

aws marketplace

Alteryx

# Reviews, tips, and advice from real users



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# Product Recap



# Alteryx Recap

Alteryx can be used to speed up or automate your business processes and enables geospatial and predictive solutions. Its platform helps organizations answer business questions quickly and efficiently, and can be used as a major building block in a digital transformation or automation initiative. With Alteryx, you can build processes in a more efficient, repeatable, and less error-prone way. Unlike other tools, Alteryx is easy to use without an IT background. The platform is very robust and can be used in virtually any industry or functional area.

## With Alteryx You Can:

- Prep, blend, and analyze data
- Deliver faster, better business outcomes
- Automate analytics and data science
- Embed intelligent decisioning
- Deploy and share analytics in hours

## Alteryx Features Include:

Some of the most valuable Alteryx features include:

Scalability, stability, flexibility, fast performance, no-code analytics, data processing, business logic wrapping, scheduling, ease of use, data blending from different platforms, geo-referencing, good customization capabilities, drag and drop functionality, intuitive user interface, connectors, machine learning, macros, simple GUI, integration with Python, good data transformation, good documentation, multiple database merging, and easy deployment.

## Alteryx Can Be Used For:

- **Combining and manipulating data within spreadsheets:** Alteryx can be used in situations where complex data manipulation occurs. It can handle large data quickly, and the process is much simpler to see and understand.
- **Database access and supplementing SQL development:** Alteryx has several sets of database connectors and functions, including many functions that your average database does not. Alteryx can work with data from multiple databases or areas within a database. It allows users to filter, sort, calculate, etc. as they would commonly do in SQL or an ETL tool.
- **API, cloud, and hybrid access:** Alteryx can read and write data in databases, files, REST APIs, and a myriad of other locations (with the correct permissions). When a workflow is published, you can also call a workflow through a REST API to start it.
- **Data science:** Alteryx provides pre-built models that are extremely useful for data

scientists who may have limited programming skills and also gives you the ability to add R or Python code directly within a workflow.

- **Geospatial analysis:** Alteryx gives users drag-and-drop tools to geocode, plot, and map locations, customers, competitors, or anything that has a location (employee, truck, pipeline, etc.).
- **Reports and dashboards:** Alteryx provides built-in tools that enable the building of reports and dashboards.

## Alteryx Benefits

Some of the benefits of using Alteryx include

:

- **Saves time:** Alteryx helps shorten the time required to start analyzing data and looking for insights, minimizing the tasks that do not add value to the business and maximizing the analysis phase.
- **Clear tool configurations:** Alteryx provides simple and concise tool configurations that are quick and easy to set.
- **Excellent workflow compatibility.**
- **Reduced development time:** Alteryx has an extensive gallery of user-developed analytic applications that helps to reduce development time.
- **Fast data loading:** Alteryx has tools that make it very effective when working with big data sets.
- **No-code, low-code analytic building blocks:** You can prep, blend, and analyze data to enable highly configurable and repeatable workflows.
- **Machine learning:** Alteryx allows you to quickly create properly trained algorithms that are ready to deploy.

## Reviews from Real Users

"[Automation](#) is the most valuable aspect for us. The ability to wrap business logic around the data is very helpful." - Theresa M., Senior Capacity Planner at a financial services firm

"Alteryx has made us more agile and [increased the speed and effectiveness of decision making](#)." - Richard F., Director, Digital Experience & Media at Qdoba Restaurant Corporation

"The [scheduling feature](#) for the automation is excellent." - Data Analytics Engineer at a tech services company

"The product is [very stable and super fast](#), five-star. It's significantly more stable than its nearest competitor." - Director at a non-tech company

"A complete solution with [very good user experience and a nice user interface.](#)" - *Solutions Consultant at a tech services company*

"There are a lot of [good customization capabilities.](#)" - *Advance Analytics PO at a pharma/biotech company*

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Alteryx has positively impacted my organization by saving time, improving accuracy, and enabling better decision-making.”



