



Evolve
Capital Partners

Alteryx IPO Profile

March 2017

Summary of Initial Public Offering

alteryx

**SPECIALIZED INVESTMENT BANKERS AT
THE INTERSECTION OF FINANCE & TECHNOLOGY**

Alteryx IPO – Executive Summary

Initial Public Offering Overview

KEY IPO STATISTICS

Description:	Alteryx, Inc. is a leading provider of a self-service data analytics software platform that enables organizations to enhance business outcomes and the productivity of their business analysts. The company serves organizations of all sizes across a wide variety of industries, in more than 50 countries.
Use of Proceeds:	The company intends to use the net proceeds of this offering for working capital and other general corporate purposes. It may also use a portion of the net proceeds to invest in or acquire complementary businesses, products, services, technologies, or other assets.
Headquarters:	Irvine, CA
Founded:	1997
Employees:	400+
Trading Date:	03/23/2017
Ticker:	NYSE: AYX
Filing Price:	\$14.00 (Filing Range of \$12.00-\$14.00)
Shares Offered:	9 million
Proceeds:	¹ \$145.6 million, \$131.7 million after deduction of related expenses

Source(s): Company website, Alteryx S-1/A, Capital IQ, Alteryx 10-Q

(1) Includes underwriters additional purchase of 1.4 million shares of Class A common stock at price of \$14.00 per share.

UNITED STATES
SECURITIES AND EXCHANGE
COMMISSION
Form S-1

Alteryx
alteryx

NYSE: AYX

Goldman
Sachs

J.P.Morgan

J | M | P
SECURITIES

Pacific Crest
SECURITIES

William Blair

RAYMOND JAMES

COWEN
AND COMPANY

Alteryx IPO – Executive Summary

Key Metrics – IPO

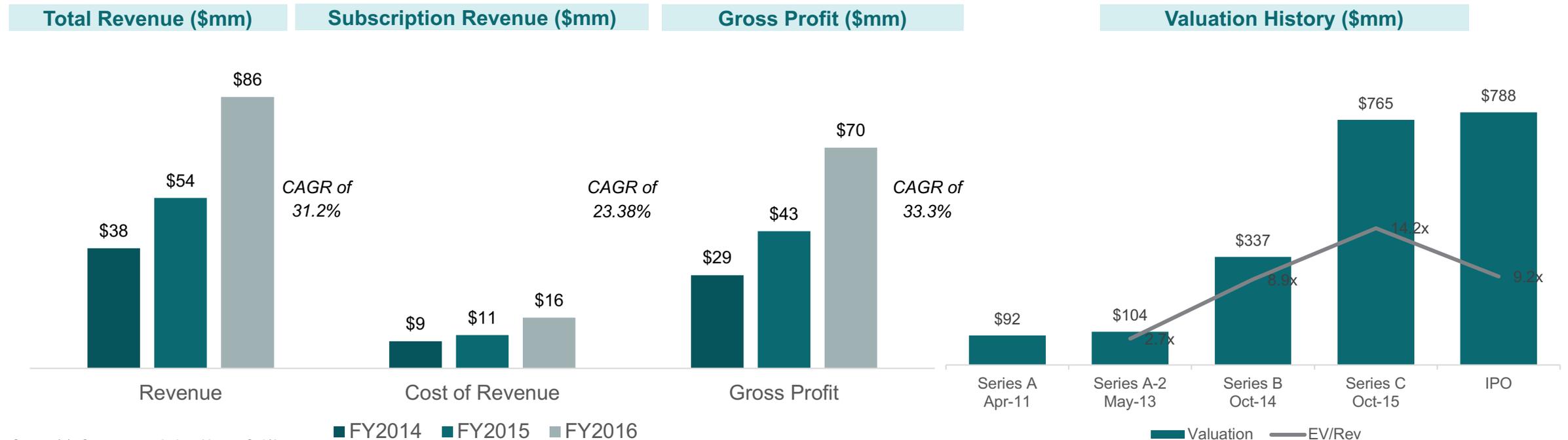
\$1.9 billion
Market Value ⁽¹⁾

\$1.7 billion
Enterprise Value ⁽²⁾

128 million
Shares Outstanding

\$15.00
Actual Share Price

7.4x
EV / 2016 Revenue



Source(s): Company website, Alteryx S-1/A

(1) Market Value based on shares outstanding and IPO share price of \$15.00

(2) Enterprise Value based on market value, and total debt and cash in SEC filings

Alteryx IPO – Executive Summary

Company Overview

OVERVIEW

- The company serves organizations of all sizes across the Business and Financial Services, Healthcare, Technology, Consumer Goods, Retail, and Travel & Hospitality industries.
- The company employs a “land and expand” business model and sells its platform primarily through direct sales.
- Key Offerings:
 - Alteryx Designer is a data profiling, preparation, blending, and analytics product deployable in the cloud and on premise.
 - Alteryx Server is secure and scalable server- based product for scheduling, sharing, and running analytic processes and applications in a web- based environment.
 - Alteryx Connect is a data exploration platform that empowers users to discover and collaborate on data assets, visualizations, reports and workflows typically siloed across large enterprises.
 - Alteryx Analytics Gallery is a cloud- based collaboration offering which allows users to share workflows in a centralized repository.

