Yellowfin

Making Collaborative Business Intelligence Easy

Summary

• Yellowfin merges Business Intelligence and collaboration

• Share and discuss your reports within your BI solution

• The leader in Social BI

Yellowfin is the leader in Social Business Intelligence

Social BI will change the way you do business

Yellowfin's Social and Collaborative Business Intelligence (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.

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
2. Discussing and overlaying knowledge on your business data
3. Collectively deciding the best course of action

Yellowfin is making collaboration easy.

Share knowledge
with Yellowfin Connect

You Tube Style sharing and embedding of Reports

Sharing knowledge is the primary aim of any collaborative endeavor. A Social BI platform must support the ability to share your data and insights wherever they're required, and in a manner that suits your needs.
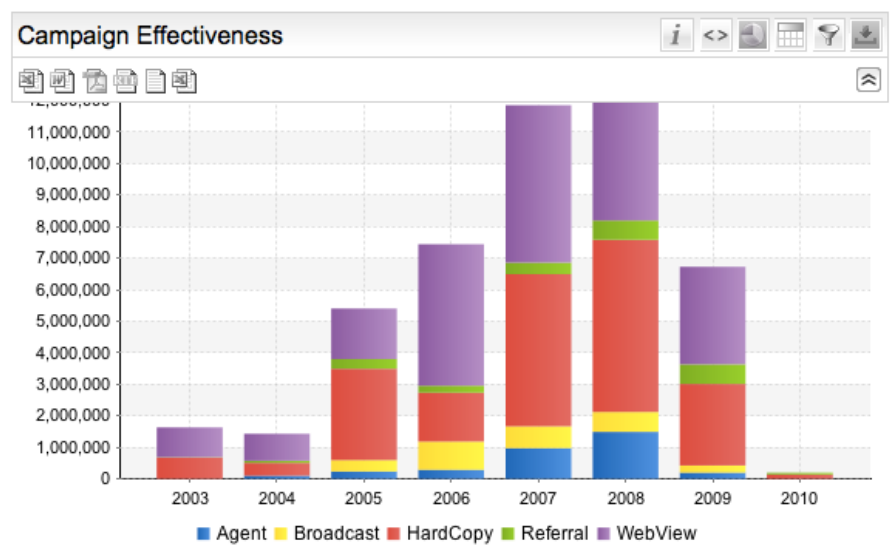
Yellowfin supports new-generation knowledge sharing capabilities, moving well beyond the basic capacity to email reports or direct links. With Yellowfin, you can embed reports into blogs, wiki's, and portals through our web services API, or via our easy to use embeddable widget – Yellowfin Connect. Yellowfin Connect makes sharing incredibly easy.

With Yellowfin Connect, you can embed interactive reports into an existing discussion, the same as you would a YouTube video. Simply copy a small piece of HTML code from the report menu, and place it into your forum, wiki or wherever the information is needed. Your report will become instantly accessible to other discussion participants on the platform of your choice.

"The easiest way for business users to share content outside of their BI solution"

Summary

• Share interactive reports on any platform with Yellowfin Connect

• Good decision-making requires shared knowledge and multiple data sets

• Discuss reporting and analytics in three ways with Yellowfin Collaboration: At the report level, through discussion topics and annotations

Campaign Effectiveness

Year	Value

Legend: Agent, Broadcast, HardCopy, Referral, WebView

"When I saw Social BI mentioned in the sales blurb, I thought it sounded like a gimmick. Having seen it, I think it's genius. " BI Industry veteran

Comments, Annotations & Discussions

Good decisions are not made in isolation. They are made collaboratively via discussion and in conjunction with a range of supporting reports and data.

Yellowfin 5.1 introduces a profound shift in the way a Business Intelligence solution supports collaboration.

Not only can users add comments to reports and annotate their data but they can discuss critical business topics within a fully integrated discussion forum. Within this forum users can share not only their ideas and insight but their reports and data as well.

