

INVESTOR PRESENTATION

Q2 2020

SAFE HARBOR

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ALTERYX QUICK FACTS

Founded in **1997**

IPO March 24, 2017

FY 2019 revenue **\$418M**

~**1,500** Employees

Customers ~**6,700**

AYX NYSE Ticker

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Headquarters
IRVINE, CA
19 offices worldwide

INVESTMENT HIGHLIGHTS

A LEADER IN DATA SCIENCE/ANALYTICS

LARGE AND EXPANDING MARKET OPPORTUNITY

DIFFERENTIATED TECHNOLOGY PLATFORM

PROVEN MANAGEMENT TEAM

**POWERFUL UNIT ECONOMICS UNDERPIN STRONG
FINANCIAL MODEL**

TODAY'S ANALYST TOOLS AND PROCESSES ARE INSUFFICIENT

**ANALYSTS
NEED HELP WITH
DATA ANALYTICS**



62%

Have to depend on others within their organization to perform at least some steps in the analytic process

AND FEW ARE SATISFIED WITH THE RESULTS

69% Are not satisfied with the quality of the final output

81% Are not satisfied with the overall speed of the analytic process

ANALYTIC WASTE

6 BILLION

Hours per year spent working
in spreadsheets

26 HOURS

Per week wasted working
in spreadsheets

8 HOURS

Per week wasted
repeating the same
data tasks

\$60 BILLION DOLLARS

Per year wasted on analysts doing
repetitive manual work in
spreadsheets

Source: IDC: The State of
Self-Service Data Preparation
and Analysis Using
Spreadsheets.

THE AVERAGE ANALYTICAL PROCESS

6
INPUTS

average number data sources
per analytics or data science activity

4-7
TOOLS

to perform data activities

7
OUTPUTS

average number target outputs
per analytics or data science activity

Source: IDC, *State of Analytics and Data Science* (Commissioned by Alteryx), April 2019.

