

alteryx

INSPIRING INGENUITY

SRC Becomes Alteryx, LLC

The Alteryx® brand has emerged as a leader in the current spatial business intelligence revolution. SRC, LLC has changed its company name to Alteryx, LLC; the product brand introduced in 1997 has become the strongest standalone Geographic Business Intelligence® software platform in the world today.



The Alteryx technology has matured into the first integrated business intelligence platform that delivers a comprehensive foundation of software, data and services for managing local, regional and global markets. "Within our user base, the Alteryx name already identifies our company, and is well known within the international developer community as the trusted leader in streamlining disparate data sources into enterprise workflows," said Dean Stoecker, Alteryx CEO and president. "Taking on the Alteryx brand as our company name is a natural evolution of our business, and represents an industry milestone in embedding spatial data into all levels of business logic. We are extending Geographic Business Intelligence to improve business strategies and operational decision-making taking place every day across industry, government and academic disciplines."

[Click here](#) to read more.

June 2010

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Upcoming Product Training Webinars

We are offering the following Webinars in the month of June:

[Alteryx 5.0 - Best Practices for Connecting to Oracle](#)

- Do you need to access Oracle Databases through Alteryx? Learn how.

Date and Time: Thursday, June 24, 2010

1:00 pm PST, 2:00 pm MST, 3:00 pm CST, 4:00 pm EST

Presenter: Margarita Wilshire

Tips & Tricks

Are you aware of all of the blog spots to find out handy tips and tricks on Alteryx? There are many!

- [Alteryx Best Practices Blog](#)
- [Alteryx Team Blog](#)
- [The a**3 Blog \(all about Alteryx\)](#)
- [The UK Alteryx blog](#)
- [Alteryx on YouTube](#)
- [Alteryx Forum](#)

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Alteryx Technology Update

Alteryx 5.0 Update

On April 20, 2010, the Alteryx Products group released an update to the 5.0 release. This update included notable bug fixes with Macros, Calgary tools and spatial object handling. This

update is optional. The Products group will continue to issue updates to Alteryx when significant bug fixes have been made to the program. The latest version can be downloaded from the links below, and the entire change log can be requested at any time by sending a request to products@alteryx.com:

- [32 bit](#)
- [64 bit](#)

Alteryx 6.0 Beta Program Starting in June

We are close to releasing the first external Alteryx Beta of the 6.0 release cycle and are looking for committed Beta Testers to assist us in testing the latest enhancements to the program. The purpose of our Beta program is to provide the greatest possible exposure of the new features to experienced Alteryx users for testing purposes. We have requirements for Beta Testers, and we ask that you sign an NDA and accept our testing rules before committing yourself to testing. If you are interested in testing, please contact Tara McCoy via [email](#).

Features Planned for Alteryx 6.0

- Batch Macro types:
 - Iterative Macros
 - Location Optimizer
- Wizard and Macro improvements
 - Tree Control
 - GUI enhancements
- Solocast integration
 - 7 new tools
- Tool Containers
- Module Packager
- Reporting improvements

Composer and MapServer

We will be removing two deprecated tools, Composer and MapServer, in the next Alteryx release. These tools were deprecated in the 4.1 release, at which time we stated that no resources would be allocated for continuing to support these tools. The new reporting tools replace the functionality of these two deprecated tools. The last two Alteryx releases have provided users with an easy means for updating your modules and processes to this new functionality.

If you are still using modules which rely upon these deprecated tools, please modify your modules to use the new Alteryx reporting tools prior to updating to Alteryx 6.0 scheduled for release this fall.

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New Data Announcements

AGS Bi-Annual Updates

Alteryx is pleased to provide to our clients bi-annual updates of AGS' extensive range of demographic, economic and social variables starting this summer. The release will also include a new Housing dataset developed by AGS, which is comprised of last year's new Foreclosure data and two new datasets - Housing Sales and Property Tax. Both are assembled from local taxation and real estate databases and cover approximately 70% of the total households nationwide. The data consists of information on housing type, size, taxable values, taxation, age of housing and, most importantly, housing sales prices.

Join us at the Alteryx Customer Advisory e-Forum

Alteryx is holding its first e-Forum, an online webinar to gain the insights and opinions of our most important customer - you!

We are looking for your ideas. This event will focus on the Alteryx[®] engine and will include DemographicsNow[®]. Business solutions using Alteryx technology will be featured and attendees will have their voices heard via polling during the forum.

[Join LinkedIn Event](#)
[Register for Webinar](#)

Join the Excitement. Share in the joy.



Matt Nyman

On Friday, June 25, athletes of all abilities will tackle the Rocky Mountains in the World TEAM Sports Adventure TEAM Challenge. An idea conceived by Erik Weihenmayer, first visually impaired individual to climb Mt. Everest, the Adventure TEAM Challenge is a multi-day, multi-sport TEAM-building wilderness adventure. Many of you who attended the Extend 2010 conference last March had the pleasure of being inspired by Erik's keynote address at that event.

