Yellowfin

Making Business Intelligence Easy

Easy to use and easy to deploy.
Delivering Business Intelligence
to everyone in your organization.

Yellowfin® delivers world-class reporting and analytics that is incredibly easy to use and fast to deploy

Yellowfin enables business users to report on and analyze business data so that companies can reduce costs and increase revenues.

Many companies and government agencies routinely use Yellowfin for strategic and tactical decision-making.

For Business Intelligence (BI) to reach its true potential within an organization, it must become pervasive. For widespread adoption to occur, BI tools must be easy-to-use and provide insights into business events as they happen.

Yellowfin is achieving this goal by making Business Intelligence easy.

Yellowfin's Return On Investment

Yellowfin provides you with a comprehensive reporting solution for your entire enterprise. With Yellowfin, you can realize:

1. **Increased Productivity**
   Increase revenue and decrease business risk, by providing your decision-makers with access to critical business information when, and where they need it.

2. **Reduced Cost of Deployment**
   As a Java based application, Yellowfin can be easily deployed into an existing technical environment, with minimal impact upon existing infrastructure.

3. **Low Ongoing IT Maintenance**
   Yellowfin is a low maintenance solution. Yellowfin frees your IT department from having to respond to ad hoc business needs for information by allowing end-users to create their own reports.

Summary

- Incredibly easy-to-use reporting tool for all user types

- In-memory database means fast deployment and even faster analytics

- Any report can be instantly published for end-users to view, schedule, and share over the web
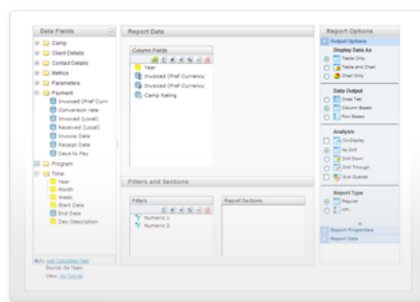
Intuitive to use

Yellowfin lowers the complexity of your reporting environment

Yellowfin has been specifically designed to enable end-users to easily create and access reports via the Web.

With Yellowfin, users can analyze data from multiple data sources - both relational and multidimensional.

Users can leverage capabilities such as ranking, derived calculations, ordering, filtering, percentiles, variances, standard deviations, correlations, trending, statistical functions and other sophisticated calculations to assist them in their data analysis.

Intuitive drag-and-drop report creation

Regardless of role or technical experience level, users find Yellowfin intuitive to use.

Yellowfin uses wizards and standard Web navigation, meaning that anyone comfortable using a Web-browser can navigate through the application, and take advantage of Yellowfin's full-range of features and functionality.

With Yellowfin, anyone can easily design interactive reports using the drag-and-drop interface. Users simply drag business attributes onto a blank page. Yellowfin allows users to quickly visualize information by creating tables, charts and hyperlinks.

The application guides users through common tasks such as connecting to the data source, linking fields and records, grouping, sorting, summarizing, and formatting data.

In addition, users are presented with data in everyday business terms - not obscure database terminology. No knowledge of complex data structures or query languages is required. Further, appropriate formatting assists users to better understand complex information. With Yellowfin's flexible HTML user interface, report designers can create many different report types, including: replicas of existing reports and forms, charts and cross tab reports.

Summary

- Quickly drill into or slice and dice data to gain new business perspectives on information

- Refine reports by dragging and dropping new data elements onto the report

- One-click functions such as table pivot, ranking, filters, and the ability to add commonly used calculations, help your users better understand their reports and ask ad hoc questions of their data without resource intensive IT involvement
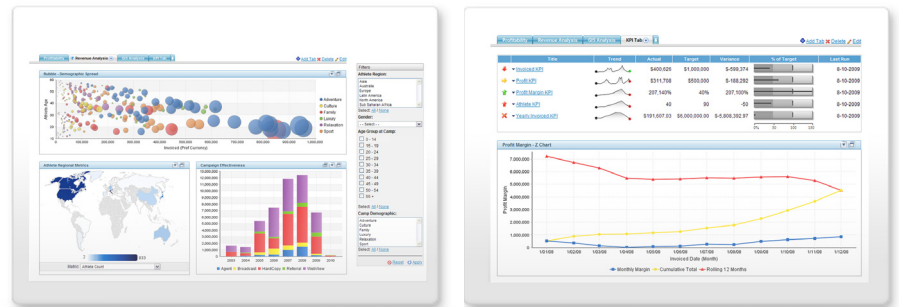
Advanced report formatting

Advanced users can leverage powerful BI functionality by creating sophisticated reports containing calculations, filters, and drill analysis.