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ALTERYX INTRODUCES **ANALYTIC PROCESS** **AUTOMATION**

KEY TENENTS OF A TRANSFORMATIVE PLATFORM

Brings together
Data, process and
people

Automates
Data-driven Business
Processes

Engages via a
Human-centered
Experience



DIGITAL TRANSFORMATION IS UNDERWAY



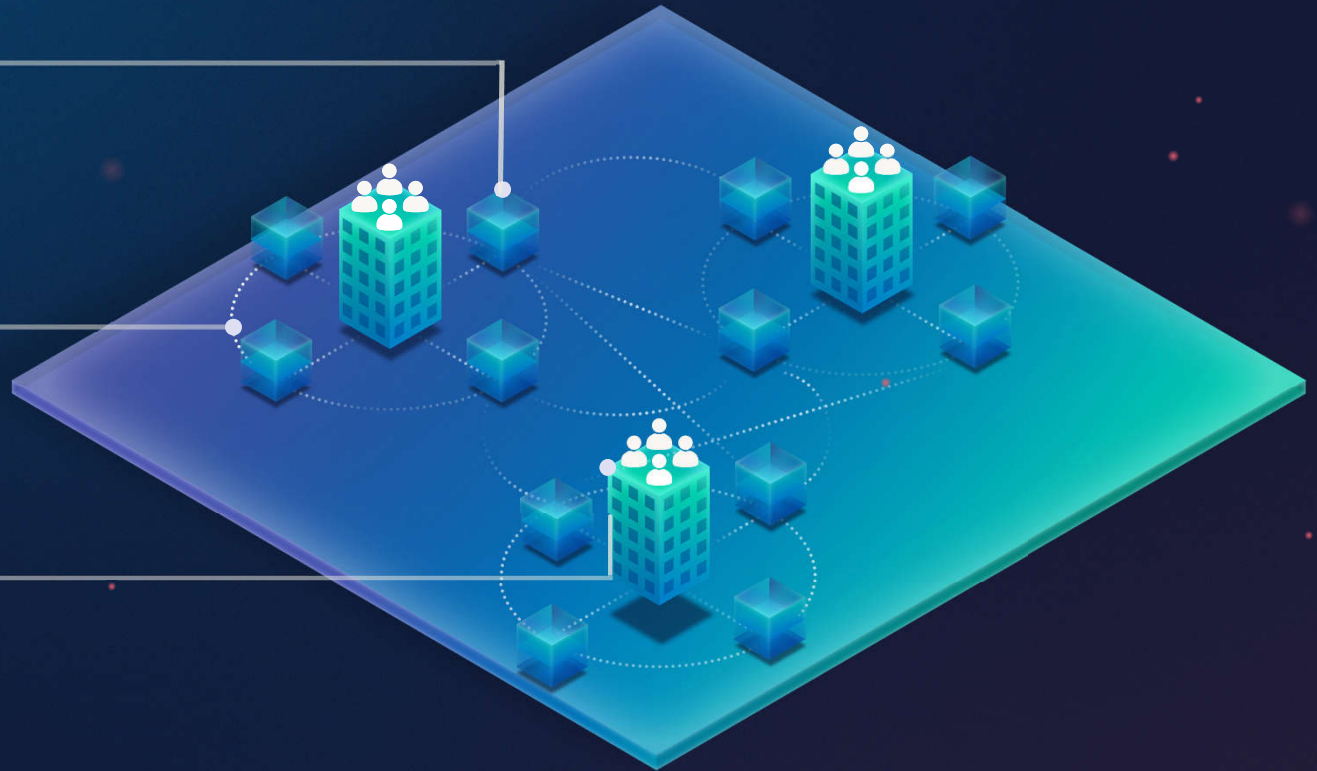
**DEMOCRATIZING DATA
AND ANALYTICS**



**AUTOMATING
PROCESSES**



**UPSKILLING
PEOPLE**



ALTERYX | AT THE CENTER OF DIGITAL TRANSFORMATION



DATA

We facilitate disparate data access, analytics and data science via a code-free and code-friendly platform



PROCESS

We automate entire analytic and process pipelines in the context of the desired business outcome



PEOPLE

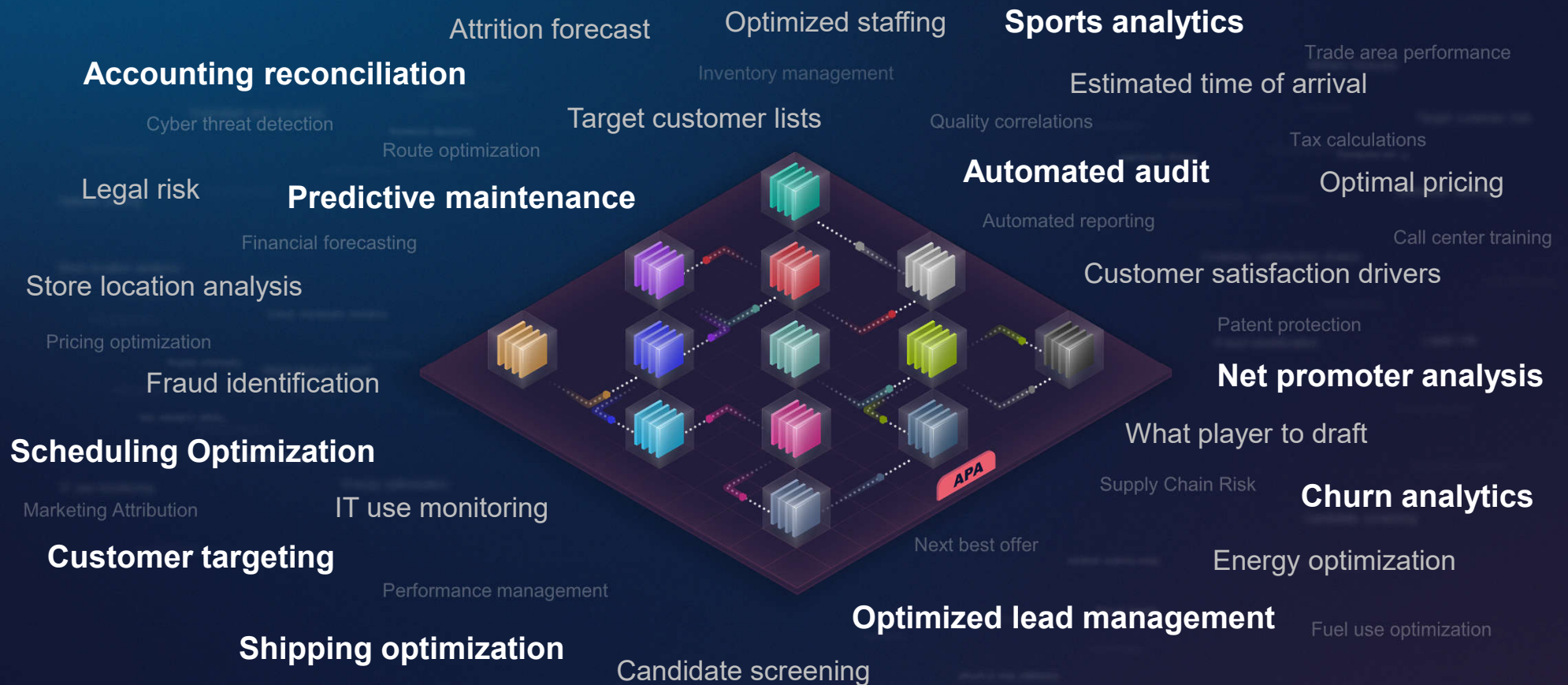
We empower citizen data scientists to become self-service digital workers

MODERN COMPUTE

We embrace cloud, hybrid, on-premise and commodity compute

ALTERYX

USERS EXPERIENCING LIMITLESS OUTCOMES



ALTERYX PLATFORM

ANALYTIC PROCESS AUTOMATION

TRANSFORMING BUSINESS OUTCOMES

TOP LINE GROWTH

BOTTOM LINE RETURN

TRANSFORMING WORKFORCES

EFFICIENCY GAINS

PERPETUAL UPSKILLING



ALTERYX ANALYTIC PROCESS AUTOMATION
Unified Analytics + Data Science + Process Automation



