



Making Location Intelligence Easy

Yellowfin provides a unique platform for delivering integrated Location Intelligence to your organization

More than **70%** of your organizational data has a location component - be it a customer address or a sales territory. If this data is not visually integrated into your reporting, you are missing a vital element in understanding your organization's performance.

Yellowfin's Location Intelligence combines traditional Business Intelligence with the addition of a spatial element to let you easily visualize your spatial and BI data simultaneously.

This distinctive capability enables you to merge your spatial data with your corporate information. Table data and maps are inter-linked and displayed as a single report.

As a BI platform with its fully-integrated GIS capability, Yellowfin is unique. It lets you query the "where" as well as the "what" and "when".

The merging of your spatial data into your BI data will give you the analytic capability that you need to excel in your business.

Summary

- Location is a critical component of your data analysis and reporting.
- Spatial analysis is tightly integrated into the Yellowfin BI platform.
- Location Intelligence provides you with a strategic advantage

Yellowfin® provides integrated location based insight

Location Intelligence opens up an entirely new dimension of BI which can provide your organization with a significant competitive advantage.

Yellowfin's integrated Location Intelligence provides you with spatial insight that can answer questions such as:

Location Intelligence is relevant for all industries:

- Retail
- Government
- Telecommunications
- Financial services
- Logistics (etc)

- Where are my customers located?
- What media channels will reach the audience I am targeting?
- Where are my under-performing branches and should they be retained, relocated, or closed?

All from a single integrated platform.

Location Intelligence Fully Integrated

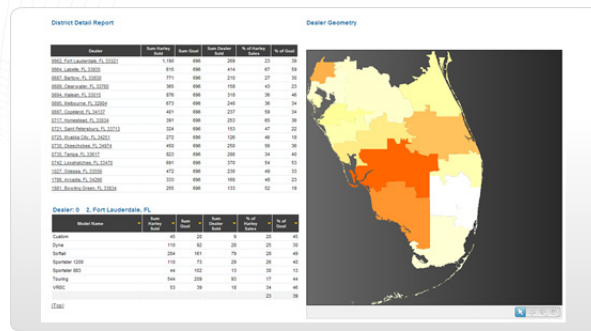
“Yellowfin is way ahead of the curve on this type of BI/ GIS integration”.

Phil Parent, iStart Magazine
Writer and Business Intelligence Specialist

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 mash-ups using your existing GIS tools, such as ESRI or MapInfo.



Detect & highlight geographic trends with Yellowfin

Achieve better “bricks & mortar” placement, and customer and competitor analysis. Yellowfin’s out-of-the-box Location Intelligence solution means that you can start to leverage its power instantly without the need for third-party plug-ins.

Yellowfin lets you answer questions like:

- What proportion of my customers live within 15 miles of a store?
- What is the geographic spread of my most profitable customers and how has this changed over time?

Yellowfin lets you take advantage of Data Layering

The ability to overlay demographic or statistical data onto your maps provides you with an additional level of analysis that adds to your interpretation of the data.

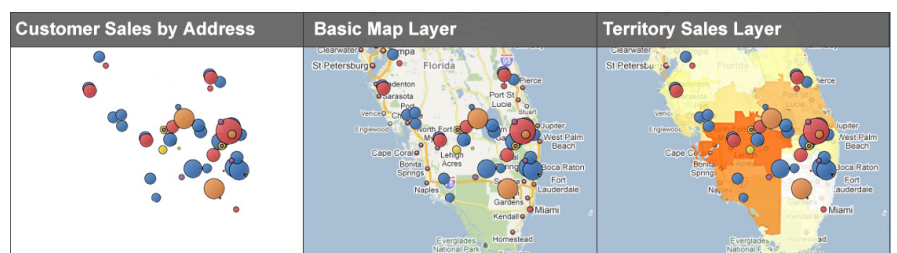
For example, you have sales income grouped by sales territory and customer details by address. How do you merge or join the two together?

Data such as per capita income, census information, retail statistics and telco statistics can easily be layered onto a map. Often with this type of data, the additional information set is incompatible with your initial data set.

This is a difficult process when using traditional database and BI techniques. But with Yellowfin, you can create multi-layered maps. This lets the human eye do the joining for you, creating that ‘ah ha’ moment.

Summary

- With Yellowfin you can rapidly take advantage of your spatial data
- See and highlight geographic based trends
- Layering provides you with the ability to rapidly see relationships between disparate spatial data sets



Benefits of Location Intelligence

Location Intelligence provides insight into your geographic based data and gives you competitive advantage.

