



# The High Cost of Legacy Data Prep

Moving past  
Alteryx to enable  
self-serve AI  
data prep on  
your cloud data  
platform with  
speed and trust

# Why Alteryx is Obsolete

If your analytics practice is built on Alteryx, you know it works well for data preparation. Automating Excel tasks, scheduling workflows, and blending disparate data sources are essential operations for your data or business team.

However, Alteryx Designer remains anchored in the past. Today's analysts need AI to accelerate their workflows, while data platform teams require cloud-native architecture designed for strict governance. Prophecy was built for this modern tech stack. It features advanced AI agents powered by specialized Claude Code and runs data workflows natively on Databricks, Snowflake, and BigQuery.

It's time to ask *more* of your data prep solution.



Legacy

VS



Cloud & AI native



This eBook explores the core drivers compelling data teams to migrate from Alteryx to Prophecy.

# Bridge the Data Prep Gap on Modern Infrastructure

## From Desktop Constraints to Cloud-native Performance

With Alteryx, a workflow that works on a desktop often becomes a rewrite project before it can be edited, shared, and run on the cloud. Platform discrepancies, governance mandates, and scheduling complexities quickly pile up.

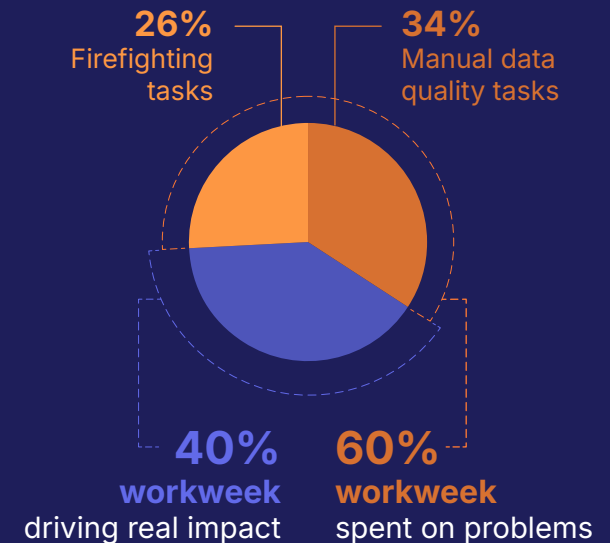
Prophecy eliminates this friction. The visual workflow that you build compiles directly into native SQL code, deploying seamlessly to Databricks, Snowflake, or BigQuery with zero translation required. Plus, it completely removes legacy dependencies like Windows-only software constraints.

## Analysts Stop Waiting on Engineering

Data requests for analytics teams consume 10–30% of engineering time. For a team of 10 engineers, that's the equivalent of one to three full-time salaries spent fielding requests while the business waits on stale data. When analysts build, validate, and deploy governed workflows on their own, they can move faster and prioritize time saved towards other value add tasks.



## Data Teams' Workweek



Source: [2026 State of Data Engineering Survey](#)

# Reduce Risk and Leverage Cloud Scale

## Platform Governance, Not Parallel Systems

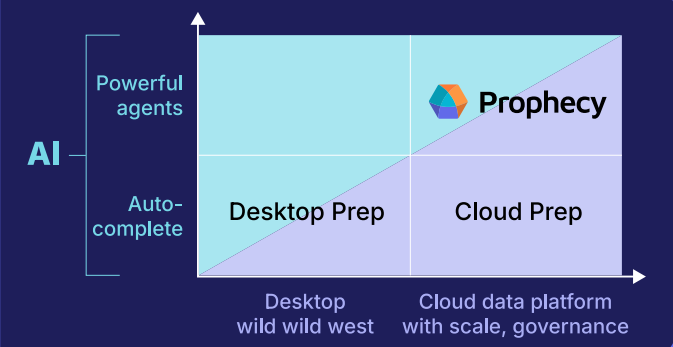
Alteryx Desktop governs only at the workflow level. Meanwhile, cloud platforms govern at the data level using row security, column masking, lineage, and audit trails. When these environments fail to integrate cleanly, you end up managing both. Prophecy workflows run natively under Databricks Unity Catalog or Snowflake Horizon, automatically extending data engineering controls directly to analyst-built pipelines.

## Eliminate Data Copies and Audit Headaches

When analysts use desktop tools, data and logic live outside your cloud platform's security perimeter. Managing scattered data copies and shared workflow files makes access controls difficult to enforce. [Moving to Prophecy](#) centralizes business analytics within your native, IT-owned cloud policies—ensuring your team is well prepared for the next audit.