**DEMOCRATIZATION OF
DATA AND ANALYTICS**

**INTELLIGENT AUTOMATION
OF PROCESSES**

**PERPETUAL UPSKILLING
OF PEOPLE**

**AUTOMATING
ASSET INPUTS**

Files, Docs

Bots

Data Platforms

Applications

Cloud Sources

Logic

Data
Blending

Predictive
Auto ML

Explainable
AI

Geospatial
Analytics

Data Prep
& Profiling

Diagnostic
Reporting

Prescriptive
Analytics

Code-Free
Data Science

Process
Automation

Publishing
App Controls

**AUTOMATING OUTCOMES
FOR PEOPLE & TO APPS**

BI Applications

RPA

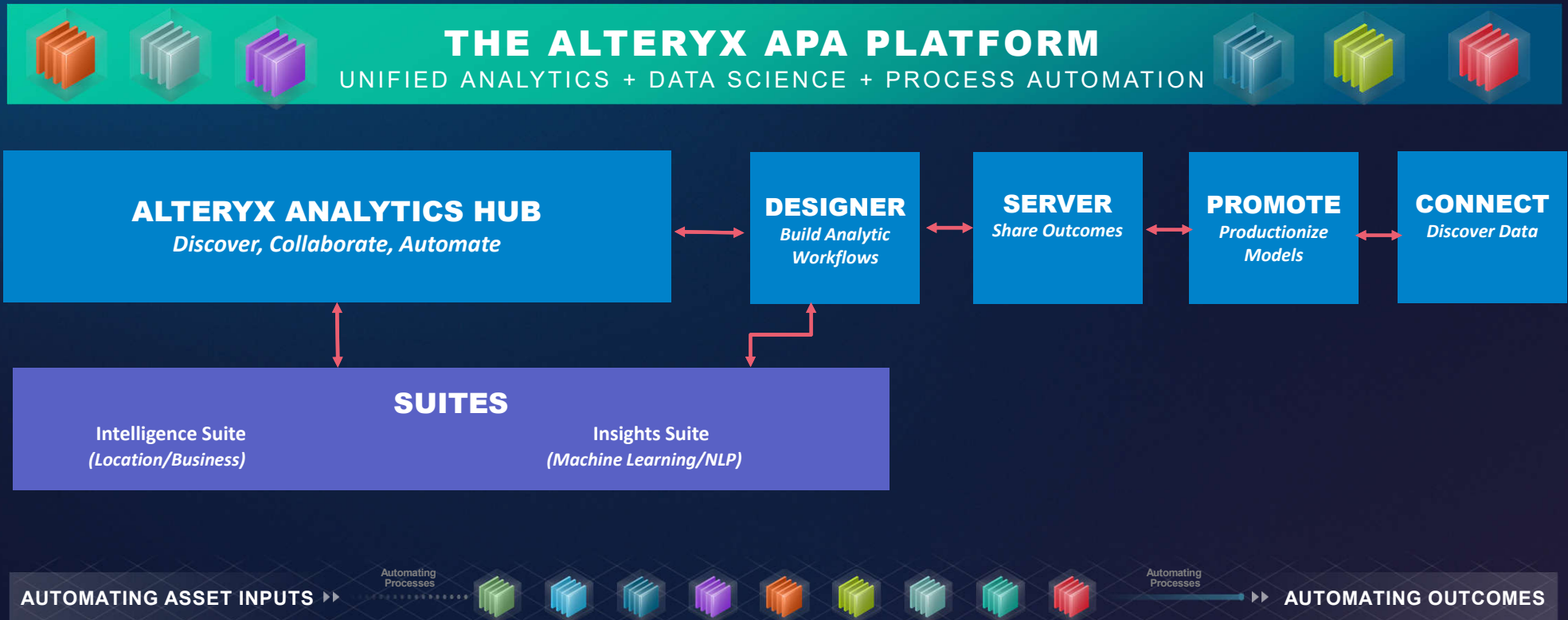
Stakeholders

Production AI

Enterprise Apps
& API's

Business-Ready
Docs, Email...

APA PRODUCT PORTFOLIO OVERVIEW



WHAT MAKES ALTERYX DIFFERENT

ALTERYX ANALYTIC PROCESS AUTOMATION

Unified Analytics + Data Science + Process Automation

Automating
Asset Inputs



Automating
Outcomes

REPEATABLE WORKFLOWS

Automate time-consuming, manual data tasks into real-time, repeatable analytic workflows. A few clicks to freedom.

CODE-FREE & CODE-FRIENDLY

Intuitive drag and drop interface for both code-free analytic modeling as well as code-friendly advanced modeling

ANALYTICS DEPLOYED

While there are many modeling tools on the market – we do both kick-ass modeling and model deployment.

Put your analytic models to work.

FLEXIBLE & DIVERSE

Start with what you need and expand over time with our open platform. We support nearly every data source and output that your business needs.

WICKED ROI FOR THE LOB

Alteryx's hallmark is ease-of-use and this translates into unmatched time-to-decision for the line of business teams - minutes not weeks.