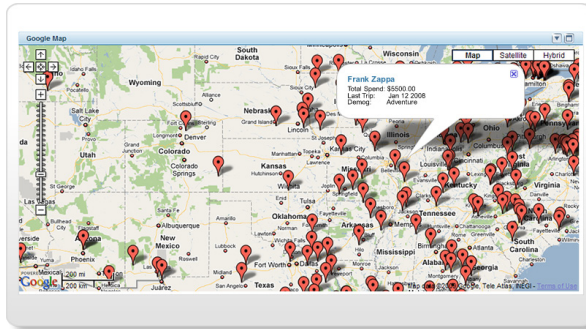
Yellowfin's unique platform for both BI and Location Intelligence provides you with the ability to visualize your spatial or geographic data on maps, floorplans, etc.

This style of visualization differs from standard table or grid reports and charts. It associates your data with a particular location and allows you to easily see otherwise hidden patterns within a dataset.

When traditional table & chart analysis falls short

Unlike Yellowfin, traditional BI and reporting solutions only provide you with tables, grids and charts. This only tells a part of the story.

Map visualizations are the only way to quickly relate BI data with locations that are meaningful to your business, and to detect geographic trends, such as customer clusters or outliers.



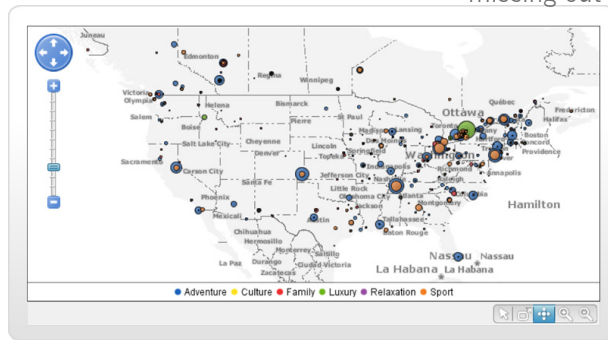
Yellowfin shows you where data is **not** located

Geographic visualizations are complete. This means that when looking at a map we see it in its entirety. For example when looking at a map of the US we see the entire USA laid out before us.

So, when overlaying your data onto a map, not only do you see where you are on the map, you can also see where you are not! This provides you with instant insight into the potential markets that you may be missing out on.

Summary

- Location Intelligence provides an additional dimension for you to explore your data
- Highlight where you have no sales or market presence.
- Provides analysis beyond traditional table and chart

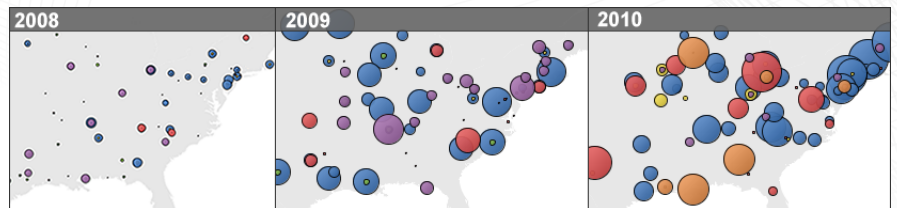


Profit from Location Intelligence

Combined with time for deeper analysis

Set your maps in motion to see changes over time. In addition to location, time is also a critical determinant of your data analysis. With Yellowfin's map animation, you can 're-play' your data. This allows you to see the changes over time animated.

This provides you with an understanding of how trends are changing, and hot spots are moving, geographically.



Profit from Location Intelligence

Ultimately, location combined with time, ties all of an organization's Business Intelligence needs together. To use a basic example, knowing a customer's age, segmentation and buying history, can assist a sporting goods retailer's marketing efforts.

But also knowing that the customer lives in Seattle instead of say, Austin, suggests that the customer might be a good candidate for buying specialty sailing gear - even if that customer has never purchased such items from the company in the past.

Summary

- Combine location with time data for a deeper insight.
- Profit from Location Intelligence.
- Yellowfin delivers a fully-integrated Location Intelligence module.

Find out more

Contact Yellowfin at www.yellowfin.bi and ask for our proven roadmap to assist you to successfully implement Yellowfin into your organisation.

Yellowfin makes Location Intelligence easy

Yellowfin is unique in the Business Intelligence space by providing a fully-integrated GIS/Location environment that enables you to include mapping directly into your reports without the need for third-

party plug-ins. Take advantage of your location based data today!

Yellowfin is making Location Intelligence easy.