**Rajneesh Prajapati**

Senior Rpa Consultant at Accely Consulting

- ✓ “I have been pretty satisfied with Alteryx's data blending feature as it is quite easy to use as a non-code platform.”



**Verified user**

Senior Consultant at a consultancy with 201-500 employees

- ✓ “The main benefits that Alteryx provides for me are that it is easier to use, I do not have to code anything, so it is a non-coding tool, and it saves my time in that aspect.”



**Snehaa Selvakumaran**

Development Lead at a energy/utilities company with 10,001+ employees

✓ “Alteryx offers a cognitive approach to better understand data and purposes.”



**Joseph VolkanOzcan**

Chief Information Officer at granistr

✓ “It offered quick development, with the ability to process large datasets.”



**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

✓ “The drag and drop and layout is simple to understand, with intuitive names of features.”



**Fillipe Tahim**

Legal Coordinator at a transportation company with 10,001+ employees

✓ “Alteryx is user-friendly and allows easy creation of workflows compared to Informatica PowerCenter.”



**Verified user**

Software Engineer at a computer software company with 10,001+ employees

## What users had to say about valuable features:

A standout feature is its management approach for logistics and supply chain. Alteryx not only represents data but also supports decision-making by suggesting the next steps. Additionally, Alteryx offers a cognitive approach to better understand data and purposes.

**Joseph VolkanOzcan**

Chief Information Officer at granistr

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“The product's most valuable aspect is its ease of use. It allows me, even as a field person, to create workflows and perform data preparation tasks quickly. Its speed and ability to connect to various data sources in real-time are also significant benefits..”

**FabioDoro**

Technical Director at Kinyit

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“It offered quick development, with the ability to process large datasets. It was easy to work with because everything was graphical, resulting in a quick development cycle. The ease of testing and producing what we needed quickly was invaluable. Once we got it in-house, I knew its value. It was easy to work with, and the graphical nature made it simple. I could develop quickly and did so for seven or eight years on different projects..”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“I have been pretty satisfied with Alteryx's data blending feature as it is quite easy to use as a non-code platform. One of its benefits is that it's a drag-and-drop system. Analysts who do not have any coding experience can still work on the transformation and preparation of data, which is quite useful.

“The way Alteryx's automation capabilities have contributed to my organization's workflow efficiency depends very much on the project we work on..”

**Verified user**

Senior Consultant at a consultancy with 201-500 employees

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“The features in Alteryx that I find most valuable are the connectors they have provided, which are really helpful for me, and I am able to connect to databases easily, so that is helpful.

The data blending feature does help improve my data preparation process.

Because I am using Gallery as well, I find that some of the processes we are running are able to be automated, so it is useful and simplifies my workflow.

The main benefits that Alteryx provides for me are that it is easier to use, I do not have to code anything, so it is a non-coding tool, and it saves my time in that aspect..”

**Snehaa Selvakumaran**

Development Lead at a energy/utilities company with 10,001+ employees

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“Some of the best features Alteryx offers are its no and low-code capabilities. It delivers massive time-saving and includes spatial and predictive analysis. Alteryx includes built-in tools such as drive time analysis and linear regression, which are much harder to achieve in standard BI tools such as Power BI or Tableau.

“In addition to these features, Alteryx provides built-in spatial tools that can calculate drive time and location-based insights with minimal effort through drag-and-drop spatial tools, low complex coding, faster, and more accurate results. Linear regression predicts sales based on marketing spend, estimates costs based on usage, and identifies trends in historical data.

“Alteryx has positively impacted my organization by saving time, improving accuracy, and enabling better decision-making. Using Alteryx, complex tasks such as data cleansing, joining datasets, drive time analysis, and linear regression can be done much faster compared to manual Excel or SQL work. This reduces dependency on manual effort and lowers the risk of human error. Drive time analysis helps my organization make better location-based decisions, such as identifying optimal service areas or improving customer reach..”

**Rajneesh Prajapati**

Senior Rpa Consultant at Accely Consulting

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# Other Solutions Considered

“I evaluated other options before choosing Alteryx, looking from a price perspective. If any product has a lower price and better results, then I will look for that..”

