

Making Business Intelligence even easier

Overview

'Ease of use' is now the No. 1 reason why organizations select a BI platform surpassing 'functionality', which has traditionally been the No. 1 reason. Strong functionality is clearly no longer enough.

...Vocal, demanding and influential business users are increasingly driving BI purchasing decisions, most often choosing easier to use data discovery tools over traditional BI platforms — with or without IT's consent.

— "BI Platforms User Survey, 2011: Customers Rate their BI Platform Functionality", 31 March 2011, Rita L. Sallam, Gartner Research Note G00211770

Yellowfin is responding to this demand and the consumerization of Business Intelligence (BI). At Yellowfin, we know the key to achieving outstanding Return On Investment (ROI) and a successful BI project is sustainable widespread end-user adoption. The key to sustainable widespread end-user adoption? Ease-of-use; without compromise. Dresner Advisory Services latest Wisdom of Crowds Business Intelligence Market Study indentified Yellowfin as a global BI vendor on the rise and a leader in BI usability. The study compared and ranked 16 of the world's leading BI vendors on a five-point scale, across 32 criteria, and awarded Yellowfin an overall score of 4.23 out of five. Overall, Yellowfin outperformed Open Source and traditional big name vendors, and was one of only three vendors recommended by 100 percent of survey participants, scoring particularly highly on product usability related criteria, including ease of administration, overall usability, ease of installation and third party integration.

Yellowfin 5.2 introduces a range of new features and enhancements that cement its position as the easiest to use, integrate, deploy and embed BI solution on the market.

Yellowfin 5.2 empowers business users to independently gain better business insights to make better decisions through enhanced usability and new intuitive analytical visualizations that make data analysis easy. IT personnel are able to rapidly create reports with analytical visualizations business users will love, manage their reporting environment, respond to ad-hoc queries and scale quickly and easily with confidence to support changing reporting needs.

Improvements to Yellowfin's data analysis capabilities and enhancements to usability and scalability form the highlights of Yellowfin 5.2: Making Business Intelligence even easier. Yellowfin is a new-age BI vendor representing the future of BI software.

Highlights

Making Business Intelligence even easier

Yellowfin 5.2 is focused on making Yellowfin's BI solution even easier. The new release builds on Yellowfin's renowned ease-of-use reporting and analytics solution, offering organizations the ability to achieve superior ROI. The release achieves this through:

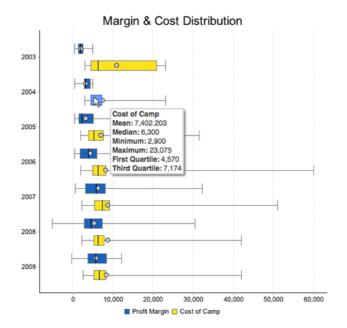
- 1. New analytical visualizations that make data analysis easier and more
- 2. An upgraded User Interface (UI) for improved navigation and self service reporting
- 3. Improved scalability to allow organizations to easily grow the Yellowfin platform to meet their changing reporting needs

Improved data analysis via new intuitive analytical visualizations

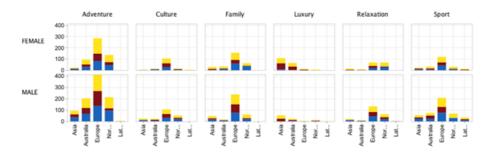
Yellowfin 5.2 incorporates new chart types, including Histograms, Trellis, Box and Whisker charts as well as Heat Maps, to make the implications of data analysis easier for everyone to understand and act on. New HTML 5 integration also provides interactive rollovers for Yellowfin's range of data visualizations and includes enhanced chart tool tips.

New chart types

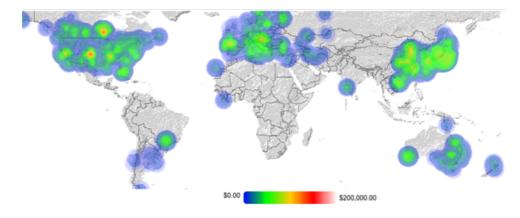
- **Histograms:** Allow users to effectively track the frequency of distribution of data within various ranges by providing a visual summary of the data's distribution
- Box and Whisker charts: Allow users to effectively identify, track and manage trends in the mean, median and range of data sets and allows comparison between quartiles



Trellis charts: Allow users to easily consume analysis of complex data and identify patterns and relationships by dividing the data set into smaller charts, consistent in scale, created for each item in a category variable



Heat Maps: Allow users to easily assess the intensity and distribution of data types based on locality



HTML 5 integration

Integrating HTML 5 into Yellowfin's range of data visualizations, where applicable, provides a more interactive and meaningful user experience. making it easier to consumer, understand and derive meaning from the analysis of key corporate data assets.

