Yellowfin

Making Business Intelligence Easy

Storyboard
Fact Sheet

"Yellowfin launches Storyboard, 'redefines' information delivery paradigm for BI"

Contents
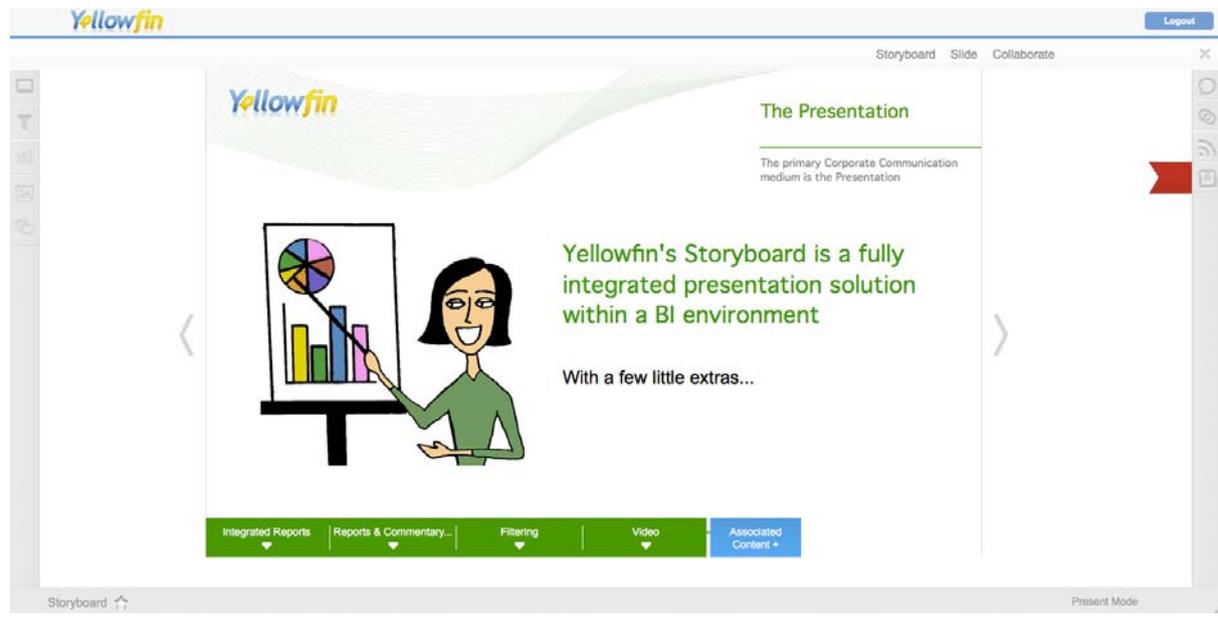
Who

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.
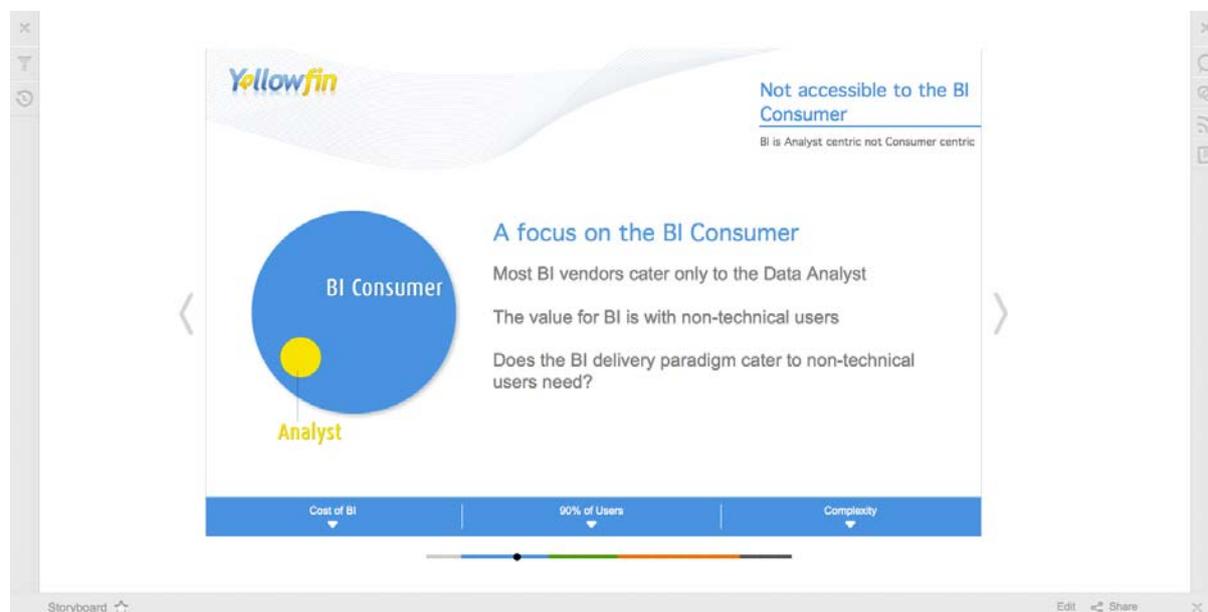
What