Erik invited Alteryx to participate in this year's Adventure TEAM Challenge, and we accepted that invitation. The Alteryx team is made up of five members, three of whom are Alteryx employees: Ned Harding, CTO; Catherine Shenk, Marcom Manager; and Nino Pozgaj, Manager, Sales Operations. Nino's fifteen-year-old daughter, Clarissa, is the fourth team member. Clarissa is wheelchair-bound with Arthrogryposis, also known as Arthrogryposis Multiplex Congenita - a rare congenital disorder that causes multiple joint contractures and is characterized by muscle weakness and fibrosis. Today, our fifth member was confirmed. Matt Nyman, a twelve-year Army veteran, who lost his right leg below the knee and suffered severe damage to his left leg and foot serving in both Iraq and Afghanistan, will join the Alteryx team.



Nino Pozgaj & Clarissa Olivares-Pozgaj

The Adventure TEAM Challenge, like Alteryx, is all about pushing the envelope on problem-solving while celebrating true diversity and increasing our effectiveness in working together as a team. Please check out the [Adventure TEAM Challenge website](#) to find out how this amazing event is changing the lives and dreams of able-bodied and disabled adventurers alike.

Please contact Ned Harding (nharding@alteryx.com) if you would like to honor the Alteryx team with your charitable contribution. You will be supporting an organization that works to make life better lived for every special participant they can reach.

Extend 2010 in Review

Alteryx Grand Prix

The 2010 edition of the Alteryx Grand Prix was another great success thanks to the incredible help and preparation of those involved. The expectations continue to grow, with new competitors seeking to be a part of this vibrant event. Last year's winner, Scott DiGiacinto, was left with a tough task to defend his title against a large group of Alteryx users seeking to show off their skills, some who had trained specifically for the event. Jeremy Kane, Efficax Data Systems and Jason Dunkel, Environics Analytics were in a close race with Jeremy narrowly surpassing Jason at the finish, much to the delight of the audience as flags flew up for the final pit stop. The 2011 installment promises to be even more spectacular, with Grand

Prix Blogs already abounding across the web from the competitors since the event. Congratulations to Jeremy Kane who will be enjoying a race around the Vegas track as the reward for his efforts.

About Jeremy and Efficax

Jeremy Kane founded Efficax Data Systems in 2009. His small firm, headquartered in East Greenwich, RI, is based on one underlying concept, *efficiency*. Jeremy's team can design and implement a custom data system quickly and without hassle. Jeremy's innovative use of Alteryx technology gives his firm a huge advantage over much larger competitors.

Social Media

Follow us on:

- **Twitter** - [Alteryx](#) and many associates have accounts setup with Alteryx in the name
- **Linked in** - [Alteryx User Group](#)

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Alteryx Tradeshow Calendar

Come visit us at the following tradeshows:

- ICSC Research, October 24-26, Orlando, FL
-

Alteryx Welcomes New Employees

Ian Carr is the newest developer on the Core Web team in Boulder.

Alex Garber joined our Inside Sales team in the Orange office focusing on Web Applications for the North/Central region.

Alan Gibson is part of the Field Sales team working as a National Account Director in the Western region located in the Orange office.

Bea Guzman joined our Inside Sales team in the Orange office focusing on Web Applications role for the Western region.

Zach Hegwood is the newest member of the Custom Web Development team in Boulder.

Scott Jones is the newest member of the Client Services team in the Customer Advantage Group working out of the Boulder office.

Hannah Keller is our summer marketing intern working out of the Boulder office.

Jeff McGlynn joined the IT department in Boulder.

Mike Neumann is part of the Field Sales team working as a National Account Director in the Central region located in Chicago.

Greg Shonle has joined the Core Development team in the Boulder office.

Gary Schwartz has joined Alteryx, responsible for Documentation, Core Products located in Ithaca, NY.

Dale Taylor has joined Alteryx as the new Quality Engineer, Core Web, and will be working out of the Boulder office.

Peter Wayne has joined the Web Administration team in the Boulder office.

Darren Weiner is our new Director of IT Operations in the Boulder office.

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Training and Resources

The Alteryx Brainasium - Training Center

Yes! Finally a gymnasium for your brain.



Alteryx proudly presents our new state-of-the-art training facility in Orange, CA. Through this new facility, Alteryx offers you a fantastic opportunity to get affordable hands-on training from our software experts. We have developed new courses, complete with manuals, which are instructor-led, full-day sessions in sunny California covering all Alteryx offerings in sunny

California. The courses are designed for different user levels and for different business applications. Sign up and come prepared to learn!

Click [here](#) to download the schedule!

Discussion Board

The Alteryx Desktop Forum is a discussion board where all current desktop users can learn and share software tips and tricks, find out about upcoming product releases, provide us with

feedback on our products, and share ideas for new webinars. Click this link to reach the forum: [Alteryx Desktop Products Forum](#). To read the forum postings, simply click on the category. To post comments or ask questions, you must log in. Please [email us](#) with feedback, or if you need to create a login account.

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How to Contact Us for Technical Support

The Customer Advantage Group is dedicated to assisting you in the installation, licensing and use of Alteryx products. Plus, don't forget, we provide training! If you need a refresher, standard or customized course, please contact us.

License Authentication, Replacement Licenses or Product Support

Please send your request directly to clientservices@alteryx.com to receive the quickest response. You may also call us at 714.516.2400 - dial 2 for support.

Our support hours are 8:00 am to 8:00 pm Eastern.

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The Alteryx logo consists of the word "alteryx" in a lowercase, blue, sans-serif font. The letter "y" is stylized with a long tail that extends downwards and to the right.