SCALE & GOVERNANCE

Scaling analytics for the enterprise translates into performance, security, collaboration and governance. Our end-to-end platform delivers on all fronts.

**THE NETWORK
EFFECTS OF A
TRANSFORMATIVE
PLATFORM CREATES
A WINNER-
TAKES-MOST
OPPORTUNITY**



\$49B HIGH GROWTH MARKET OPPORTUNITY



IT
\$25B¹

Line-of-Business
\$24B²

(1) Gartner, *Forecast Analysis: Enterprise Application Software, Worldwide, Analytics and Business Intelligence*, January 2020.

(2) Internal estimate of the spend associated with 47 million spreadsheet users worldwide that worked on advanced data preparation and analytics in 2018 as provided in the April 2019 IDC Report (*State of Analytics and Data Science*).

A GLOBAL CUSTOMER BASE

6,700+ CUSTOMERS ACROSS DIVERSE INDUSTRIES

Retail	Food Services	Consumer Products	Telecom/Cable	Media/Entertainment	Professional Services
       	       	       	       	       	       
Energy + Utilities	Healthcare/Insurance	Manufacturing	Financial Services	Travel + Hospitality	Technology
       	       	       	      	       	       

Note: Customers as of Q2 2020

FOUR AREAS OF ROI

ALTERYX CUSTOMER EXAMPLES

TRANSFORMING BUSINESS OUTCOMES

TOP LINE GROWTH



\$1.5B

Sales Increase

Top 5 Retailer

Daily merchandising optimization for 100% SKUs in 2,000+ stores



\$40M

Revenue Increase

F500 Manufacturer

Automating customer LTV analytics and campaigns
Top-line revenue growth in 1 yr

BOTTOM LINE RETURN



\$80M

Returned to the Bottom Line

Top 3 Passenger Airline

Discovery and analysis of unused rewards in customer loyalty program



\$20M

Annual Savings

Healthcare Provider

Annual savings by reducing unwarranted clinical variations in healthcare delivery