User access can be personalized based on the needs, roles, responsibilities and skills of each user.

As a comprehensive BI reporting solution, Yellowfin includes the features and services users need, to create and deliver reports.

These features include an HTML interface for general report formatting and designing as well as an XML option for advanced presentation.

Dashboards & KPIs

Yellowfin's personalized and interactive dashboard improves business performance at all levels of the organisation

Management and analytic dashboards allow your business to enhance visibility of organizational strategy and align actions with that strategy. Users can also track KPIs, assign goals, collaborate and share knowledge.

Users with your organization have different data needs depending on their business role(s). Yellowfin can be personalised to meet the needs of each individual user.

Dashboards are a proven data reporting tool. They are able to align execution with strategic goals. With Yellowfin, dashboards are easy to build, use, and can support

deeper analysis and better business decisions.

Yellowfin is also fast to deploy, fast to connect with your data sources, and can perform even faster data analysis with its in-memory database. All this means that with Yellowfin, you see a faster Return On Investment (ROI).

Dashboards are used to monitor critical business metrics, enabling users to track the status of the business via personalized, scheduled KPI reports.

This empowers people across your organization with the insights they need to make faster, more accurate decisions, saving your business time and money.

Summary

• Managers have access to a dashboard of KPI reports to assist them in making quick and accurate decisions

• Yellowfin's dashboards and personalization features give users the power to choose how they access critical, productivity enhancing information

Mobile BI delivers KPI's anywhere, anytime

Yellowfin for iPhone, iPad and Android devices provides business professionals with the flexibility and security they require to access business critical information, wherever they are, and wherever they need it.

Yellowfin's applications for the iPhone, iPad and Android are designed to sharpen the focus on those KPIs that are critical to the success of a business and its leadership team.
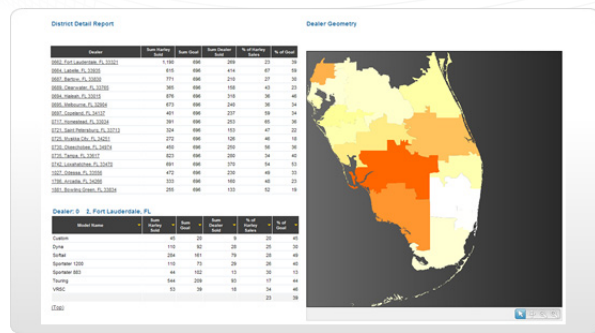
Yellowfin's mobile applications have been designed to highlight those strategic KPIs, which are of the greatest concern, as well as drive action through proactive alerts and exception reporting with all of the industry leading ease of use and analytic capabilities now expected by Yellowfin's customers.

Yellowfin for the iPhone, iPad and Android makes Mobile Business Intelligence easy.

The complete BI platform

Yellowfin delivers quality maps into your reporting

With Yellowfin, you can effortlessly merge your reporting data, in a wide variety of mapping formats · from basic Google maps, GIS data sets, to Web Map Services (WMS).

Yellowfin provides you with layered maps, enabling deep analytical insight. Via WMS, Yellowfin lets you rapidly integrate or create mashups using your existing GIS tools, such as ESRI or MapInfo.

Push or pull delivery & subscriptions

Yellowfin supports both on-demand (pull) delivery, where users request a report from the report server, as well as scheduled (push) delivery, where subscribers receive reports on a specified scheduled basis, or automatically, when a report's data is refreshed.

Yellowfin's report subscription feature allows users to request a regular report email and specify the preferred delivery format.
For example, one user might prefer an HTML version of a report, while another prefers a spreadsheet delivered as an email attachment.

Yellowfin's data security model ensures that only authorized users can recieve or request certain reports. Users can only subscribe to reports for which they have been granted permission to access.

