

The logo for Yellowfin, with 'Yellow' in blue and 'fin' in yellow, set against a background of light blue wavy lines.

Yellowfin

Making Business
Intelligence Easy

New iPhone application for Mobile BI
Fact Sheet

**“Yellowfin releases iPhone app, bolsters
consumer-oriented approach to Mobile BI”**

Contents

Who	3
What	3
When	3
Why is this significant?	4
Yellowfin and Mobile BI	4
New iPhone application key features and functionality	5
Research backs Yellowfin's approach to Mobile BI.....	7



Who

Yellowfin is a global Business Intelligence (BI) software vendor headquartered and developed in Melbourne, Australia. Yellowfin is an innovative and flexible 100 percent Web-based reporting and analytics solution.

What

Yellowfin is launching its new iPhone application for Mobile BI. The application is officially launched and publicly available for download from Apple's App Store, **Tuesday 3 April 2012**. The application embraces Yellowfin's renowned ease-of-use, consumer-oriented functionality and collaborative capabilities to firmly cement its position as a leader in Mobile BI and deliver a genuinely enjoyable mobile reporting and analytics experience.

Yellowfin's approach to Mobile BI is based on the firm belief that using a Mobile BI application should be as fun and easy as browsing an online magazine, or sharing ideas with friends across social networks. People should find mobile analytics as intuitive and gratifying as StumblingUpon great insight, or Digging their favorite blog.

The application compliments Yellowfin's recently released (November 2011) application for the iPad and will continue to challenge the way Mobile BI is viewed and used.

When

Yellowfin's new application for the iPad is publicly available for free download from Apple's App Store from **Tuesday 3 April 2012**.

Why is this significant?

The new application is set to change the way people use and think about Mobile BI because it was designed with people, not IT professionals, front-of-mind. Application development embraced the ease-of-use and collaborative principles of today's most popular Web-based consumer technologies and applications, and attitudes behind the 'consumerization' or 'gamification' of enterprise IT, to deliver a product that is accessible to business people of all backgrounds. By stimulating user interaction and widespread usership, Yellowfin's unique approach to mobile analytics aims to drive better decision-making and BI Return On Investment (ROI) through widespread and independent data analysis.

Yellowfin is responding to the consumerization of BI and the need for greater ROI for BI projects. The consumerization of BI – the introduction of user-friendly functionality and capabilities to support widespread BI adoption – has been noted by many analysts and industry leaders as the answer to improved BI ROI.

Leading analyst firms Gartner, The Data Warehousing Institute (TDWI) and many others have stated that consumer-oriented approaches are capable of supporting widespread and sustainable BI user adoption, and overcoming the typically poor adoption rates found in traditional BI deployments.

In 2011, Gartner said that only 28 percent of potential BI users within most organizations currently used the technology, and that this continued to hamper ROI throughout 2011.

"The consumerization of BI technology offers a means for it to break out and reach many more users, by offering faster, more user-friendly and more relevant BI," said Gartner Research Director, James Richardson in a statement.

Widespread user adoption – empowering as many relevant decision-makers as possible with reporting and analytics – is widely considered to be the best method for turning the insight generated by BI into action and achieving BI ROI.

Yellowfin and Mobile BI

Dresner Advisory Services has identified Yellowfin as a leading Mobile BI solution in two separate studies – *Mobile Business Intelligence Market Study* – analyzing and comparing the world's foremost Mobile BI providers during 2011.

Yellowfin has also been recognized in Gartner's most recent (2011) annual *Who's Who in Mobile BI* report. The report lists leading Mobile BI providers, their solutions and capabilities.

Yellowfin offers the ability to receive mobile analytics out-of-the-box on any device or platform at no additional cost, via native applications for the iPhone, iPad and Android devices or Web-browser.

New iPhone application key features and functionality

Yellowfin's new iPhone application for Mobile BI combines Yellowfin's market-leading ease-of-use and collaborative capabilities to shift the focus from technology to people. The application compliments Yellowfin's recently released (November 2011) iPad application and delivers organizations the ability to achieve superior ROI via widespread user adoption of mobile analytics.

