alteryx

Alteryx + Google Cloud

Governed analytics on BigQuery, built for AI at scale

Simplify workflows, strengthen controls

Organizations continue investing heavily in cloud data platforms, yet business access remains limited. McKinsey reports that fewer than 30 percent of organizations fully realize expected value from cloud analytics investments due to governance gaps and limited business adoption. Alteryx One addresses this challenge by operationalizing governed, reusable analytics logic directly on Google Cloud, enabling consistent metrics, trusted AI, and faster decisions at enterprise scale.

Modern enterprises running on Google Cloud often struggle to translate scalable infrastructure into consistent, trusted analytics. Business logic becomes fragmented across SQL scripts, BI tools, and ad hoc models, creating metric drift and slowing decision-making. Teams depend heavily on technical specialists, while governance is enforced after the fact, increasing risk and rework as analytics demand grows across functions.

Alteryx One provides a governed control plane for analytics logic that works natively with Google Cloud and BigQuery. Domain experts define metrics and business rules once, then reuse them across BI, AI, and applications. LiveQuery for BigQuery pushes processing directly into the warehouse while preserving governance, lineage, and auditability, ensuring scalable analytics without duplicating data or logic.

Common Challenges

- Business metrics differ across BI tools, SQL models, and analytics teams
- BigQuery data remains inaccessible to nontechnical business users at scale
- Governance and lineage are enforced after insights are already published
- Cloud analytics investments underdeliver due to rework, drift, and duplication

5 AI Challenges with Governed Cloud Data

1. AI models fail when business context is missing from datasets
2. Inconsistent metric definitions create hallucinations and conflicting AI outputs
3. Lack of lineage weakens trust in AI-generated insights and recommendations
4. Fragmented analytics logic prevents reuse across BI, AI, and applications
5. Ungoverned self-service increases compliance risk as AI adoption accelerates
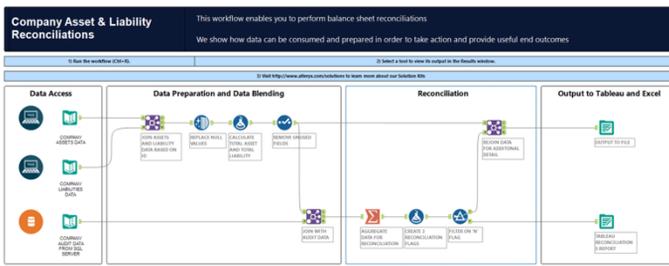
5 Ways to Optimize Alteryx + Google Cloud with Alteryx One

Unify governed business logic on BigQuery

Define metrics and rules once instead of recreating logic across tools and teams. Alteryx One allows domain experts to encode business meaning through governed self-service while IT enforces standards. The result is consistent metrics across BI, AI, and applications, reducing rework and accelerating trusted decision-making.

In-place analytics with LiveQuery for BigQuery

In-place analytics means zero data movement and avoids unnecessary extracts that increase cost and complexity. LiveQuery for BigQuery executes analytics logic directly where data lives while preserving governance and performance. Teams analyze larger datasets faster, reduce data sprawl, and scale insights confidently without sacrificing control or visibility.

Empower business users without sacrificing governance

Business teams need speed, not more tickets to IT. Alteryx One enables governed self-service analytics on Google Cloud so domain experts can prepare, analyze, and automate workflows safely. IT maintains security, lineage, and auditability while the business moves faster with fewer bottlenecks.

Prepare explainable, AI-ready data at scale

AI depends on context, not just clean data. Alteryx One embeds business rules, metadata, and lineage directly into cloud analytics workflows, creating explainable AI-ready datasets. This foundation supports GenAI use cases, predictive models, and trusted recommendations without black-box logic or uncontrolled experimentation.