Summary

• With Yellowfin, you can either broadcast, or subscribe to reports

• Yellowfin gives you access to integrated Location Intelligence

• Deliver reports in multiple formats via email or FTP

Social and Collaborative BI

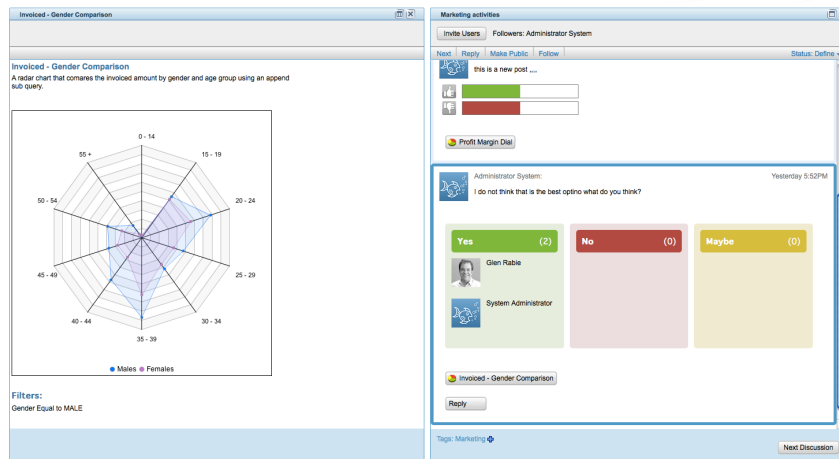## Yellowfin delivers world-leading Social BI

Yellowfin's Social and Collaborative BI features provide an industry leading enterprise collaboration platform.

These features provide a mechanism for users to share and discuss their business data leading to faster and smarter decision-making.

The merge of BI with social networking and Web 2.0 technologies has given rise to the new concept of Social and Collaborative BI – a type of collaborative decision-making (CDM) platform. This platform, like social Web 2.0 technologies, is designed around the premise that anyone should be able to share content and contribute to discussion, anywhere and anytime.

Collaboration should be at the core of any BI initiative. Since all your organizational data is accessed via a BI tool, doesn't it make sense for the collaborative decision-making process to occur within that same environment? With Yellowfin it can.

There are three main components to enterprise collaboration. These are:

1. **Sharing knowledge and content**
   Yellowfin Connect – a YouTube style embeddable widget – enables reports to be shared across platforms, anywhere and anytime – wherever the content is needed for discussion and decision-making.

2. **Discussing and overlaying knowledge on business data**
   Yellowfin Collaboration – a Web-based discussion forum within Yellowfin itself – allows users to create and participate in real-time analytics-based conversations from inside or outside the company. Conversations can be centered on a single report or entire discussion topic.

3. **Collectively deciding the best course of action**
   Finally, Yellowfin supports the transition between discussion and decision with decision widgets for voting and polling on a particular course of action.

The collaborative components within Yellowfin are designed to help organizations spread fact-based decision-making throughout the enterprise.

Yellowfin is making collaboration easy.

Summary

- Yellowfin is the leader in Social & Collaborative BI

- Yellowfin allows all relevant stakeholders to share and discuss analytics-based content

- Yellowfin's CDM module enables you to reach better and faster collective decisions to achieve outstanding ROI

Easy Administration

The Yellowfin Administrator has full-access to Yellowfin's world-class range of features and functionality, enabling them to manage and monitor access to your critical business information

With Yellowfin Report Administrator, you can manage all aspects of the reporting life cycle - including:,

Data sources, report execution and scheduling, report history, security, subscriptions, delivery, and report server administration.

With Yellowfin, you have complete control over who has access to what data within your organization.

Meta-data Layer

To enable report writers to see information in business terms, Yellowfin provides a meta-data layer.

This tool allows an administrator to map physical data into a simplified business view.

Yellowfin reports from:
- **Excel**
- **Relational databases**
- **OLAP cubes**
- **Yellowfin's In-Memory database**

The administrator or analyst can define the key properties of the data, such as field definitions, reference code lookups and properties (eg. dimension, measure, non-additive measure, etc). The analyst can also create custom calculations such as ratios and averages.

Users interact with the meta-data layer, eliminating the need to understand the complexity of the underlying data or database. They view data in simple business terms.

Summary

- Easily integrate Yellowfin into existing applications

- Integrate data from a number of source systems and deliver that data to any number of web applications

- Simplified data security management and control of user access to data

Role-base security

The information needs of your users will vary based on their job role, department, specific projects, and other factors.

Additionally, you will want to protect sensitive information, and restrict access to that information.

Yellowfin provides a robust security model that can integrate with your existing security and authentication systems, so that users can only access the reports and information intended for them.

Find out more

Contact Yellowfin at **www.yellowfinbi.com** and ask for our proven roadmap to assist you to successfully deploy Yellowfin into your organisation.

Ease of integration

Yellowfin provides a full range of data access, presentation, and information delivery capabilities that can be integrated into any Web application or Web portal.

You can access all of Yellowfin's functionality through Web services, allowing you to have complete control over report listing, processing, modification, viewing, and administration.