



Making Business Intelligence Easy

Yellowfin is the leader in embedded BI

Yellowfin[®] embedded into your application provides you with world class reporting and analytics. Gain competitive advantage with Yellowfin BI!

In today's environment your customers are demanding more. They want easy access to their data, dashboards and sophisticated analysis and reporting.

Stay ahead of your competition by partnering with Yellowfin. Through our unique pricing model, no name branding strategy, and our simple integration process Yellowfin allows you to meet your clients needs.

Yellowfin makes it easy for you to create new revenue streams by seamlessly integrating Business Intelligence into your applications. With Yellowfin, you can painlessly extend the capabilities of your application and rapidly sell to your customers. Business Intelligence does not have to be complicated. Yellowfin is making it easy.

Summary

- Embed BI seamlessly into your application and cut your time to market with Yellowfin as your analytic engine.
- Gain competitive advantage and build customer loyalty through world class dashboards, ad hoc and scheduled reporting.
- Yellowfin's flexible licensing and pricing structure fits in with your business strategy.

Why OEM Yellowfin?

Embedded BI is our core business. With Yellowfin you can:

1. Increase your revenue

Yellowfin is easy to sell to your customers and they will love you for it. We will tailor a licensing and pricing model to fit with your business model, reducing your risk and simplifying your sales proposition.

2. Build your brand

Yellowfin integrates seamlessly into your application by adopting your look and feel. With Yellowfin you build customer loyalty to your product, not ours.

3. Increase your speed to market

Our core competency is BI. We will help you to integrate Yellowfin into your application quickly and easily so you can start selling immediately.

Partnering with Yellowfin

Flexible Licensing & Pricing

At Yellowfin we understand that you are embedding Yellowfin into your application not the other way round.

As such our approach is to work with you to understand your licensing and pricing model and develop a mutually agreeable go to market strategy.

Consider the benefits of embedding Yellowfin into your application:

- No upfront development costs to achieve world class BI.
- Our integration licenses are free.
- We provide integration advice and assistance to get you to market quickly.

Benefits in Partnering with Yellowfin

- Free access to evaluation and development licenses that allow you to make an informed integration decision.
- Dedicated partner resources to ensure maximum joint success.
- Comprehensive technical training & enablement.
- Rapid sales demonstration development.
- Comprehensive sales training & enablement.
- Online access to our partner portal for marketing tools and information.

Go-to-Market with Yellowfin

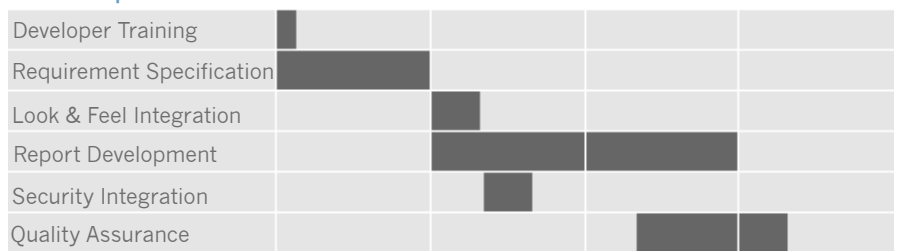
Yellowfin's partner engagement model is to work with you as a trusted partner to quickly bring your BI solution to market and to continue to support you into the future.

What this means is that we get actively involved in your go to market strategy. Every partner is unique; however the general approach and specific steps are similar for all ISVs.

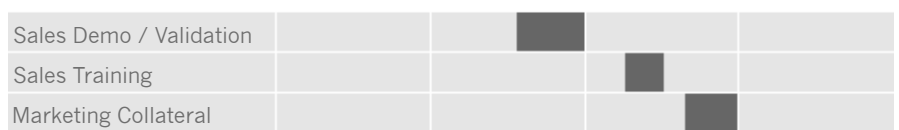
Summary

- Flexible licensing and pricing ensures commercial success.
- A structured and proven Partner Program to benefit you.
- Go-to-market assistance to deliver a rapid return on your investment.

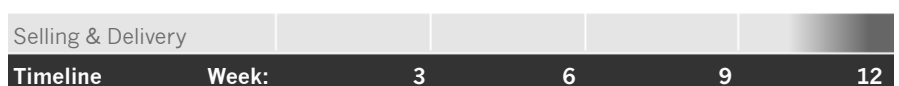
Develop



Market



Sell



Integrate with the Yellowfin SDK

The Yellowfin SDK is functionally rich – and provides you with all the tools you need to manage and monitor your BI module.