Operationalize analytics across teams and regions

Analytics value grows when logic is reused, automated, and shared. Alteryx One turns cloud analytics into repeatable workflows that scale across departments. Organizations move from one-off analysis to operationalized intelligence, improving consistency, reducing manual effort, and maximizing return on Google Cloud investments.
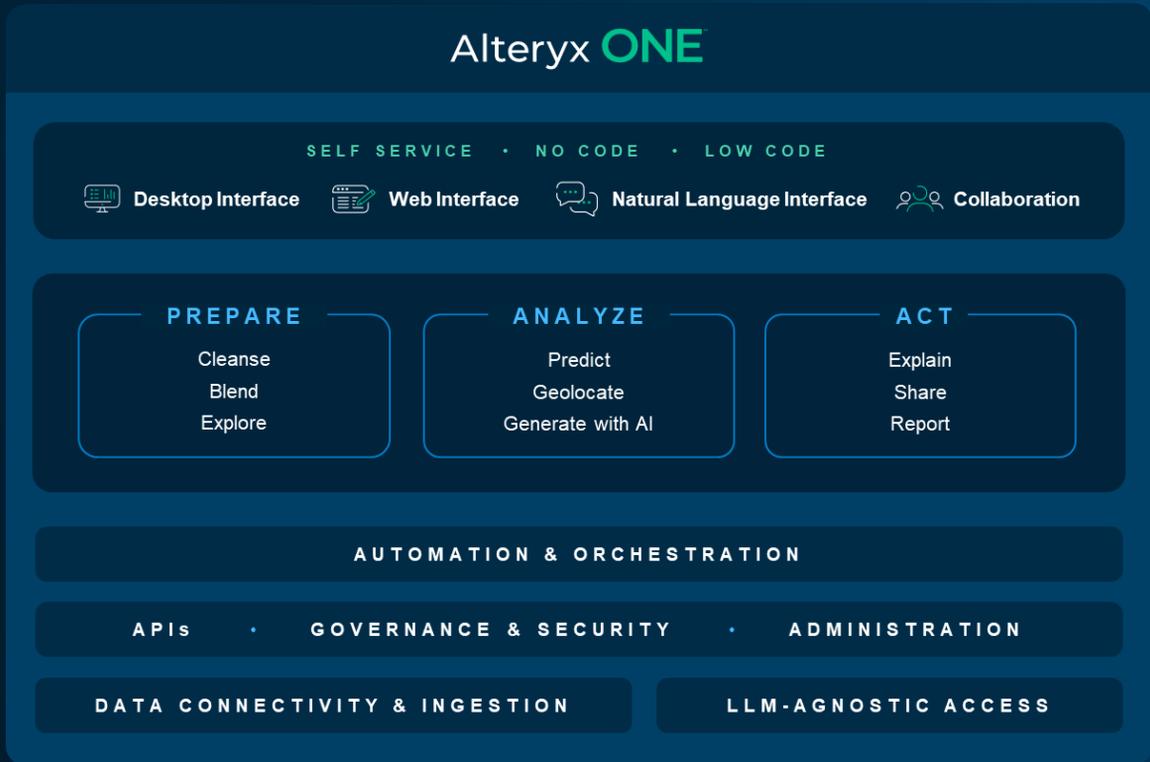

What You Will Need

- Access to Google Cloud BigQuery and appropriate IAM permissions

- Defined business metrics, rules, or KPIs owned by domain experts

- Stakeholders aligned on governance, reuse, and analytics standardization goals

- Existing BI, AI, or application workflows that rely on cloud analytics

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What Alteryx Provides

1. Governed analytics control plane separating business logic from storage and visualization

2. LiveQuery for BigQuery enabling scalable analytics without data duplication

3. Self-service analytics and automation with enterprise-grade governance and lineage

4. GenAI-ready workflows built on contextual, explainable, reusable cloud data

5. Secure integration with Google Cloud services, IAM, and enterprise standards

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Alteryx for Reconciliations

Alteryx ONE

SELF SERVICE · NO CODE · LOW CODE

Desktop Interface · Web Interface · Natural Language Interface · Collaboration

PREPARE	ANALYZE	ACT
Cleanse	Predict	Explain
Blend	Geolocate	Share
Explore	Generate with AI	Report

AUTOMATION & ORCHESTRATION

APIs · GOVERNANCE & SECURITY · ADMINISTRATION

DATA CONNECTIVITY & INGESTION   **LLM-AGNOSTIC ACCESS**

"Alteryx is the engine that is driving our team to new levels. We are automating all of our scorecards from a data perspective."

Amway

For a complete list of system requirements and supported data sources, visit
https://www.alteryx.com/products/alteryx-platform

About Alteryx

Alteryx offers an end-to-end, analytics platform which empowers people to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Business analysts and data scientists alike can discover, share and prep data, perform analysis, and deploy and manage analytic models. Enterprises all over the world rely on Alteryx to deliver actionable insights daily.

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