**Rajneesh Prajapati**

Senior Rpa Consultant at Accely Consulting

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“Different customers have different data tools like DataStage and Informatica. They also provide good data flow capabilities. Alteryx has a built-in robustness that I was very happy with..”

**Milind Shimpi**

Experience Technocrat driving IT initiatives at WISDOMBOWL

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“Before Alteryx, I worked with either direct data transformations in Python or working through tools such as Power BI and the Power Query functions. In general, I think those tools perform similar functions even though there might be some differences. I generally had a better experience with those tools which come at a lower cost..”

**Verified user**

Senior Consultant at a consultancy with 201-500 employees

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“I used KNIME and Power BI as alternatives. Power BI helped initially for smaller datasets. However, when expanding to large datasets, Power BI didn't suffice unless purchasing a premium license. Alteryx offers automated data flows and connections to cloud databases, which are beneficial..”

**Fillipe Tahim**

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Legal Coordinator at a transportation company with 10,001+ employees

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“Based on my experience, I would say the main competitor for Alteryx is Python, actual coding.

For me, it would always be Alteryx, but considering the licensing cost, if someone knows how to code in Python, that is preferred. However, for me, it would be Alteryx because it is already provided by the organization..”

**Snehaa Selvakumaran**

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Development Lead at a energy/utilities company with 10,001+ employees

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“At the moment, we're looking at alternatives in general. We're looking at both Alteryx and the potential to move away from it, either just using in-house tools or any alternatives available that perform similar functions.

“The potential options we are considering instead of Alteryx are not really well defined. We're still researching..”

**Verified user**

Senior Consultant at a consultancy with 201-500 employees

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# ROI

Real user quotes about their ROI:

“The platform saves me several hours weekly in data preparation, which would require additional personnel. Although I have not calculated the exact figures, it breaks even for me. The return on investment can be substantial for customers, depending on their usage. .”

**FabioDoro**

Technical Director at Kinyit

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“I have been using the solution in my current role for less than a year, and while I have yet to see a return on investment, I did observe ROI in my previous role. However, I see a clear path towards achieving a strong ROI in the current setting..”

**Victor Bethapudy**

Finance Manager at a real estate/law firm with 5,001-10,000 employees

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“Alteryx is definitely worth the investment, but the price is too huge, especially in our geographical context. If there could be a consideration for adjusting prices based on varying currencies, aligning with their existing requirements, that would be more agreeable..”

**NagendraVuppala**

Tax Manager at RSM

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“It has certainly paid for itself on a per-user basis. We haven't done a group ROI yet. But it more than pays for itself. Our "highlights" are quite powerful. The more prominent business cases are extremely compelling..”

**Verified user**

Manager, Transformation & Hyperautomation at a real estate/law firm with 10,001+ employees

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“I have seen a return on investment from using Alteryx. It has delivered a strong return on investment for my organization by significantly reducing manual effort in data preparation, reporting, and analytics. Tasks that earlier took hours in Excel or SQL are now completed in minutes. This results in time-saving, improved data accuracy, and better productivity. Despite the higher licensing cost, the overall business value and efficiency gain justify the investment..”

**Rajneesh Prajapati**

Senior Rpa Consultant at Accely Consulting

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“There have been cases where people were building some data pipeline manually or building some reports manually, and they used to take one month. After the implementation of Alteryx, the turnaround time has been reduced to 10 minutes or maybe in some cases, a couple of minutes. If the timeframe or effort is coming down from one month and with multiple persons working to a couple of minutes automated, there is a huge volume of ROI..”

**Verified user**

Practice Head, Analytics at a tech services company with 201-500 employees

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# Use Case

“I used Alteryx for a retail company's project. They wanted to generate quick results out of some analysis for their fast-moving products and manage customer profiles for starting campaigns only for these fast-moving items..”