TRANSFORMING WORKFORCES

EFFICIENCY GAINS



99.4%

On-time Parcel Deliveries

Large National Retailer

Automation of parcel routing and deliveries

11% cost savings in all inbound freight costs



757%

Efficiency Improvement

Top 5 Organic Grocer

Pricing optimization, standardization and delivery timeliness



50,000

People Upskilled

Big 4 Consulting Firm

Management, tax, audit consultants



2,000+

People Upskilled

Top 50 Global Bank

Automation across LOB's including trading, finance, tax, client servicing

PROVEN LAND AND EXPAND MODEL

Land

Alteryx Designer

1. Net new spend
2. Replaces manual processes



Expand
Additional Users
and Departments

Alteryx Designer

1. Additional users
2. Additional use cases across multiple departments



Expand

Automation and
Scale

Alteryx Server
Alteryx Connect
Alteryx Promote

1. Automation, scheduling and sharing of workflows
2. Replaces legacy tools

Standardize

Alteryx Platform

1. Chief Data Officer as advocate
2. Spend shift from IT to line of business

2020 GARTNER MAGIC QUADRANT FOR DATA SCIENCE AND MACHINE- LEARNING PLATFORMS

Gartner named Alteryx a
Leader positioned highest in
execution

Gartner

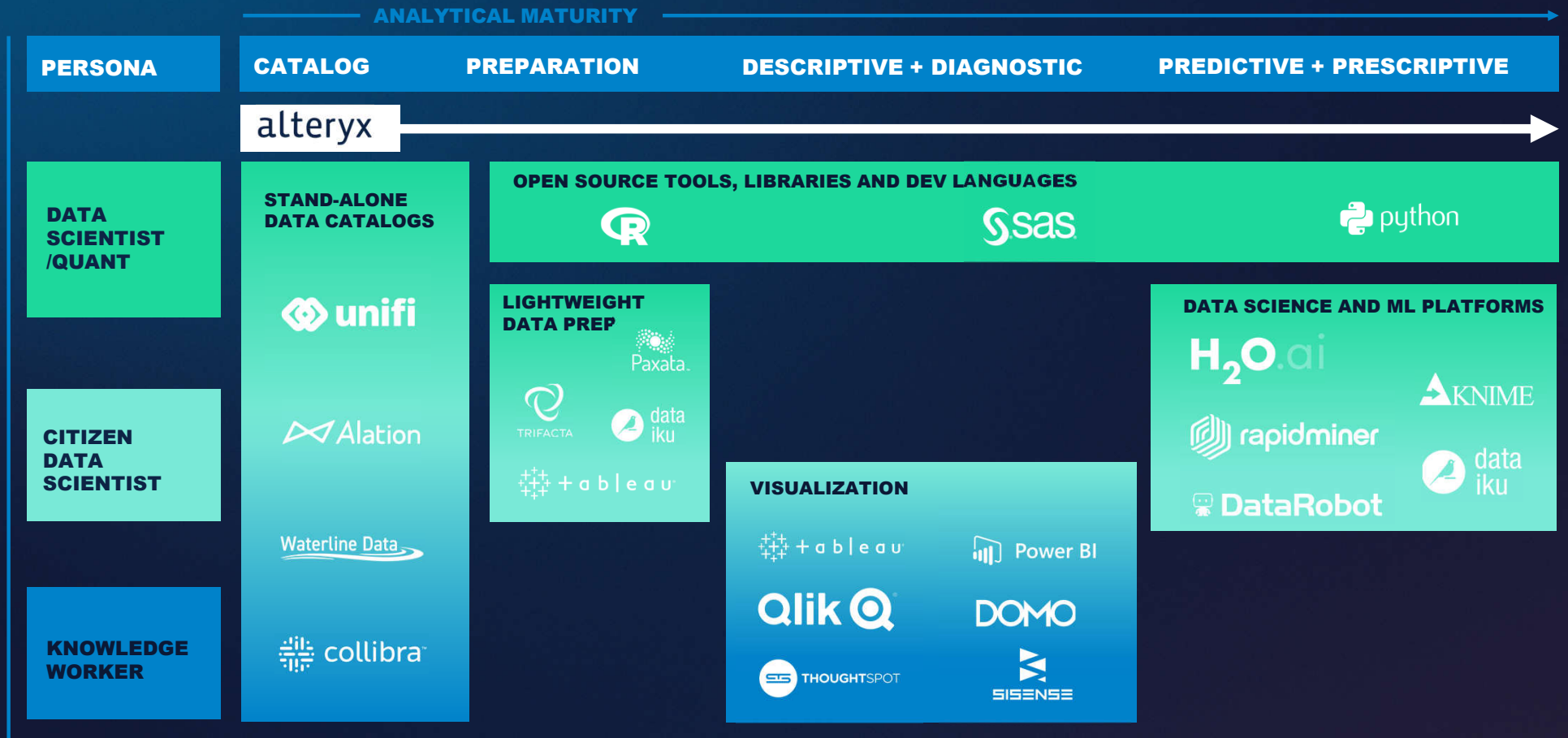
"Gartner Magic Quadrant for Data Science and Machine Learning Platforms", by Peter Krensky, Pieter den Hamer, Erick Brethenoux, Jim Hare, Charlie Idoine, Alexander Linden, Svetlana Sicular, Farhan Choudhary; February 11, 2020. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and is used herein with permission. All rights reserved. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Alteryx. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Figure 1. Magic Quadrant for Data Science and Machine Learning Platforms



Source: Gartner (February 2020)

COMPETITIVE LANDSCAPE



GROWTH DRIVERS

Land & Expand
Model

International
Expansion

Channel & Partner
EcoSystem

Community Expansion
& Extension

New products
& solutions

THE TEAM



Dean Stoecker

Chairman, CEO, and Co-Founder



Olivia Duane Adams

Chief Customer Officer
Co-Founder



Kevin Rubin

Chief Financial Officer
MSC Software



Scott Jones

President & CRO
Tableau / SAP



Chris Lal

Chief Legal Officer
Tilly's / O'Melveny & Myers



Scott Davidson

Chief Operating Officer
Hortonworks



Sharmila Mulligan

Chief Strategy Officer
ClearStory Data



Derek Knudsen

Chief Technology Officer
Credera / Avanade



Alan Jacobson

Chief Data + Analytics Officer
Ford Motor Company



Amy Heidersbach

Chief Marketing Officer
CareerBuilder / Capital One

BOARD OF DIRECTORS

Dean Stoecker

Alteryx

Mark Anderson

Anaplan, Palo Alto Networks (Retired)

Kimberly Alexy

*Alexy Capital Management
FireEye (Board Member)*

John Bellizzi

Thomson Reuters (Retired)

Chuck Cory

Morgan Stanley (Retired)

Jeff Horing

Insight Venture Partners

Timothy I. Maudlin

*Medical Innovation Partners (Retired)
PluralSight (Board Member)*

Eileen Schloss

Medidata Solutions (Retired)

FINANCIAL OVERVIEW

FINANCIAL HIGHLIGHTS

FYE DECEMBER 31 | \$ IN MILLIONS

QUARTERLY REVENUE



ANNUAL REVENUE¹



17%

Q2 2020 REVENUE
GROWTH²

91%

Q2 2020 NON-GAAP
GROSS MARGIN³

(0%)