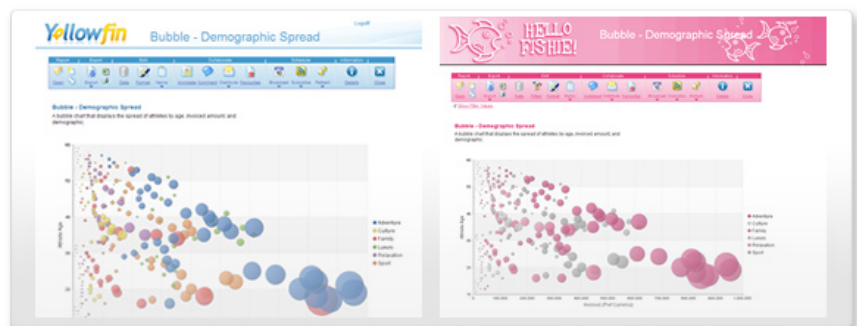
The Yellowfin SDK (Software Development Kit) is a comprehensive development environment that enables easy customization and integration of the Yellowfin BI platform with your application.

Through documentation of our API's, sample code, and developer tools, the Yellowfin SDK empowers developers to implement highly customized, functional and powerful Web reporting BI applications, meeting all of your application's BI requirements.

Easy to Re-style & Re-brand

Through the use of configuration options, cascading style sheets and image replacement, Yellowfin can be styled and re-branded to have the same look and feel as your existing application.

In addition to this, navigation bars can be optionally hidden to allow operation within your application's frameset.



Robust Security and Data Access

Yellowfin has a plug in mechanism that allows you to code your own custom solution for authentication and course grained authorisation, without changing the Yellowfin application. Integration with any external authentication and role based authorisation mechanism

such as LDAP, Active Directory or custom Security API's can be achieved with little effort.

Through Web Services Yellowfin allows execution of reports returning the results as XML, HTML and PDF.

Summary

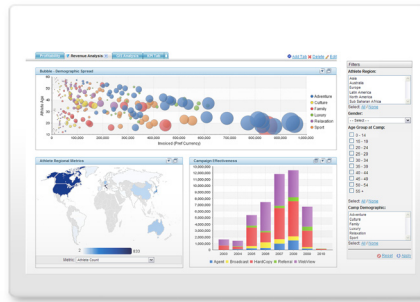
- The Yellowfin SDK lets you integrate quickly and easily.
- Flexible and robust security module.
- SAAS application ready, with full multi-tenancy support.

SAAS Deployment Ready

Yellowfin is the only BI product that has been designed from the ground up to support SAAS deployments – either as a standalone application or embedded into a SAAS solution.

At Yellowfin we understand the complexities of multi-tenancy support. You have gone to a lot of trouble to build an application that partitions data based on your client ID – well here is a BI tool that lets you continue to do the same.

A complete BI platform for your application



Stunning Interactive Dashboards

Wow your clients with Yellowfin dashboards. Not only do they look great but they are highly interactive, providing your customers rapid access to their data and deep analytical insight.

Dashboards are a proven tool used to align execution with strategic goals. With Yellowfin, dashboards are easy to build and even easier to use.

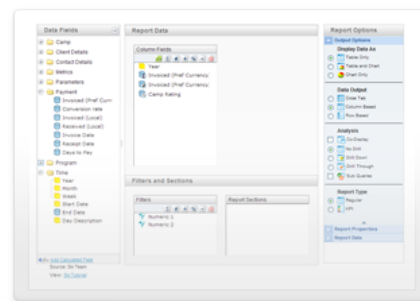
Intuitive Drag-and-Drop Report Creation

Regardless of their role or technical experience, your customers will find Yellowfin intuitive to use. The use of wizards and standard web navigation means that anyone comfortable using a Web browser can easily create reports.

Your clients can easily design interactive reports, using the drag-and-drop interface, simply by dragging business attributes onto a blank page. They can quickly visualize data by creating tables and a wide variety of charts.

Summary

- Deliver stunning interactive dashboards to your clients.
- Intuitive drag and drop report creation enables your clients to quickly and easily generate new reports.
- Yellowfin is a complete BI platform for your application.



Year	Camp Region	Invoiced	Invoiced %
2002	Asia	28,508	
	Oceania	100,000	
	NorthAmerica	514,725	
	Europe	1,147,241	
		1,790,565	
2003	Oceania	108,147	
	Asia	278,058	
	NorthAmerica	1,079,012	
	Europe	3,104,062	
		4,567,278	
2004	Asia	78,447	
	Oceania	235,834	
	NorthAmerica	642,917	
	Europe	3,047,357	
		4,002,554	

Find out more

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

Partner with Yellowfin for Embedded BI today

Yellowfin is unique in the Business Intelligence space by providing both a platform and a business model that make it easy for you to embed world class reporting into your application.

We are serious about our OEM partnerships.

Yellowfin is making embedded BI easy.