Comparing Designer & Designer Cloud

Alteryx has two great products used for prep and blend, and for analyzing data: Designer and Designer Cloud. They share a similar canvas UI and workflow, but there are important differences. Which one is better for your customer? The answer depends on your customer's needs but here is some guidance to help you better make recommendations.

DOMAIN	FEATURE	DESIGNER	DESIGNER CLOUD
ANALYTIC CAPABILITIES	USER INTERFACE	Designer drag-and-drop interface	Designer drag-and-drop interface with option to also use Classic Trifacta interface
	TOOLS	300+ drag and drop tools	Core no-code toolset including all tools covered in Designer Core certification More limited, may not accommodate Designer workflows
WORKFLOW MANAGEMENT	ORCHESTRATION	Automate workflows through Server (separate license)	Automate workflows through Plans (included) Implication: Private Data Handling requires technical sale
ADMINISTRATION	DEVICE AVAILABILITY FOR END USERS	Windows PC (or supported VDI) No internet required	Any device with a browser (Windows, Mac, Linux) Internet required
	PRICE	$5,195 per license for Designer	$4,950 per user, 3 user minimum

Customer Choice: Designer and Designer Cloud

Designer is Alteryx's leading product and for many years Alteryx was synonymous with Designer. While there is tremendous growth and opportunity with our cloud products, you will still be selling Designer more than any other product right now. Given the head start in product development and how well known and loved Designer is in the marketplace, customers will default to Designer in their purchasing decision unless there is a reason to choose otherwise.

- Designer supports more use cases than Designer Cloud with 300+ drag and drop tools. Designer Cloud uses a core tool set but many workflows built in Designer can't be replicated in Designer Cloud.
- The 300K+ Alteryx User community is more familiar with Designer and can help with support questions quickly.

Reasons customers may choose the Alteryx Analytics Cloud products include having a cloud first mandate, needing to work from multiple device endpoints, and ease of scaling up and administration. Customers may also purchase both!

Sc ena rio	Cloud Deployment	What to sell
1	No cloud	Designer + Server
2	AWS+ Snowflake	Designer Cloud
3	AWS (no Snowflake)	Designer Cloud
4	GCP + BigQuery	Google CloudDataprep
5	Multi-Cloud	Designer Cloud
6	Azure	Designer + Server
7	Any Other Cloud	Designer + Server

Architecture Considerations

As a relatively new product, Designer Cloud has not been optimized to work with all Public Cloud providers or for pushdown processing with all Cloud Data Warehouses. Designer + Server is the best fit today not only when the customer does not deploy software to the Cloud, but also with Azure and for any other cloud deployment besides AWS or GCP.

These architecture considerations are changing quickly so check Alteryx Accelerate for the latest Product Availability Matrix update on this topic.

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Comparing Server and Cloud Execution for Desktop

It is important distinguishing Alteryx Server from another Alteryx product that also helps customers to save, schedule, and run Workflows—Cloud Execution for Desktop. We won't get into the specifics about the respective feature set, but it is important understanding the fundamental distinctions and why a customer would purchase one over the other. Please note that Cloud Execution is changing rapidly so check Alteryx Accelerate for the latest product enablement.

	SERVER	ANALYTICS CLOUD + Cloud Execution for Desktop
Similarities	Save, schedule and run Designer Desktop-built workflows	
Deployment	Customer's data center or to a public cloud provider	Alteryx Analytics Cloud Platform (AACP) workspace
Differences/ Other Benefits	Alteryx Gallery Analytics apps Generally better collaboration, governance of the workflows.	Ready when new functionality (coming soon) is added to bridge to the workflows build out of the AACP platform.
Requirements	Hardware requirements for installation (processor, CPU, OS, memory, disk size)	• Private Data Handling • Designer Desktop using 2023.1 Patch 1 or newer • Data Connection Manager (DCM)

Both Alteryx Server and Cloud Execution for Desktop allow customers to save, schedule and run Designer Desktop-built workflows. This means they are not dependent on a PC with Designer installed and at the mercy of their reliability and performance issues. However, this is where the resemblance ends. Server is deployed to a customer's data center or to a public cloud provider; Cloud Execution lets customers link an Alteryx Designer Desktop instance to an Alteryx Analytics Cloud Platform (AACP) workspace.

Server's functionality includes the Alteryx Gallery to identify and access relevant trusted reports, dashboards, apps, and workflows. It also supports the creation of analytics apps to enable anyone with access to the app to run reports and make tweaks to the output. Beyond the basic scheduling functionality Server offers better collaboration, governance of the workflows.

Cloud Execution's principal benefit is that by publishing workflows in an AACP Workspace, they customer will be ready when new functionality (coming soon) is added to bridge to the workflows build out of the AACP platform. Cloud Execution also has additional requirements before it may be deployed, including:

- Private Data Handling is required
- Designer Desktop instances must be using the latest version (2023.1 Patch 1 or newer)
- Data Connection Manager (DCM) is required to authenticate an AACP workspace and there are data connectors available to Designer that do not use DCM.

Customer Choice Between Alteryx Server and Cloud Execution for Desktop

Customers will typically choose Server today given how new Cloud Execution is, and they are unlikely to disturb an existing Server investment. That said, there are important changes coming soon like the ability to orchestrate workflows built with Designer with those built with Designer Cloud using Plans in AACP. This will give customers the ability to have workflows start working with one another. And this is only the beginning. If a customer, especially one who does not depend upon Server today, could choose a path where they use Cloud Execution if they have a longer-term plan to focus on SaaS applications.

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