Q2 2020 NON-GAAP
OPERATING MARGIN³

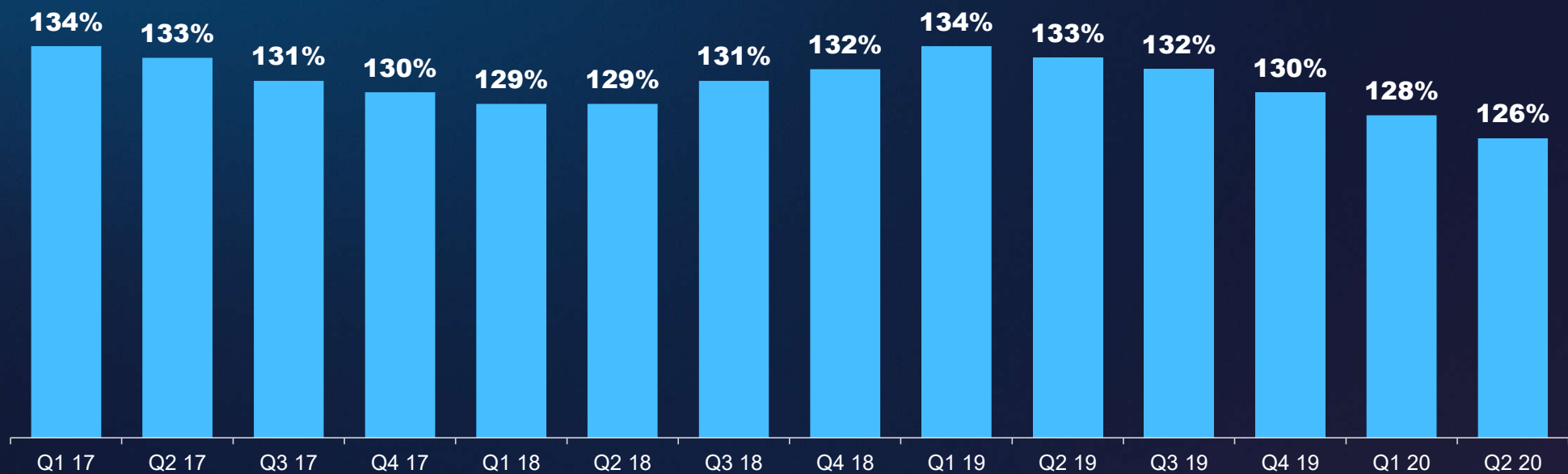
126%

DOLLAR-BASED NET
EXPANSION RATE⁴

1. Alteryx adopted the new revenue recognition accounting standard Accounting Standards Codification ("ASC") 606 effective January 1, 2018 on a modified retrospective basis. Financial results for the reporting periods during 2018 are presented in accordance with the new revenue recognition standard. Historical financial results for the reporting periods prior to 2018 are presented in conformity with amounts previously disclosed under the prior revenue recognition standard ASC 605.
2. Revenue growth represents Q2 2020 Y/Y growth.
3. See the Appendix for a reconciliation between GAAP and non-GAAP financial measures.
4. Represents dollar-based net expansion rate for the three months ended June 30, 2020. See the Appendix for more information.

CONSISTENT INVESTMENTS IN THE ALTERYX PLATFORM

DOLLAR-BASED NET EXPANSION RATE



Note: Please refer to the Appendix of this presentation for definition of dollar-based net expansion rate.

COMPELLING CUSTOMER GROWTH



Note: Please refer to the Appendix of this presentation for definition of customers.

MARGIN PROFILE

NON-GAAP % OF REVENUE ¹	FY 2016	FY 2017	FY 2018 ²	FY 2019 ²	THREE MONTHS ENDED JUNE 30, 2020	THREE MONTHS ENDED JUNE 30, 2019
Gross Margin	81%	85%	92%	92%	91%	91%
Research and Development	20%	21%	16%	15%	21%	18%
Sales and Marketing	66%	49%	41%	43%	52%	55%
General and Administrative	19%	20%	16%	16%	18%	17%
Operating Margin	(23%)	(5%)	19%	18%	(0%)	1%

1. See the Appendix for a reconciliation of GAAP to non-GAAP financial measures.

2. Alteryx adopted the new revenue recognition accounting standard Accounting Standards Codification ("ASC") 606 effective January 1, 2018 on a modified retrospective basis. Financial results for the reporting periods during 2018 and 2019 are presented in accordance with the new revenue recognition standard. Historical financial results for the reporting periods prior to 2018 are presented in conformity with amounts previously disclosed under the prior revenue recognition standard ASC 605.

STRONG UNIT ECONOMICS UNDERPIN POWERFUL FINANCIAL MODEL TARGET OPERATING MARGIN

NON-GAAP % OF REVENUE¹

	2016	2017	2018 ²	2019 ²
Gross Margin	81%	85%	92%	92%
Research and Development	20%	21%	16%	15%
Sales and Marketing	66%	49%	41%	43%
General and Administrative	19%	20%	16%	16%
Operating Margin	(23%)	(5%)	19%	18%
Free Cash Flow Margin	(12%)	12%	8%	5%

Drivers Long Term Target

Sustained levels	90%-92%
Continued innovation	15%-17%
Balanced growth	28%-30%
Economies of scale	9%-11%
Scale and efficiency	35%-40%
Economies of scale	30%-35%

1. See the Appendix for a reconciliation of GAAP to non-GAAP financial measures.

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APPENDIX

DEFINITIONS

Dollar-Based Net Expansion Rate: Our dollar-based net expansion rate is a trailing four-quarter average of the annual contract value, or ACV, which is defined as the subscription revenue that we would contractually expect to recognize over the term of the contract divided by the term of the contract, in years, from a cohort of customers in a quarter as compared to the same quarter in the prior year. A dollar-based net expansion rate equal to 100% would generally imply that we received the same amount of ACV from our cohort of customers in the current quarter as we did in the same quarter of the prior year. A dollar-based net expansion rate less than 100% would generally imply that we received less ACV from our cohort of customers in the current quarter than we did in the same quarter of the prior year. A dollar-based net expansion rate greater than 100% would generally imply that we received more ACV from our cohort of customers in the current quarter than we did in the same quarter of the prior year.