Tool tips

Improved tool tips enables users to quickly, accurately and effortlessly interpret particular trends or aspects of a data set, to transform analysis into understanding and then steadfast action.

Yellowfin's new highly intuitive analytical visualizations make data analysis even easier and empower users of all types by delivering better business insights to everyone.

Enhanced usability

Yellowfin 5.2 also includes a number of enhancements to further boost Yellowfin's renowned usability:

New filter options

New filter options allow commonly used filters to be saved for specific reports and filter sets to be saved in a named list within a report. Filter sets applied to analytic dashboards can be saved for the length of a users' session.

Filter changes will also make it easier and more intuitive to set-up analytic dashboards.

Period filters and the ability to alter filter width are both included as options for power users (administrators).

Enhancements to the view

Changes to the view have made report building faster and more intuative. The source connection of the view can be changed, and a new display allows users to see the table from which a view field originates.

Yellowfin 5.2 also allows users to convert values at the view level instead of the report level. Those values can then be applied to all subsequent reports, whereas before, the values had to be converted separately for each report. Time-based filters can also be converted based on time zones to suit user locality.

The introduction of precautionary view features allows users to clearly see all fields that are set to secure. Users are also prevented from being able to accidentally delete fields that are in use.

Usage reports

The usability of the release is further enhanced with the inclusion of new outof-the-box usage reports. These reports enable organizations and administrators to track the frequency with which individual reports are accessed, to determine both popular, and redundant report types.

Enhancements to the report builder

At the report level, improvements to the report builder and sub query UI, make it easier to create queries and sub-queries.

Reports are also easier to manage and build, with the ability to tag individual reports and search for them by their tag. In addition, a new search box allows report fields to be easily searched for in the report builder page.

Improved User Interface

The UI has also been restyled, for a modern, sleek appearance that improves navigability, and reflects Yellowfin's rise as a world-class new-age BI solution. Improved scalability: Easily and securely adapt to changing reporting needs

The enhanced scalability of Yellowfin 5.2 makes it easier to adapt to the shifting and expanding needs of enterprise reporting. Yellowfin 5.2 addresses the need for product robustness and easy scalability by:

- Making clustering easier
- Introducing the ability to share session tokens across instances
- Optimizing Yellowfin's start-up process to minimize dashboard loading time

Vigorous security features are also paramount to ensure the protection of corporate data assets and enable BI deployments of scale. Yellowfin 5.2 addresses this need by:

- Improving the external user authentication process (New features automatically log users out from mobile devices after 20 minutes of inactivity)
- Enabling authorized users to apply security settings to specific user groups

Yellowfin 5.2 also includes a significant OLAP overhaul, with the introduction of support for PALO, SAP BW and enhancements to connectivity to SQL Server 2005+.

Yellowfin 5.2 is available from Friday 10 June.

Enhancements and Improvements Overview

Analysis	
Charts	Histogram
Charts	Box and Whisker
Charts	Trellis Charts
Usability	
Analytic Dashboard	Changes the way filters are set-up, making them uni-directional. Only link filters that are made visible on the page.
Report Builder UI	Refined the report builder UI for enhanced usability.
Sub Query UI	Improved the UI for the creation of sub queries.
HTML5 Rollovers	HTML5 rollovers highlight key points on charts and help make report consumption easy to turn analysis into action quickly.
Chart Tool Tips	Improved tool tips enables users to quickly, accurately and effortlessly interpret particular trends or aspects of a data set, to transform analysis into understanding and then steadfast action.
Period Filters	Period filters are now included as an option for powers users (administrators).
Dashboard Filter Save	Filter sets applied to analytic dashboards can be saved for the length of a users' session.
Filter Width	Power users (administrators) can now change the drop down size for the filter width.
Saved Filter Set	New filter options allow commonly used filters to be saved for specific reports and filter sets to be saved in a named list within a report.
Filters Dependencies	Improvements to filter dependencies mean that if a user has created multiple hierarchies of filters, the bottom filter can be filtered according to the top filter.
Search Box Report Fields	A new search box allows report fields to be easily searched for in the report builder page.
View Change Source	Users now have the ability to change the source connection of the view to make report building faster and more

