

# Yellowfin

## Making Mobile Business Intelligence easy

Yellowfin provides Business Intelligence anywhere, anytime, on any platform



“The more people within a business who have access to the benefits of quality BI, the better equipped organizations will be to respond to, and take advantage of, opportunities and shifts in their business environment.”

### Summary

- Yellowfin Mobile BI supports fast and accurate organization-wide decision-making leading to sustainable competitive advantage
- Yellowfin Mobile BI increases workforce productivity
- Yellowfin Mobile BI increases profits by improving customer satisfaction

### Yellowfin® is making Mobile BI easy

Yellowfin's Mobile Business Intelligence (BI) applications for the iPhone, iPad and Android devices provide business professionals with the flexibility and security they require to access business critical information, wherever they are, and wherever they need it.

Yellowfin's flexible, fast, secure and easy-to-use Mobile BI applications offer a cost-effective means to keep people of all business backgrounds and technical capabilities within an organization in touch and up-to-date. This ensures that actions and decisions are effectively aligned with organizational strategy.

# Mobile Features

“Yellowfin for the iPhone, iPad and Android devices takes advantage of their native features.”

## Native iPhone, iPad and Android functionality

Yellowfin for the iPhone, iPad and Android devices supports and takes advantage of their native multi-touch interfaces and functionality features.

Additionally, Yellowfin for the iPad and Android tablet devices has been engineered to take full-advantage of the large screen functionality. Users can:

1. View all their reports and data at native high-resolution picture quality
2. Select, drill down and through data points by swiping or touching the screen

3. View reports and data in portrait or widescreen modes - Yellowfin's interface senses device orientation and shifts to match

With Yellowfin for the iPhone, iPad and Android devices, you can email and comment on reports, filter results, drill down and through data with the flexibility to make business decisions wherever, and whenever you need to. No extra training is required – just connect and go.

## Customizable data delivery

With Yellowfin's iPhone, iPad and Android applications, data delivery can be personalized in three distinct ways:

1. **Push/schedule reporting:** Reports can be broadcast on a regular basis

2. **Pull reporting:** Users can request reports on demand
3. **Exception and alerts:** Proactive alerts can be sent to warn users about abnormal or unscheduled events and incidents



## Summary

- Yellowfin Mobile BI supports iPhone, iPad and Android native functionality
- With Yellowfin you can personalize data delivery
- Yellowfin's security infrastructure protects your data assets

## Secure data access

The Yellowfin applications for the iPhone, iPad and Android devices use exactly the same security infrastructure as your Yellowfin report server. Security of your business critical data is assured.

Yellowfin's multi-tiered security model gives you the confidence necessary to implement widespread Mobile BI reporting and analytics.

# Benefits of Mobile Business Intelligence

## Three types of users will benefit from the implementation of a Mobile BI solution

**Senior management:** Time-poor executives will appreciate the ability to access Key Performance Indicators at a glance whilst on-the-go

**Key sales people:** Having access to real-time sales data, provides the information needed to increase sales via up-selling/cross-selling, and act upon opportunities as they unfold

**Field service personnel:** Pro-active alerts and access to both real-time and historical data, detailing current customer needs and past behaviors, will lead to increased efficiency and productivity 'in the field'

## Rapid implementation

Yellowfin delivers fast real-time data reporting and analytics capabilities to end-users. Simply install the Yellowfin application for the iPhone, iPad or Android device and connect to your Yellowfin report server to

access existing Yellowfin report content.

There's no need to re-create content for the mobile platform, or repackage it for mobile distribution.

## Ease of use

Yellowfin Mobile BI solution is device independent. This means that any content created via Yellowfin on the web is instantly accessible via a mobile device.

This means less training, less re-work and less administration – saving you time and money!

## Summary

- Yellowfin's Mobile BI application is fast and easy to install and use
- Yellowfin's Mobile BI application supports device independence
- Yellowfin's intuitive Mobile BI solution facilitates widespread end-user adoption and outstanding ROI

## High Return On Investment

Yellowfin's market-leading ease-of-use Mobile BI solution facilitates truly pervasive BI and therefore delivers outstanding Return On Investment for end-users.

The rate of end-user adoption is the best method for measuring the success of any BI solution.

It's simple. The more people within a business who have access to the benefits of quality BI, the better equipped any organization will be to respond to, and take advantage of, opportunities and shifts in their business environment.

## Find out more

Contact Yellowfin at [www.yellowfinbi.com](http://www.yellowfinbi.com) and ask for our proven roadmap to assist you to successfully implement Yellowfin into your organisation.

You can also download Yellowfin for iPhone, iPad or Android device for free right now from Apple's App Store or Android Market. Copyright© 2010 Yellowfin International Pty Ltd

## Yellowfin makes Mobile BI easy

The benefits of implementing a Mobile BI project are enormous. Successful Mobile BI execution will lead to sustained competitive advantage, increased productivity, enhanced profitability through improved customer satisfaction ratings, as well as an exceptional and definable ROI.

The Mobile BI market segment is growing fast. With the rise of hand-held mobile devices, access to BI solutions from the pockets of employees will soon become a must.

Yellowfin is making this possible. Yellowfin is making Mobile Business Intelligence easy.