1' by 'david', which has a 'build success' status and is 'online', updated 'an hour ago'. Similar models are shown in the 'Staging' and 'Production' environments, with update times ranging from '2 minutes ago' to '2 hours ago'. Each model entry includes a settings gear icon. Below the environment lists, a detailed view for 'ChallengerModelPython • v1' is shown, indicating it is 'online' and has a 'build success' status. This view includes tabs for 'Overview', 'Execute', 'Samples', 'Versions', 'Logs', 'Analytics', 'History', and 'Advanced'. The 'Overview' tab is active, displaying key information: 'Model Name' (ChallengerModelPython...), 'API Endpoint' (http://34.218.227.96/production/models/ChallengerModelPython/pre dict), '# of Replicas' (2 / 2), and 'Active Version' (v1). A 'Recent Activity' section shows the model is in 'production' and was updated 'v1 • 3 minutes ago' with a link to 'View build log'. The footer of the interface shows 'Alteryx | Promote • v2018.2.0 • Build ff95d06'.

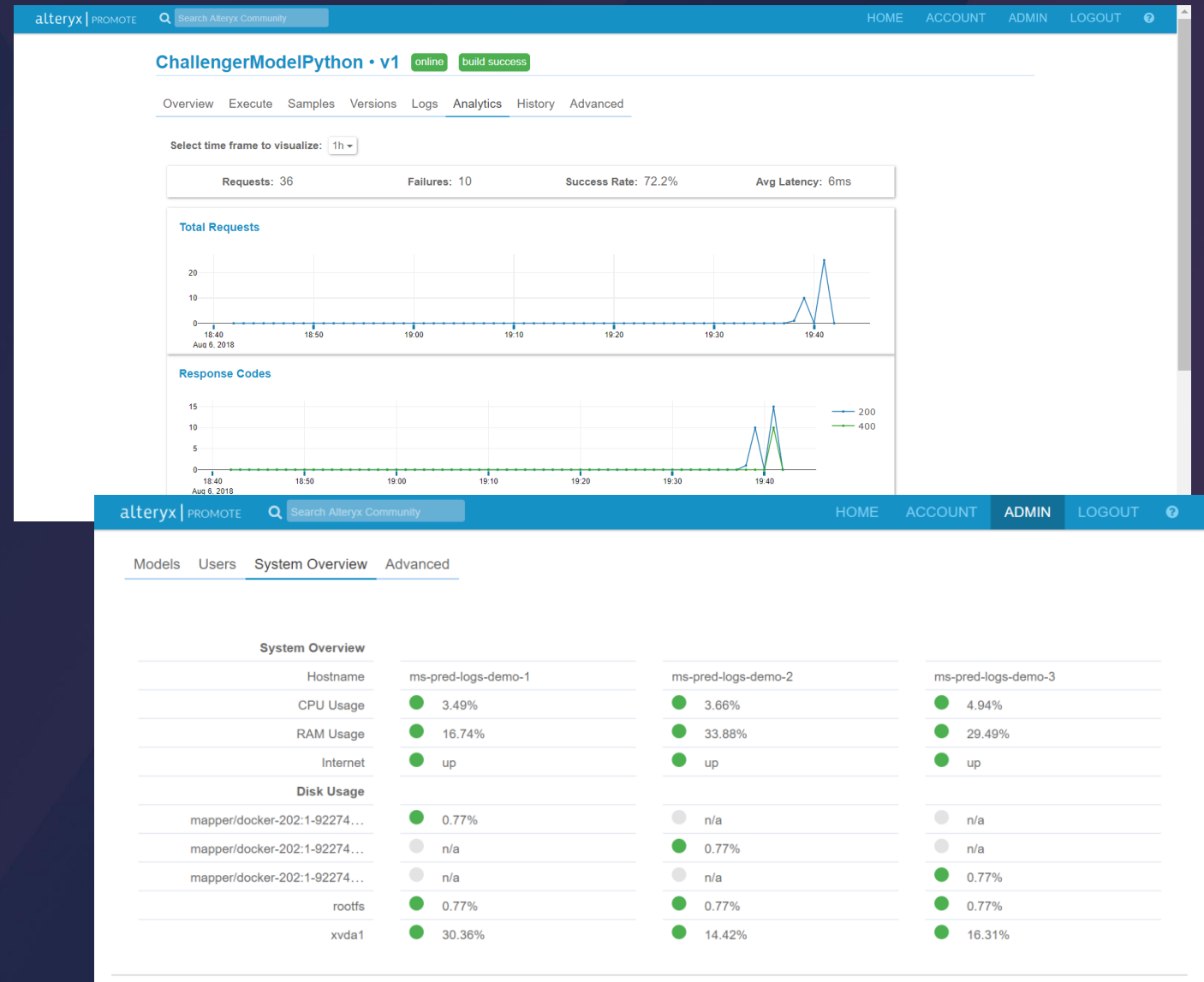
SECURELY MONITOR

MODEL PERFORMANCE

Gain visibility into your models resource usage, response times, request history, and performance using real-time dashboards.

SYSTEM HEALTH

Closely monitor system resources including CPU, memory, and disk usage for all related servers.



PROMOTE DEMO

THANK YOU

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See what Alteryx can do for you!

Download a free trial of Alteryx
alteryx.com/trial