G-Cloud 15

Alteryx Related Services

January 2026

Contents

Transforming Business using the Cloud

Enabling business and enterprise transformation using cloud is a complex, strategic consideration facing many private and public sector organisations. For most organisations globally, adopting and adapting to the cloud has already happened or has become a question of “when and how” rather than “if”.

We have worked across the public sector to support the implementation of business objectives using cloud related strategies and technologies. Our technology services help organisations to balance costs, optimise the use of cloud whilst being able to rapidly adopt a new way of working through their use of data.

Opportunities for enterprises include a combination of one or more of the following:

- Gaining timely insight based on larger and more complex datasets which in turn can boost organisational performance
- Using cloud to drive new business opportunities, services or digital operations - for example through the Alteryx related services discussed in this service definition
- Allowing access to software applications or infrastructure that have features, controls and security built in - for example new finance systems that have out of the box financial controls and security by design
- Providing an opportunity to reduce costs through improved data retention policies and ongoing monitoring of workload costs.

PwC provides the frameworks and extensive private and public sector experience to help organisations exploit the cloud in a safe manner. Our methods include the combination of agile Business, customer eXperience and Technology (BXT) activities required to transform, grow, and maintain organisations. There is no single answer that covers every client organisation; we tailor our frameworks to client circumstances to support clients as follows:

- As a partner through the complete lifecycle of strategy to execution
- With a ‘point in time’ business issues encountered during implementation or running the business
- As a trusted advisor providing assurance and risk related services over your programmes of works and your suppliers.

Alteryx Related Services

In an environment where decisions, assurance and performance increasingly depend on trusted data, organisations need practical ways to prepare, automate, and operationalise analytics at pace. Alteryx provides a well-established analytics automation capability that helps teams blend data from multiple sources, build repeatable workflows, and accelerate insight generation while supporting consistent controls and governance. Within the context of cloud transformation, these services enable Departments to move from manual, fragmented processing to scalable, reusable analytics that can be embedded into day-to-day operations.

Alteryx product context

Alteryx is a low-code analytics automation platform designed to help organisations prepare, blend, and analyse data using transparent, repeatable workflows. It enables teams to connect to a wide range of data sources and platforms, streamline data preparation, and operationalise analytics outputs more efficiently, supporting consistent standards and control requirements in day-to-day delivery.

Alteryx also includes AI-assisted capabilities that can help teams accelerate insight generation and prepare data for downstream analytics and AI use. The platform is designed for enterprise use, with governance and security considerations, and can be adopted across cloud, hybrid and on-prem environments to support scale and flexibility.

PwC capabilities complement the Alteryx cloud software offering by helping organisations implement, integrate, govern, and optimise its use.

The following section describes the service features and benefits included within this service definition document in more detail.

1. Why are these services required?

If you are considering or progressing your Alteryx journey, you may have some fundamental questions:

- How can we implement Alteryx in a cloud-enabled operating model that aligns to our technology strategy and procurement route?
- What expertise is needed to connect Alteryx to our existing data platforms and sources?
- How do we configure and tailor Alteryx to our use cases?
- How can we ensure a smooth transition and minimise disruption to critical operations and reporting?

- What support services are available for organisations using Alteryx in the cloud?
- How do we build capability at pace through training, coaching, and structured knowledge transfer so users can adopt Alteryx effectively and safely?
- How do we address data privacy, security, and governance when workflows handle sensitive information?
- What assurance services are available to validate that delivery is controlled, resilient and aligned to required standards?
- Can independent assessments be conducted to ensure compliance with relevant regulations, security requirements and internal controls, including fitness for operational use?
- How can we optimise Alteryx over time, including integration with wider analytics and AI capabilities where appropriate?
- What is the typical timeline and cost for implementing, scaling and supporting Alteryx in the cloud?

The key question is, what path should your organisation take to realise the full value of your data?

2. Opportunities and Challenges

Alteryx can unlock significant opportunities, with the cloud enabling scale and pace. Organisations can leverage Alteryx capabilities to improve decision-making, streamline and automate data preparation and accelerate insight generation. Alteryx provides a powerful platform for data blending, analytics and workflow automation, enabling teams to build repeatable processes that support operational reporting, risk and performance management and wider digital transformation. PwC delivery expertise helps embed these capabilities into governed, repeatable operational processes.