KEY STATISTICS



*Revenue Mix:
Platform Subscription (90%-95%)
Professional Services (5%-10%)*



The company sells its platform primarily through direct sales and marketing channels. It additionally has strong relationships with channel partners to extend the reach of its sales. As of January 31, 2017, Alteryx has 2,565 customers including over 300 Global 2000 (Top 2,000 public companies in the world) customers.



Funding to Date of over ¹\$163 Million



Employs over 300 Alteryx Associates plus 150 partners around the world.



Customers include Ford, Nike, McDonalds, Accenture, Experian and Boston Consulting Group.

Source(s): Company website, Alteryx S-1, Alteryx 10-Q

(1) Includes \$75 Million of Known Debt

Alteryx IPO – Executive Summary

Customer Case Studies in the Data Analytics Sector

Boston Consulting Group



THE BOSTON CONSULTING GROUP

- BCG partners with its clients to solve the hardest problems challenging their businesses. Many of its clients rank among the 500 largest corporations globally.
- BCG clients often have large data sets that they are unable to leverage. An example would be working with retail clients to analyze POS (Point of Sale) data to optimize promotion effectiveness.
- BCG implemented Alteryx's platform to address this issue.
 - Before adoption, BCG consultants could analyze one month of POS data at a time on a consulting engagement.
 - After adoption, consultants can easily access, clean, and analyze a much larger data set to now look at years of data to find seasonal trends.
 - Using our platform to blend and analyze multiple data sources and add additional data sources to analysis, regardless of format, enables BCG consultants to have an even more holistic view on the clients' business.
 - The decision to not run a promotion could potentially save a BCG client millions of dollars.

The Western Union Company



- The Western Union Company is a recognized leader in cross-border, cross-currency money transfers, with more than 500,000 Agent locations globally.
- In 2015, Western Union tasked its cyber security analytics team to gain visibility into the information security measures implemented at each Agent Location. With over 500,000 locations, the task totaled well over four million records, an arduous task.
- Western Union implemented Alteryx's platform to address this issue.
 - Before adoption, the process took 100 hours per month.
 - After adoption, the cyber security team was able to create a workflow that can reportedly process the same information in less than six minutes, with only two-and-a-half hours invested to create the workflow.
 - The cyber security analytics team is now building out an extensive risk analytics program covering multiple threat vectors across Western Union's environment with our platform at the core.
 - Western Union began using our platform in the first quarter of 2013. By end of 2016, revenue from the roughly company quadrupled.

Data Analytics are becoming critical to Corporations

Source(s): Company website, Alteryx S-1

Alteryx IPO – Executive Summary

Market Opportunity

ALTERYX PLATFORM DISRUPTS WELL-ESTABLISHED PORTIONS OF THE BUSINESS ANALYTICS SOFTWARE MARKET

\$41 Billion	Estimated size of the business analytics software market in 2015.	\$61 Billion	Expected size of the business analytics software market in 2020.	80%	Percentage of spreadsheet users using manual copy & paste methods to acquire data.	\$60 Billion / Year	In the US alone, cost to organizations associated with time spent by data analysts repeating processes when data is updated.
Business Intelligence & Analytics Tools		The segment of the market represents a set of technologies and tools that empower organizations to gain actionable insights about their customers, operations, and overall business health.					
Analytic Data Integration		This segment of the market represents technologies and tools which aid in the transferring and integrating of large sets of data from the source, into the targeted system.					
Spatial Information Analysis		This segment of the market represents technologies and tools which support the analysis of spatial data, allowing organizations to gain a richer perspective on service offerings, consumer interaction, transactional information, and how location and demographics play into an organization's performance.					

Source(s): Company Website, Alteryx S-1

Alteryx IPO – Executive Summary

Financing History

Date	Series/Type	Amount (mm)	Investors	Transaction Notes
10/28/2015	Series C	\$85	  	Pre-money valuation of \$715.48 million.
10/6/2014	Series B	\$60	  	Pre-money valuation of \$317 million.
5/20/2013	Series A	\$12	  	Pre-money valuation of \$91.77 million.
4/5/2011	Series A	\$6		Pre-money valuation of \$85.77 million.

Source(s): Pitchbook, Alteryx S-1/A, Capital IQ, Alteryx 10-Q

Disclaimer

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