To calculate our dollar-based net expansion rate, we first identify a cohort of customers, or the Base Customers, in a particular quarter, or the Base Quarter. A customer will not be considered a Base Customer unless such customer has an active subscription on the last day of the Base Quarter. We then divide the ACV in the same quarter of the subsequent year attributable to the Base Customers, or the Comparison Quarter, including Base Customers from which we no longer derive ACV in the Comparison Quarter, by the ACV attributable to those Base Customers in the Base Quarter. Our dollar-based net expansion rate in a particular quarter is then obtained by averaging the result from that particular quarter by the corresponding result from each of the prior three quarters. The dollar-based net expansion rate excludes contract value relating to professional services from that cohort.

Customer: A customer at the end of any particular period is defined as an entity with a subscription agreement that runs through the current or future period as of the measurement date. A single organization with separate subsidiaries, segments, or divisions that use our platform may represent multiple customers, as we treat each entity that is invoiced separately as a single customer.

GAAP TO NON-GAAP RECONCILIATIONS

\$ IN THOUSANDS

	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
GAAP income (loss) from operations	\$2,683	\$(3,425)	\$9,394	\$21,118	\$(4,402)	\$(8,288)	\$11,936	\$38,735	\$(20,105)	\$(17,794)
Stock-based compensation	3,789	3,894	4,382	4,582	5,335	8,024	8,836	10,930	13,664	16,923
Amortization of intangible assets	477	517	518	517	505	1,152	1,181	1,184	1,168	812
Change in fair value of contingent consideration	293	162	-	169	-	(75)	-	175	-	-
Intangible asset impairment	-	-	-	-	-	-	-	-	2,025	-
Non-GAAP income (loss) from operations	\$7,242	\$1,148	\$14,294	\$26,386	\$1,438	\$813	\$21,953	\$51,024	\$(3,248)	\$(59)
As margin %										
Total revenue	\$50,329	\$51,502	\$62,589	\$89,150	\$76,020	\$82,043	\$103,397	\$156,450	\$108,831	\$96,233
GAAP operating margin	5%	(7%)	15%	24%	(6%)	(10%)	12%	25%	(18%)	(18%)
Non-GAAP operating margin	14%	2%	23%	30%	2%	1%	21%	33%	(3%)	(0%)

GAAP TO NON-GAAP RECONCILIATIONS

\$ IN THOUSANDS

	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
GAAP gross profit	\$45,325	\$46,233	\$56,779	\$82,433	\$68,020	\$72,748	\$93,752	\$144,239	\$95,784	\$86,598
Stock-based compensation	139	206	226	226	307	410	431	486	436	597
Amortization of intangible assets	446	451	456	456	446	1,096	1,128	1,131	1,118	762
Impairment of intangible assets	-	-	-	-	-	-	-	-	2,025	-
Non-GAAP gross profit	\$45,910	\$46,890	\$57,461	\$83,115	\$68,773	\$74,254	\$95,311	\$145,856	\$99,363	\$87,957
As margin %										
Total revenue	\$50,329	\$51,502	\$62,589	\$89,150	\$76,020	\$82,043	\$103,397	\$156,450	\$108,831	\$96,233
GAAP gross margin	90%	90%	91%	92%	89%	89%	91%	92%	88%	90%
Non-GAAP gross margin	91%	91%	92%	93%	90%	91%	92%	93%	91%	91%

GAAP TO NON-GAAP RECONCILIATIONS

FYE DECEMBER 31 | \$ IN THOUSANDS

	ASC 605		ASC 606	
	2016	2017	2018 ¹	2019 ¹
GAAP income (loss) from operations	\$(23,022)	\$(18,199)	\$29,770	\$37,981
Stock-based compensation	3,284	8,941	16,647	33,125
Amortization of intangible assets	-	1,225	2,030	4,022
Follow-on public offering costs	-	676	-	-
Change in fair value of contingent consideration	-	190	624	100
Non-GAAP income (loss) from operations	\$(19,738)	\$(7,167)	\$49,071	\$75,228
As margin %				
Total revenue	\$85,790	\$131,607	\$253,570	\$417,910
GAAP operating margin	(27%)	(14%)	12%	9%
Non-GAAP operating margin	(23%)	(5%)	19%	18%

1. Alteryx adopted the new revenue recognition accounting standard Accounting Standards Codification ("ASC") 606 effective January 1, 2018 on a modified retrospective basis. Financial results for the 2018 and 2019 reporting periods are presented in accordance with the new revenue recognition standard. Historical financial results for the reporting periods prior to 2018 are presented in conformity with amounts previously disclosed under the prior revenue recognition standard ASC 605.