However, organisations may face challenges when implementing and using these capabilities. Implementation planning, connectivity to existing data sources, and establishing the right governance and operating model for repeatable workflows can be complex. In addition, organisations must manage the evolving landscape of data privacy, security and compliance requirements when handling sensitive information in the cloud.

3. Our Approach

PwC provides structured support across the Alteryx lifecycle, from initial use case definition and platform set-up through to enablement, governance and ongoing optimisation. We tailor our approach to each organisation's objectives, data environment and risk profile, drawing on experience from our solutions lab and our own use of Alteryx within PwC services. By collaborating closely with clients, we develop practical strategies that accelerate delivery while ensuring Alteryx is operated with clear standards, ownership and assurance.

To address implementation challenges, PwC provides technical expertise to configure Alteryx, integrate to key data sources and establish the standards and governance needed to scale safely. We support delivery through structured project management and proven practices for workflow design, assurance and operational running.

We work with clients to define an implementation roadmap with smooth transition and rapid value realisation, underpinned by our experience in analytics automation, integration and assurance-led delivery.

4. Our Team: Why PwC?

PwC and Alteryx are Global Alliance Partners and have worked together to support public sector organisations in adopting analytics automation capabilities. PwC offers a broad range of services across the Alteryx lifecycle, combining data integration and analytics automation delivery experience with governance, assurance and enablement expertise:

- **Implementation**: PwC supports organisations to design, configure and deploy Alteryx in the cloud, including integration to priority data sources and platforms. We provide technical expertise, delivery governance and project management support, and guidance on good practice for a controlled and effective implementation

- **Support**: PwC provides ongoing support for organisations using Alteryx. This includes troubleshooting, platform and workflow maintenance, service management, and user training to maximise the value derived from Alteryx. We help clients put in place the operating processes, standards and skills required to run Alteryx reliably and sustainably

- **Assurance**: PwC provides assurance services to validate Alteryx-related programmes. We conduct independent assessments to confirm that implementation meets intended objectives, complies with relevant standards, and adheres to data privacy, security and internal control requirements.

- **Optimisation**: PwC helps organisations optimise their use of Alteryx by identifying areas for improvement, strengthening workflow governance, enhancing data integration capabilities, and increasing automation while scaling adoption, including Alteryx AI capabilities where appropriate. We work closely with clients to continuously enhance the effectiveness and efficiency of their Alteryx-related programmes.

In conclusion, PwC's expertise and experience make us the ideal partner for organisations seeking support in their Alteryx-related programmes. Our comprehensive approach, spanning implementation, support, assurance, and optimisation, ensures successful outcomes and maximises the value derived from Alteryx deployment. By leveraging PwC's capabilities, organisations can strengthen data quality and trust, reduce manual effort through automation, improve decision making and drive transformative change in their operations.

Alteryx Related Services Features

- Expertise in implementing, supporting, assuring, optimising Alteryx capabilities
- Facilitate seamless onboarding and integration across key data systems
- Accelerate data preparation with low-code, repeatable Alteryx workflows
- Design governed, reusable workflows that make data AI-ready
- Embed data quality checks and validation into automated workflows
- Adopt agile delivery for iterative workflow development and value realisation
- Enable enterprise-wide Alteryx adoption through scalable cloud operating models
- Align Alteryx delivery to data security, privacy and access controls
- Provide user-friendly training and support for onboarding and utilisation.
- Foster collaboration and knowledge sharing through common assets and communities.

Alteryx Related Services Benefits

- Drive operational improvement through scalable, cloud-enabled data preparation and automation
- Prepare trusted, AI-ready data for advanced analytics and automation
- Support compliance through secure data handling and access controls
- Increase data confidence via embedded validation and transparent lineage
- Scale analytics delivery using governed, reusable workflow assets
- Connect disparate systems to enable a unified, trusted data view
- Reduce manual effort and spreadsheet risk through workflow automation
- Accelerate insight delivery through rapid data blending and standardisation
- Build capability quickly through role-based training and coaching
- Reduce duplication by reusing proven assets across teams.