**Milind Shimpi**

Experience Technocrat driving IT initiatives at WISDOMBOWL

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“I use the platform for a variety of tasks. For example, I extract data from our Salesforce system and prepare it for analysis. It allows customized monitoring of the pipeline. I often prepare data to be imported into Power BI for further analysis. I also use it for personal data tracking and extracting data from our internal time-logging tool to monitor project progress with customers. It helps me stay updated without manually logging in and reviewing reports that may not contain the precise information I need..”

**FabioDoro**

Technical Director at Kinyit

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“My primary use case for Alteryx is ETL more than analytics. I mainly use it for loading data from one server to another and loading files to databases. It is good for data integration. I find it very user-friendly compared to tools like Informatica PowerCenter. It allows me to easily create workflows and deploy them..”

**Verified user**

[Read full review](#) 

Software Engineer at a computer software company with 10,001+ employees

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“I used it every day for most of my day, developing different applications and ECLs, and I loved it. My background is diverse, with a variety of roles in my career. I have written the old style of ETLs with SQL, whether it be advanced SQL code for Oracle or using different programming languages to process data.

I stumbled on Alteryx when we were trying to build Tableau dashboards, and we were having difficulty loading them directly into Tableau. We needed something to preprocess the data for the dashboard. We were trying to process large datasets at US Bank, and that would help us with that preprocessing..”

**Theresa McLaughlin**

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Senior Capacity Planner at a financial services firm with 10,001+ employees

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“Alteryx's main use case is its no-code capability, allowing me to build complex data pipelines using a drag-and-drop interface. If I can draw a flowchart, I can use Alteryx, which provides massive time-saving. Tasks that take a week in SQL or manual Excel work can often be automated in Alteryx.

“I primarily use Alteryx for data preparation, cleansing, and transformation. For example, I use it for removing duplicates, handling missing values, formatting data and numbers, and joining multiple datasets in my daily work.

“Regarding my main use case for Alteryx, I am using it primarily for time-saving..”

**Rajneesh Prajapati**

Senior Rpa Consultant at Accely Consulting

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“I had a couple of experiences using Alteryx and KNIME for simple database relations. It provides some reports, develops some flows, and of course, extracts reports.

We do not have a native connector to SAP, however, I structured SAP ERP databases for basic tables from purchasing processes. I related these tables and made calculations. Due to the large number of rows, I converted files to a file type from Alteryx, speeding up the reading process from hours to seconds. During the flow, I saved the process and performed only the part not previously saved, processing thousands or millions of lines, and then built the output report with the required calculations.

For the basic processes, it's fast, however, learning the syntax for calculations takes time..”

**Fillipe Tahim**

Legal Coordinator at a transportation company with 10,001+ employees

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

The setup is easy. I only needed to install the gateway, connect my datasets, and it automatically takes and converts data without the need for additional consultancy.

**Joseph VolkanOzcan**

Chief Information Officer at granistr

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“The setup was manageable. There was a learning curve initially, however, after six months, it became easy. It is different from traditional coding, so you have to retrain your brain..”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“The initial setup is very simple and straightforward. I've used it for a long time and previously used it as a desktop application. While it was simple then, now that they've moved to the cloud, it's even easier. .”

**Sharath Chander**

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Business Transformation specialist at a tech consulting company with 10,001+ employees

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“In order to deploy it, you need to have Alteryx Designer. You have to have that installed on your machine. We have a yearly license and you just basically renew your license with Alteryx to keep it active.

In order to maintain our flows, there is very little maintenance needed. .”

**Verified user**

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Associate Managing Director at a financial services firm with 10,001+ employees

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“The initial setup was very straightforward. The community support, information on their website, training, and resources are excellent. Anyone can learn the basics in minutes and set it up easily.

It took less than an hour to deploy Alteryx. I handle maintenance on my own. There is no significant need for resources. When updates are required, I download and install them, which takes about 15 minutes..”

**FabioDoro**

Technical Director at Kinyit

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“The initial setup is easy.

Moreover, deploying the solution on a gallery typically takes around five to ten minutes, perhaps even just five minutes. Most of this time is used to ensure that your dependencies are correctly saved in the designated path. That's the only check we need to perform. Otherwise, it's more or less straightforward.