	instinctive.
Precautionary View Features	The introduction of precautionary view features allows users to clearly see all fields that are set to secure on the security page. Users are also prevented from being able to accidentally delete fields that are in use from the entity builder page.
View Field Table Name	The source connection of the view can be changed, and a new display allows users to see the table from which a view field originates.
View Level Convertors	Users can convert values at the view level instead of the report level. Those values can then be applied to all subsequent reports, whereas before, the values had to be converted separately for each report. Filters can also be converted based on time zones to suit user locality.
Tag Reports	Reports are easier to manage and build with the ability to tag individual reports and search for them by their tag.
Coolobility	
Scalability	
Session Multiples	Session tokens can be shared across instances.
Session Multiples	instances. Filters can be converted based on time
Session Multiples User Time Zones	instances. Filters can be converted based on time zones to suit user locality. High water marks for CAL license models allow us organizations to easily identify their maximum number of concurrent users to better manager their license
Session Multiples User Time Zones Number of CAL Sessions	instances. Filters can be converted based on time zones to suit user locality. High water marks for CAL license models allow us organizations to easily identify their maximum number of concurrent users to better manager their license requirements.
Session Multiples User Time Zones Number of CAL Sessions New Table for Clustered Environment	Filters can be converted based on time zones to suit user locality. High water marks for CAL license models allow us organizations to easily identify their maximum number of concurrent users to better manager their license requirements. Makes clustering easier. Cookie-based external authentication and configuration for java script widget ensures that secure content can only be accessed by authorized users. Optimized start-up process minimizes
Session Multiples User Time Zones Number of CAL Sessions New Table for Clustered Environment External Authentication	Filters can be converted based on time zones to suit user locality. High water marks for CAL license models allow us organizations to easily identify their maximum number of concurrent users to better manager their license requirements. Makes clustering easier. Cookie-based external authentication and configuration for java script widget ensures that secure content can only be accessed by authorized users.
Session Multiples User Time Zones Number of CAL Sessions New Table for Clustered Environment External Authentication Optimized Start-up Process	Filters can be converted based on time zones to suit user locality. High water marks for CAL license models allow us organizations to easily identify their maximum number of concurrent users to better manager their license requirements. Makes clustering easier. Cookie-based external authentication and configuration for java script widget ensures that secure content can only be accessed by authorized users. Optimized start-up process minimizes dashboard loading time. Organizations can brand individual reports by inserting their company logo in
Session Multiples User Time Zones Number of CAL Sessions New Table for Clustered Environment External Authentication Optimized Start-up Process Branded Corporate Reports	Filters can be converted based on time zones to suit user locality. High water marks for CAL license models allow us organizations to easily identify their maximum number of concurrent users to better manager their license requirements. Makes clustering easier. Cookie-based external authentication and configuration for java script widget ensures that secure content can only be accessed by authorized users. Optimized start-up process minimizes dashboard loading time. Organizations can brand individual reports by inserting their company logo in corporate reports. User roles can be updated based on

	Google map.
Charts	Users can now perform a drill-through on a Meter chart.
Mobile Time Outs/Login	An improved external user authentication process automatically logs users out from mobile devices after 20 minutes of inactivity.
OLAP Overhaul	A significant OLAP overhaul includes the introduction of OLAP4j and support for PALO, BW and SQL Server 2005+.
Group Security	Authorized users can apply security settings to lockdown specific user groups.
Copy Link from Dashboard	Users can now copy links from the dashboard menu as well as the report menu.
Heat Maps	Introduction of new heat maps to allow users to easily assess the intensity and distribution of data types based on locality.
Search Report ID	Allows users to search for a specific report ID through the search interface.
Logo Resize Admin Option	The ability to resize logos has been introduced, allowing administrators to choose the rendering quality of images by altering the dots per inch (DPI).
PDF Chart Export	The process for exporting charts to a PDF format was been improved to boost chart resolution.
Decision Widget	A new decision widget was been introduced. Users can now insert a Poll in a threaded discussion to help collectively decide the best course of action.
Stored Procedures	Enhancements to stored procedures.