Yellowfin's new iPhone application offers a range of intuitive, consumer-oriented and collaborative features, including:

Restyled User Interface: Yellowfin for the iPhone supports the iPhone's native multi-touch interface and point and swipe interactivity - users can view all their reports from one place. Users can view favorites and dashboard tabs at a glance, and swipe across the screen to find the information they need. Interact with reports, toggle between chart and table mode, access inbox content, search for information, share content, contribute to discussion or initiate action with a single touch.

Knowledge sharing:

- **In-app collaboration:** Comment on a report by creating or joining an existing discussion to share insight. Easily overlay knowledge and information onto business data – via comment streams and annotations – to provide perspective and context. And, make better, faster data-based decisions anywhere and anytime via voting and polling widgets – collectively decide on the best course of action.
- **Email:** Share business data and knowledge outside the Yellowfin platform by emailing reports, analysis and feedback to include stakeholders from anywhere, anytime.

Yellowfin for the iPhone makes collaboration on-the-go easy.

Inbox: Use the drop-down Yellowfin inbox to control all information delivery, access and dissemination from one central location. The Yellowfin inbox delivers a rich user experience. Users enjoy enhanced navigability, interactivity, and improved information collaboration and knowledge-sharing capabilities.

Subscribe to reports, set alerts and save favorites: Users can keep abreast of hot trends and new developments specifically relevant to their needs by subscribing to reports and setting alerts. Report subscription and proactive alerts empower users to better achieve their goals more efficiently. Saving reports as 'favorites' makes it easy to stay up-to-date with relevant developments and information.

Filters and Drill: Users no longer have to spend hours searching for the right information. Quickly apply filters to sort through reports for the data required to answer pressing questions fast. For deep insight, simply drill down or through organizational data to uncover underlying trends and detailed facts.

Data sorting: Quickly sort data by ascending or descending order to identify outliers, patterns and actionable information.

Series selection: Users can easily analyze multiple aspects of their dataset by seamlessly changing the metrics on a chart to gain new perspective. Series selection allows users to dynamically change the metric or metrics that are being displayed on a chart, allowing easier interpretation of charts that are crowded or have different scales.

Section reports: Allow users to split-up a report into multiple sections to make it easier to compare categorical information, i.e: to compare sales by region. Breaking a single report into multiple sections allows users to easily compare and identify trends.

Author once, consume anywhere: Gain the benefits of Mobile BI immediately. Yellowfin for the iPhone uses existing Yellowfin report content – any BI content created via the browser is immediately and securely available on the iPhone. There's no need to re-create content for the mobile platform, or repackage it for mobile distribution. This author once, consume anywhere capability, is capable of saving organizations time, money and empowering users to make business decision wherever and whenever they need to.

Complete device independence: Yellowfin for the iPhone supports true device independence. Users can run and access all of Yellowfin's real-time reporting and analytics capabilities straight from their iPhone. No extra training is required – just connect and go.

Data caching / offline mode: Users are able to access their reports anytime, no matter where they are – even if they're on a plane. Yellowfin for the iPhone enables users to cache report content to the device (subject to their organization's security protocols) to enjoy super-fast report browsing and a productive flight.

Security: Yellowfin's multi-tiered security model gives organizations the confidence necessary to implement widespread mobile reporting and analytics. Yellowfin's mobile applications reuse Yellowfin's security infrastructure, so data security is assured. Yellowfin's 100 per cent Web-based service means that no data is stored on the mobile device unless offline data exploration, or caching, is enabled by the client organization – a flag on the Yellowfin instance can be toggled to prevent data from being cached on the device. When caching data to individual devices, Yellowfin protects customer data assets in two ways. Users are automatically logged out after a predefined period of inactivity. A username and password are required to re-enter the application. Yellowfin's Mobile BI password protection system ensures security from unauthorized access to business data, even if the device is lost or stolen. Personalization of data delivery also guarantees in-house confidentiality. Groups of users can be given access to different reports, and various sub sets of data within those reports, based on client security protocols.

Research backs Yellowfin's approach to Mobile BI

The need for Mobile BI

The demand for Mobile BI is growing. As new Web-based technologies and applications meet an increasingly mobile workforce, many organizations are looking to leverage the ability to receive and disseminate reporting and analytics from mobile devices in order to stay informed, make timely decisions and boost productivity.