It is deployed on the cloud. We have a remote tax team as well, so our users are tax professionals. The outputs are shared by these tax professionals with their clients..”

**NagendraVuppala**

Tax Manager at RSM

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# Customer Service and Support

“I haven't contacted technical support directly as we have a partner in Brazil who supports us with any doubts. Thus, I didn't have any issues with technical support..”

**Fillipe Tahim**

Legal Coordinator at a transportation company with 10,001+ employees

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“I have not contacted Alteryx customer service or technical support as I have been able to find solutions through available documentation and community support..”

**Verified user**

Software Engineer at a computer software company with 10,001+ employees

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“The customer service was not good because we weren't premium support users. If we reached the right people, it worked, however, our tickets often lingered without priority support. .”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“The solution's technical support is okay. I posted a few queries and called up the support team for help. I felt that the support team was quick to respond and was also helpful. I rate the technical support a nine out of ten..”

**Hisyam Ahmad Suhaimi**

Data Analytics at Bank Islam Malaysia Berhad

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“We've encountered challenges with their support. Alteryx Support could offer more hands-on assistance, allowing us to walk through the installation process and demonstrate how to connect to data securely. While acknowledging the importance of security considerations, simplifying the process with fewer navigation and layers would greatly improve the overall experience..”

**Victor Bethapudy**

Finance Manager at a real estate/law firm with 5,001-10,000 employees

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“I haven't received any support from Alteryx, so I can't speak much about their technical support.

“I didn't need to contact Alteryx support. I have found that the training resources online are okay. They could be improved with more examples of use cases, but they are fit for purpose..”

**Verified user**

Senior Consultant at a consultancy with 201-500 employees


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# Other Advice

My overall experience with Alteryx is rated nine. It is driven by AI, understanding data and causes of changes, and suggesting what actions should be taken.

**Joseph VolkanOzcan**

Chief Information Officer at granistr

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“My advice for others looking into using Alteryx is that for time-saving, it is the main purpose for any tool. If they use it to save time, they can use Alteryx. It is quite low-code, so anyone can use it with just drag and drop and minimal logic without managing heavy coding. I would rate this product nine out of ten..”

**Rajneesh Prajapati**

Senior Rpa Consultant at Accely Consulting

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“Licensing negotiations were problematic, impacting our usage. I used to hold groups at the bank to discuss why I thought this product was good. It offers quick development and self-documentation. I would rate it a nine out of ten. It's a data blending tool that I personally found superior to others I've tried..”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“Alteryx significantly reduces the time spent searching for specific information. It handles all my analytics tasks efficiently. Once the workflows are set up, it processes the data and outputs it for further analysis in Power BI. Without Alteryx, these tasks would take much longer.

The cloud version could be improved, as it is less capable than the desktop version. Overall, however, it is an excellent tool.

I rate it a nine. .”

**FabioDoro**

Technical Director at Kinyit

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“I do not focus on the integration with third-party vendors, and since my company takes care of all the licensing, I do not have to worry about the cost or budget in that aspect, so I really do not know and cannot comment on the costing model.

Alteryx indeed saves my time.

I would recommend Alteryx; if licensing has already been taken care of, it is a great product to use, but if you are worried about the cost, it is definitely high, as the costs are a bit high for Alteryx, so if Alteryx could reduce its cost or licensing to make it more affordable, it would be a great tool to use.

I would rate this product a nine out of ten..”

**Snehaa Selvakumaran**

Development Lead at a energy/utilities company with 10,001+ employees

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“I am generally satisfied with Alteryx.

“I'm not the best person to discuss the pricing of Alteryx, as I'm not involved with that.

“The tools I tried to integrate Alteryx with are in-house tools and solutions, where I faced problems.

“Based on my experience, I would not recommend Alteryx to others. I would encourage developing internal capabilities over using Alteryx as a solution.

“My thoughts on the ease of use, interface, and implementation process of Alteryx are that it's easy to use for non-coders, but for anyone who has ever coded before, it's really frustrating to use. There is a balance as it is very easy to use, but there is also no way of easily streamlining workflows or reviewing them.

