Alteryx Amplifies the Thrill of Gaining Data-Driven Insights Across the Middle East and Africa
New Dubai Office Opens to Meet the Burgeoning Growth of Data Analytics in Region

IRVINE, Calif. and Dubai—April 18, 2019—Alteryx Inc. (NYSE: AYX), revolutionizing business through data science and analytics, today announced it is expanding its footprint in the Middle East and Africa (MEA) with the opening of its new office in Dubai. Located in Dubai Internet City, the Alteryx MEA office was officially opened by Dean Stoecker, chairman and CEO of Alteryx, who welcomed more than 250 executives at the launch event held at the V hotel, Al Habtoor. Stoecker also spoke at the sixth annual Smart Data Summit in Dubai earlier this week.

As a part of its investment in the region and continued global expansion, the new office will further support the success of current and prospective customers as they evolve their data analytic requirements as part of their digital transformation initiatives. Alteryx recently reported 96 percent year-over-year (YoY) growth in international markets for the full year 2018, which accounted for 29 percent of overall revenue as of Dec. 31, 2018.

Speaking on the occasion, Abboud Ghanem, regional vice president, Middle East and Africa at Alteryx commented, “We are seeing a surge of interest in advanced data analytics within the Middle East and Africa with government-backed programs, such as Smart Dubai, a city-wide initiative to transform Dubai into the world’s smartest and happiest city. Successful digital transformation is dependent on enabling collaboration between all data workers both within and across organizations. With the opening of our Dubai office, we look forward to better supporting local customers and partners as they Alteryx their data into actionable insights.”

The company has a proven track record of working with MEA brands, including the Abu Dhabi Islamic Bank, Al Futtaim Private Company and Dubai Electricity, and Water Authority in the UAE (DEWA). These organizations are already gaining knowledge from data by enabling data producers to analyze for insights and make data-driven decisions.

“Alteryx offers immense value as we continue to move away from manual processes and harness the power of data analytics within the Public Pension Agency,” said Hussein Alasmari, PPA Governor’s Advisor for information technology at the Public Pension Agency, the Saudi Arabian agency that disburses pensions to the country’s retired civil employees and military personnel or their beneficiaries. “Our ongoing use of data analytics through the self-service Alteryx Platform is helping to revolutionize decision making and portfolio analysis. Separating the wheat from the chaff in financial data with Alteryx takes moments, not weeks, as traditionally has been the case with manual operations. Alteryx helps us quickly and efficiently analyze vast amounts of fiscal data associated with investment funds and unearth valuable insights, which can help add value for our customers.”

Although many struggle with turning that data into actionable insights that drive business results, IDC reports spending on business intelligence (BI) and analytics software in the United Arab Emirates (UAE) is set to reach $42.24 million this year¹. The firm also reports finance and government sectors continue to be the biggest spenders with healthcare, utilities and retail being amongst the fastest growing vertical markets over the forecast period of 2018-2022. This reflects a growing demand for
analyzing large volumes of granular data that is helping to reinvent industries across the MEA region as they take advantage of the collected data in today’s digital economy. This trend is also in line with the UAE Vision 2021’s strategic objective of creating a smart, innovation-driven and knowledge-based economy.

1IDC, The UAE Business Intelligence and Analytics Software Market 2018-2022 Forecast and Trends, Manish Ranjan, November 2018

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**About Alteryx, Inc.**
Revolutionizing business through data science and analytics, Alteryx offers an end-to-end analytics platform that empowers data analysts and scientists alike to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Organizations all over the world rely on Alteryx daily to deliver actionable insights. For more information visit [www.alteryx.com](http://www.alteryx.com).

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