GAAP TO NON-GAAP RECONCILIATIONS

FYE DECEMBER 31 | \$ IN THOUSANDS

	ASC 605		ASC 606	
	2016	2017	2018 ¹	2019 ¹
GAAP gross profit	\$69,764	\$109,804	\$230,770	\$378,759
Stock-based compensation	106	485	797	1,634
Amortization of intangible assets	-	1,213	1,809	3,801
Non-GAAP gross profit	\$69,870	\$111,502	\$233,376	\$384,194
As margin %				
Total revenue	\$85,790	\$131,607	\$253,570	\$417,910
GAAP gross margin	81%	83%	91%	91%
Non-GAAP gross margin	81%	85%	92%	92%

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GAAP TO NON-GAAP RECONCILIATIONS

FYE DECEMBER 31 | \$ IN THOUSANDS

	ASC 605		ASC 606		THREE MONTHS ENDED JUNE 30, 2020 ¹	THREE MONTHS ENDED JUNE 30, 2019 ¹
	2016	2017	2018 ¹	2019 ¹		
GAAP research & development expense	\$17,481	\$29,342	\$43,449	\$69,100	\$23,256	\$16,381
Stock-based compensation	(338)	(1,635)	(3,699)	(6,954)	(2,992)	(1,516)
Non-GAAP research & development expense	\$17,143	\$27,707	\$39,750	\$62,146	\$20,264	\$14,865
As margin %						
Total revenue	\$85,790	\$131,607	\$253,570	\$417,910	\$96,233	\$82,043
GAAP research & development	20%	22%	17%	17%	24%	20%
Non-GAAP research & development	20%	21%	16%	15%	21%	18%

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GAAP TO NON-GAAP RECONCILIATIONS

FYE DECEMBER 31 | \$ IN THOUSANDS

	ASC 605		ASC 606		THREE MONTHS ENDED JUNE 30, 2020 ¹	THREE MONTHS ENDED JUNE 30, 2019 ¹
	2016	2017	2018 ¹	2019 ¹		
GAAP sales & marketing expense	\$57,585	\$66,420	\$109,284	\$191,735	\$57,941	\$48,185
Stock-based compensation	(1,281)	(2,302)	(6,153)	(12,659)	(7,610)	(3,152)
Amortization of intangible assets	-	(12)	(221)	(221)	(50)	(56)
Non-GAAP sales & marketing expense	\$56,304	\$64,106	\$102,910	\$178,855	\$50,281	\$44,977
As margin %						
Total revenue	\$85,790	\$131,607	\$253,570	\$417,910	\$96,233	\$82,043
GAAP sales & marketing expense	67%	50%	43%	46%	60%	59%
Non-GAAP sales & marketing expense	66%	49%	41%	43%	52%	55%

1. Alteryx adopted the new revenue recognition accounting standard Accounting Standards Codification ("ASC") 606 effective January 1, 2018 on a modified retrospective basis. Financial results for the 2018 and 2019 reporting periods are presented in accordance with the new revenue recognition standard. Historical financial results for the reporting periods prior to 2018 are presented in conformity with amounts previously disclosed under the prior revenue recognition standard ASC 605.

GAAP TO NON-GAAP RECONCILIATIONS

FYE DECEMBER 31 | \$ IN THOUSANDS

	ASC 605		ASC 606		THREE MONTHS ENDED JUNE 30, 2020 ¹	THREE MONTHS ENDED JUNE 30, 2019 ¹
	2016	2017	2018 ¹	2019 ¹		
GAAP general & administrative expense	\$17,720	\$32,241	\$48,267	\$79,943	\$23,195	\$16,470
Stock-based compensation	(1,559)	(4,519)	(5,998)	(11,878)	(5,724)	(2,946)
Follow-on-public offering costs	-	(676)	-	-	-	-
Change in fair value of contingent consideration	-	(190)	(624)	(100)	-	75
Non-GAAP general & administrative expense	\$16,161	\$26,856	\$41,645	\$67,965	\$17,471	\$13,599
As margin %						
Total revenue	\$85,790	\$131,607	\$253,570	\$417,910	\$96,233	\$82,043
GAAP general & administrative	21%	24%	19%	19%	24%	20%
Non-GAAP general & administrative	19%	20%	16%	16%	18%	17%

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GAAP TO NON-GAAP RECONCILIATIONS

FYE DECEMBER 31 | \$ IN THOUSANDS

	ASC 605		ASC 606	
	2016	2017	2018 ¹	2019 ¹
GAAP cash flow from operations	\$(6,031)	\$18,943	\$26,089	\$34,192
Less: purchases of property and equipment	\$(4,307)	\$(3,669)	\$(6,728)	\$(11,453)
Free cash flow	\$(10,338)	\$15,274	\$19,361	\$22,739
As margin %				
Total revenue	\$85,790	\$131,607	\$253,570	\$417,910
GAAP cash flow from operations	(7%)	14%	10%	8%
Free cash flow	(12%)	12%	8%	5%

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THANK YOU