“I'm not sure whether it was bought from the [AWS](#) marketplace.

“I can't think of any specific examples of benefits at the moment.

“On a scale of 1-10, I rate Alteryx a 6..”

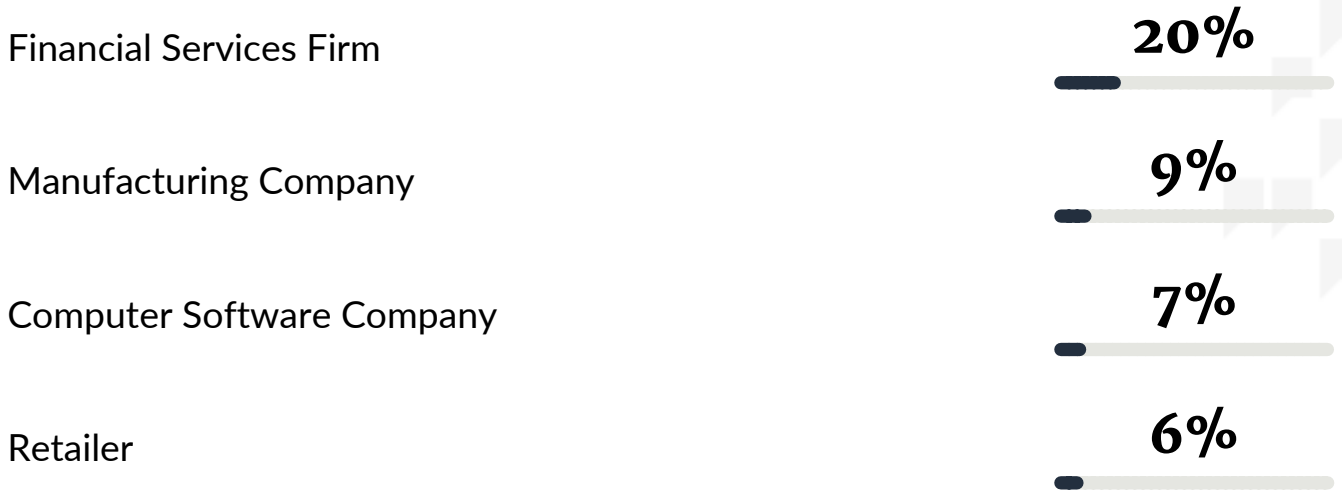
**Verified user**

Senior Consultant at a consultancy with 201-500 employees

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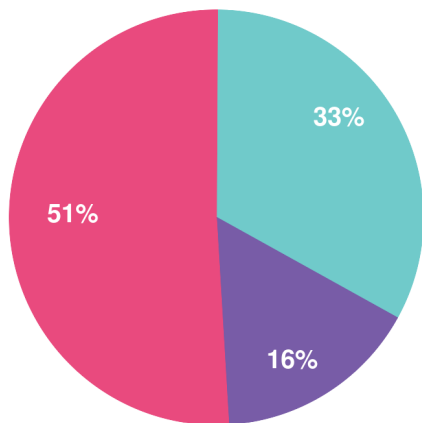
# Top Industries

by visitors reading reviews

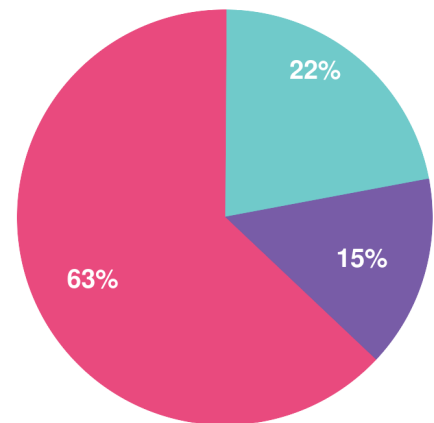


# Company Size

by reviewers



by visitors reading reviews



Large Enterprise      Midsized Enterprise      Small Business

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