## Democratize Databricks, Snowflake, or BigQuery

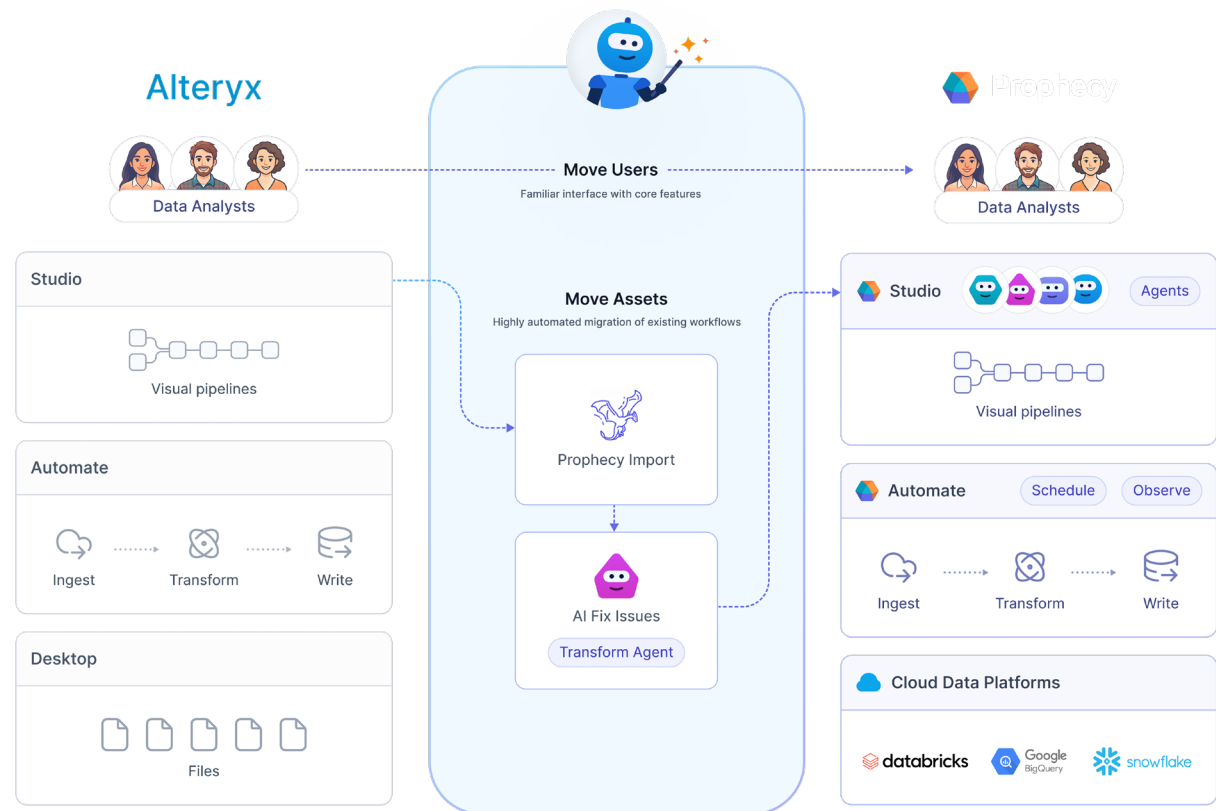
Your team invested heavily in modern cloud data platforms. However, your business teams cannot self-serve within them without knowing how to code. Prophecy removes this barrier by providing a low-code interface that opens up access to your modern data stack, all while maintaining strict governance of your existing data platform setup.



# Eliminate Alteryx Cost and Migration Concerns

## Your Alteryx Workflows Can Come With You

Migrating off a legacy platform is a serious, often dreaded undertaking. Prophecy eliminates this friction with a highly automated migration transpiler. It converts the business team's existing Alteryx workflows directly into governed, cloud-native code—without forcing your team to rebuild from scratch. See the transpiler in action [here](#).



## The Reality of Cost at Scale

Alteryx Designer starts at approximately \$5,195 per user annually. To achieve basic enterprise governance and collaboration, you must add Alteryx Server, which adds roughly \$80,000 each year regardless of how many users share it. Prophecy is different. It runs natively on the cloud compute you already pay for, removing the need for a separate execution engine.

### Alteryx vs Prophecy TCO Comparison

	Alteryx Cost	Prophecy Cost	Financial Impact
<b>Licensing</b>	High per-seat desktop and server costs	Predictable platform or usage pricing	Direct OpEx reduction
<b>Data Movement</b>	High egress to pull data out of cloud lakes	Zero egress; code runs natively inside data lake	Cloud bill optimization
<b>Maintenance &amp; Deployment</b>	Pipelines built by analysts require manual rebuilds to deploy	Pipelines built by analysts and ready to deploy	Lower operational headcount
<b>IP Protection</b>	Proprietary lock-in; code is unreadable outside tool	Open-source Python/SQL code assets	Increased business asset value

# Achieve AI Productivity Gains with Specialized Agents

## AI Drafts, You Validate

Prophecy's specialized AI agents generate data transformations, joins, deduplication logic, documentation, charts, and more directly from plain-language prompts. Unlike AI-generated code, every result is a visual workflow analysts can easily inspect, edit, and validate before it hits production. You gain the speed of AI while maintaining trust in the outputs.

## Double Your Throughput

When AI agents handle repetitive work, your team spends less time on the mechanical tasks of data prep and more time on problems that require strategic judgment. Teams using Prophecy experience up to 2x analyst output compared to building workflows manually.



*Prophecy removes the engineering barriers that were blocking our ability to help our clients drive investment value with data. Now anyone on our team can go from data to insights much faster.*

— Shehzad Nabi, Chief Technology Officer



# Prophecy's AI-native Solution

Alteryx customers face a difficult choice given the strongly encouraged transition to Alteryx One, which comes with a steep price increase. Instead of paying more for legacy architecture, it is time to retire those licenses and move to a cloud-native, AI-first platform.

Prophecy leads the future of data preparation. Our specialized AI agents generate robust workflows backed by real, visual code you can inspect and trust—all while executing workloads natively within your own cloud data platform.

Data teams are under intense pressure to move fast, and Prophecy accelerates your migration from Alteryx. Through our [Enterprise Express](#) program, you gain access to automated workflow import tools and dedicated forward deployed engineers who will ensure your first project goes live within 90 days.

## Learn more

>> [How to move from Alteryx to Prophecy](#)

[Book a Demo](#)