Analyst firm IDC predicts smart device shipments to reach 1.84 billion units by 2016 – more than double that of 2011 – as businesses of all shapes and sizes around the world show a nearly insatiable appetite for smart connected devices.

In fact, Forrester Research reports that enterprise mobile workers will make up 73 percent of the workforce by the end of 2012. And in relation to Mobile BI specifically, analyst and advisory giant Gartner expects that “By 2013, 33 percent of BI functionality will be consumed via handheld devices.”

Gartner's 2012 [BI Magic Quadrant survey](#) reported that: “More than 20% of survey respondents report that they are already using mobile BI or are piloting it. A whopping 33% plan to deploy mobile BI in 2012. By the end of 2012, a majority of organizations should have some mobility solutions in place”.

SearchBusinessAnalytics.com's [2011 Business Intelligence Challenges and Priorities Survey](#) backs those findings, with 30 percent of the 249 survey participants stating that they would implement a Mobile BI program within the coming year.

InformationWeek's [2012 Business Intelligence, Analytics, and Information Management Survey](#) disclosed that 44 percent of respondents plan to add mobile analytics capabilities, via smartphones or tablets, to their data strategies this year.

And, TDWI's research report – *Mobile Business Intelligence and analytics: Extending Insight to a Mobile Workforce* – found that 61 percent of respondents predict that existing BI users will spend more time accessing analytics via mobile devices over the next 12 months. Significantly, around 70 percent also said that mobile analytics formed an important part of their organization's strategy for expanding the use of BI within the enterprise. Twenty-eight percent said that it was “very important”.

Benefits of Mobile BI

There are many benefits of Mobile BI, including increased competitive advantage, customer satisfaction, ROI and improved workforce productivity. However, all these benefits are derived from the ability to enable mobile workers with actionable information.

A recent study released by analyst firm Aberdeen Research – *Mobile BI: Actionable Intelligence for the Agile Enterprise* – found that companies with Mobile BI can make critical business decisions six times faster than organizations without a mobile platform for reporting and analytics.

The report also found that best-in-class Mobile BI-using organizations enjoy a "Time-to-Decision" period three-times faster than all other Mobile BI-using organizations.

The same Aberdeen survey found that, of the 277 participating companies using BI, employee usage of those BI systems doubled with the introduction of Mobile BI.

Why the smartphone still forms an integral part of any Mobile BI strategy

Despite intense recent interest in Apple's iPad as a device for mobile analytics, smartphones – particularly the iPhone – still have an integral role to play in current and future Mobile BI deployments.

It's a fact that more people own smartphones than tablets, and that more organizations provide smartphones for employees than tablets. With this truth – and the proliferation of corporate BYOD (Bring Your Own Device) programs – in mind, smartphones (either corporate issue or personal) still represent the most realistic platform for Mobile BI.

Dresner Advisory Services (DAS) most recent [Mobile Business Intelligence Market Study](#) (October 2011) demonstrated that a smartphone – the iPhone – remains the preferred platform for Mobile BI. Thirty-two percent of respondents to the October 2011 survey cited the Apple smartphone as their first choice platform for Mobile BI. The iPad was a close second, with 30 percent listing the Apple tablet as their preferred platform.

Further, if all the available platform options listed in the DAS survey (iPhone, iPad, RIM smartphone, RIM tablet, Android smartphone, Android tablet, Windows smartphone) are divided into two categories, smartphone or tablet, it's clearly evident that smartphones remain the preferred device type for Mobile BI:

- 66% percent of respondents listed a smartphone as their first choice delivery platform for Mobile BI (32% of survey participants listed the iPhone as their number one platform priority for Mobile BI, 16% listed the BlackBerry (RIM) smartphone, 13% the Google Android smartphone, and 5% the Windows 7 smartphone).
- 33% percent of respondents listed a tablet as their first choice delivery platform for Mobile BI (30% listed the iPad, and 3% Google's Android tablet). Further underlying the iPad's domination of the tablet market, particularly for business applications, no respondents listed the RIM Playbook Tablet as their first choice platform for Mobile BI.

