

Email 1

How Alteryx can save us time and money

Hi [NAME],

I know budget is tight right now, and there's a lot going on, but I wanted to share a little more about the analytics tool I've been using, Alteryx.

It's what helped me [ABC], and I think it can also help us [XYZ].

Essentially, Alteryx is a drag-and-drop tool that lets you build repeatable workflows.

After one build, you can fully automate time-consuming processes like our [time-consuming process], and in the future, workflows run in seconds via the desktop or browser app.

The built-in genAI features let you ask specific questions while protecting your data and they can even help you build out workflows faster.

- There are a lot of other valuable features, like:
- Easy integration with our tech stack
- Data ingestion from virtually anywhere
- Approachable for multiple skill levels
- AI-powered predictive and prescriptive insights
- Instant reports and PowerPoints

But I want to briefly touch on how Alteryx could actually free up more of our budget in the future — or, at the very least, more of our time.

I recently saw an Alteryx [customer story](#) where analysts at DoorDash saved 25,000 hours per year by automating their analytic processes.

And there were other similar stories

Overall, I think there's a lot of value here.

We could automate a lot of the repetitive work like [manual project] to carve out more time for [strategic project] and support more of the organization.

The built-in auditability could help me (and probably most of us) better ensure there aren't any errors or typos in our work.

And the instant PowerPoints and emails summarizing key insights would save me — and I think everyone else on the team — a lot of time.

Anyway, please let me know what you think.

I'm happy to send over some additional resources/one-pagers, etc.

P.S. I found these stats on benchmarked results with Alteryx:

- 85% increase in time to insight
- 30% risk reduction
- 82% greater trust in data validity
- 32% increase in employee satisfaction
- 4x ROI per license

Best,
[name]

Email 2

Evaluating Alteryx

Hi [NAME],

I know our partnership with IT is crucial, which means interoperability and data security, safety, and governance are vital when it comes to evaluating new software — especially AI software.

So, in case it helps, I wanted to share how Alteryx addresses each of these issues.

Integration

- Alteryx has integrations with major enterprise technologies and cloud platforms, including AWS, Databricks, Snowflake, Azure, and more, to help ensure smooth deployment and adoption.
- If you or the IT team are curious, here's a bit more about their [integrations](#).

Security

- Alteryx has [SOC2 Type II and ISO 27001 certifications](#).
- They purposefully separate application control planes and data planes to make sure granular control is always in IT's hands.
- Here's a little more on [how they handle data](#).

Responsible AI

- Alteryx is also heavily invested in [responsible and ethical AI](#).
- Here is an [AI Fact Sheet and FAQ](#) to help answer any questions about their AI features.

Governance

- Alteryx lists their [governance best practices](#) on their website.
- They use features like enterprise encryption protocols for data at rest and in motion.
- Alteryx works with standard authentication methods like single sign-on.

Auditability

- Alteryx also has built-in auditability and version control so we can always see how data or workflows have been updated or modified.

Anyway, I hope this helped answer some potential questions or concerns. If there are any other questions I can help answer, please let me know, and I can loop in our account executive at Alteryx.

Best, [name]

Email 3

Should we schedule a demo?

Hi [NAME],

Thanks again for taking the time to consider Alteryx. I think there's a lot of potential value here.

I was wondering if it would be helpful if I booked a short demo with the Alteryx team.

We could see how the platform works and ask any questions.

Please let me know what you think, and I'd be happy to set up a call!

P.S. Is there anyone else we should include in a potential demo? I can find a day/time that works for everyone's calendars.

Best, [name]