Overlay human knowledge & experience with your data

Yellowfin provides three ways for users to discuss their data. Users can discuss data via:

1.   Report level discussions
Users can initiate and participate in threaded discussions concerning a particular report and the data within that single report.
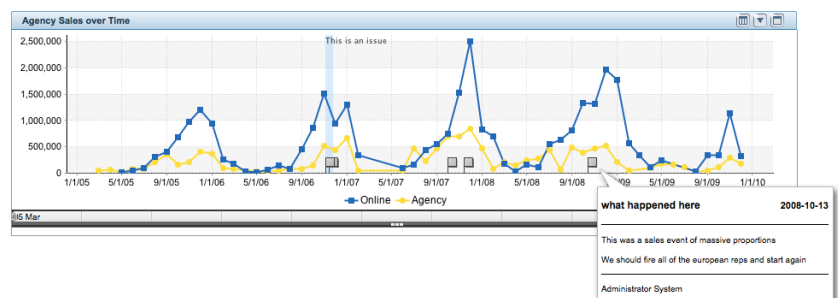
2.   Annotations
Annotations allow users to overlay knowledge onto a report, pinpointing a specific section, to help explain the actual events that gave rise to a particular trend in the data.

3.   Discussion Topics
This type of collaboration allows users to drive analysis and decision-making around general discussion topics by sharing insight from multiple reports simultaneously.

Summary

• Share interactive reports on any platform with Yellowfin Connect

• Good decision-making requires human knowledge and great reporting

• Discuss reporting and analytics in three ways with Yellowfin Collaboration
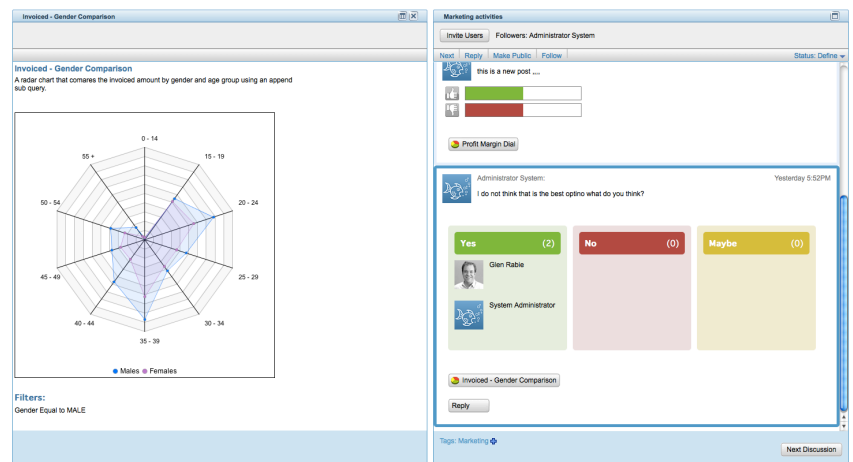
Make better Decisions with Yellowfin

A BI solution that helps you make real business decisions

The goal of any BI program is to improve the decision-making power of the end-user. The usefulness of BI and group discussion at the enterprise level rests entirely on the ability to reach appropriate and timely decisions.

For corporate discussion forums to be successful, they must include a mechanism for deciding action (the Yellowfin decision widget), such as voting or polling, to help push conversation towards a specific, measurable and desirable course of action.

Yellowfin's integrated discussion forum includes decision widgets that allow users to effectively collaborate on key business decisions. Not only can they incorporate data into a discussion but with decision widgets also have the mechanism to effectively ask questions and respond to those questions collectively.

At Yellowfin, we understand that to realize Return on Investment, the overriding goal of any BI project, users must be able to make meaningful business decisions. Yellowfin's Social and Collaborative BI features enable you to Visualize, Socialize and **Decide**.

Summary

• BI ROI rests on the ability to take action from reporting and analytics

• Yellowfin's discussion module enables better collaboration and decision making

• Yellowfin's decision widgets enable better and faster collective decision-making

Find out more

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

Yellowfin makes Social BI easy

Yellowfin is making collaboratiuon easy. It's social and collaborative features improve organization-wide knowledge sharing, and provide a crucial bridge between insight and action.

Yellowfin is the leader in social Business Intelligence.