TechTarget's [2012 Global IT Priorities Survey](#) supports DAS' findings. Thirty-four percent of respondents plan to introduce tablets as part of their corporate IT strategies in 2012, up from 18 percent in last year's study. Despite the substantial increase in planned tablet-based implementations, 35 percent of respondents still planned to implement smartphone-based initiatives in the next 12 months.

Many organizations will continue leveraging existing smartphone devices to underpin Mobile BI deployments for practical and financial reasons.

Yellowfin for the iPhone: Driving the consumerization of Business Intelligence

Research indicates that three major components underpin the consumerization of BI and drive towards greater ROI – all of which are embraced in Yellowfin’s new iPhone application. These are:

1. **Ease-of-use:**

Gartner’s 2011 and 2012 BI Magic Quadrant reports listed ‘ease-of-use’ as the new number one consideration when purchasing a BI platform, surpassing ‘functionality’ for the first time. Gartner also listed ease-of-use as the key BI product-oriented factor that underpinned a consumer-oriented BI approach and that enabled sustained user adoption: “If BI is difficult to learn, use, maintain or simply looks unappealing, significant user drop-off will result,” stated Gartner.

TDWI best practices report – *Self-Service Business Intelligence: Empowering Users to Generate Insights* – supports this view, arguing that: “Access to BI is what gives companies their competitive edge and allows them to discover new business opportunities.” The report simultaneously laments the fact that “in too many organizations, decisions are still not based on business intelligence because of the inability to keep up with demand for information and analytics.”

Yellowfin and ease-of-use

DAS’ 2011 *Wisdom of Crowds Business Intelligence Market Study* identified 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.

2. **Collaborative BI:**

Forrester Research advocates the ability of Collaborative BI to enable users to analyze, understand and use information more efficiently and effectively.

In a recent interview with eCRM Guide, former Forrester Research senior analyst, James Kobielus, said that Collaborative BI facilitated organizational collective decision-making, and enabled a better understanding of data, by linking discussion directly to reports and visualizations. Kobielus said that this enabled decision-makers from a range of departments – sales, marketing, pricing and promotions – to utilize the information gleaned from data analysis more effectively and move from discussion to action in significantly reduced timeliness.

The Aberdeen Group’s most recent report on Collaborative BI – *Collaborative BI: Harnessing the Extended Enterprise to Boost Productivity* – claims Collaborative BI deployments have the ability to improve productivity and visibility across the breadth of organizational operations via enhanced knowledge sharing.

Yellowfin and Collaborative BI

Yellowfin is currently the only BI solution on the market that offers a complete collaborative decision-making (CDM) module straight ‘out-of-the-box’.

The collaborative components within Yellowfin help organizations spread fact-based decision-making throughout the enterprise. Yellowfin creates a business environment that empowers all relevant decision-makers with the ability to use the insight generated through reporting and analytics accurately, maximizing its potential to underpin better, faster decisions and support operational objectives.

Yellowfin's Collaborative BI components facilitate better, faster, less labor-intensive organization-wide CDM.

Yellowfin enables BI collaboration in three ways. Users can:

- Share knowledge and content
- Discuss and overlaying knowledge on business data
- Collectively decide the best course of action

Yellowfin is making enterprise collaboration easy.

3. **Mobile BI:**

Aberdeen Group has found that companies with Mobile BI can make critical business decisions six times faster than organizations without a mobile platform for reporting and analytics. The same Aberdeen survey found that, of the 277 participating companies using BI, employee usage of those BI systems doubled with the introduction of Mobile BI.

Yellowfin and Mobile BI

DAS has identified Yellowfin as a leading Mobile BI solution in two separate studies – *Mobile Business Intelligence Market Study* – analyzing and comparing the world's foremost Mobile BI providers during 2011.

Yellowfin has also been recognized in Gartner's most recent (2011) annual *Who's Who in Mobile BI* report. The report lists leading Mobile BI providers, their solutions and capabilities.

Yellowfin offers the ability to receive mobile analytics out-of-the-box on any device or platform at no additional cost, via native applications for the iPhone, iPad and Android devices or Web-browser.