Yellowfin is launching Storyboard, a new integrated presentation and collaboration platform for BI. It's like PowerPoint for BI – only better.

The Yellowfin Storyboard is a revolutionary new approach to BI and business communications, and is set to rewrite the way people consume and act on their data. The platform represents a significant addition to Yellowfin's renowned collaborative capabilities, firmly cementing Yellowfin's position as a leader in Collaborative BI.

By blending BI with a comprehensive presentation platform, Storyboard enables users to integrate fully interactive data-rich presentations into their natural decision-making processes, to generate an analytics culture, realize a better Return on Investment (ROI) and drive real fact-based action.

The corporate presentation is widely accepted as the communications and decision-making method of choice throughout most organizations – why should deciding on a course of action based on BI content be any different? Yellowfin's Storyboard supports that natural organizational decision-making process. Storyboard's presentation-oriented User Interface (UI) signifies a new paradigm for information sharing and decision-making, enabling a wider community of people with non data-centric backgrounds to benefit from the insights of BI.

Storyboard is fully integrated into the core Yellowfin application, and comes with a standard Yellowfin license.

When

Yellowfin's Storyboard, a fully integrated collaboration and presentation module within the Yellowfin application, will be made publicly available as part of the latest release of Yellowfin, Yellowfin 6.2. Yellowfin 6.2 will be made generally available from 7 December 2012.
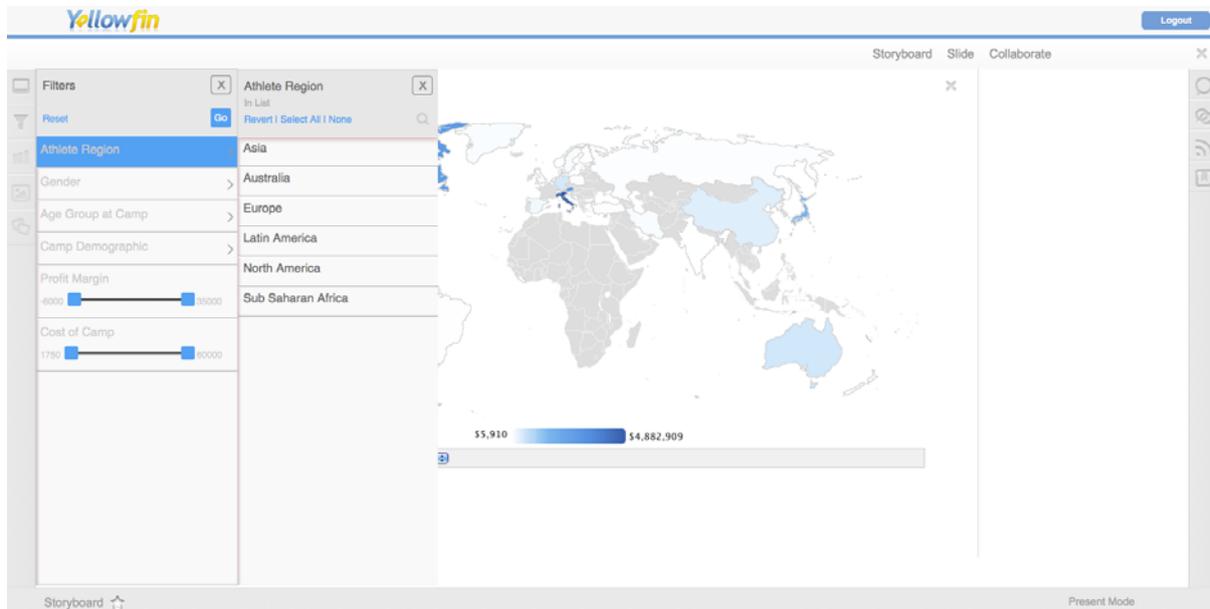
Key features and functionality

Yellowfin's Storyboard redefines the information paradigm for BI communication, by offering a fully integrated and interactive PowerPoint-like presentation module for BI content.
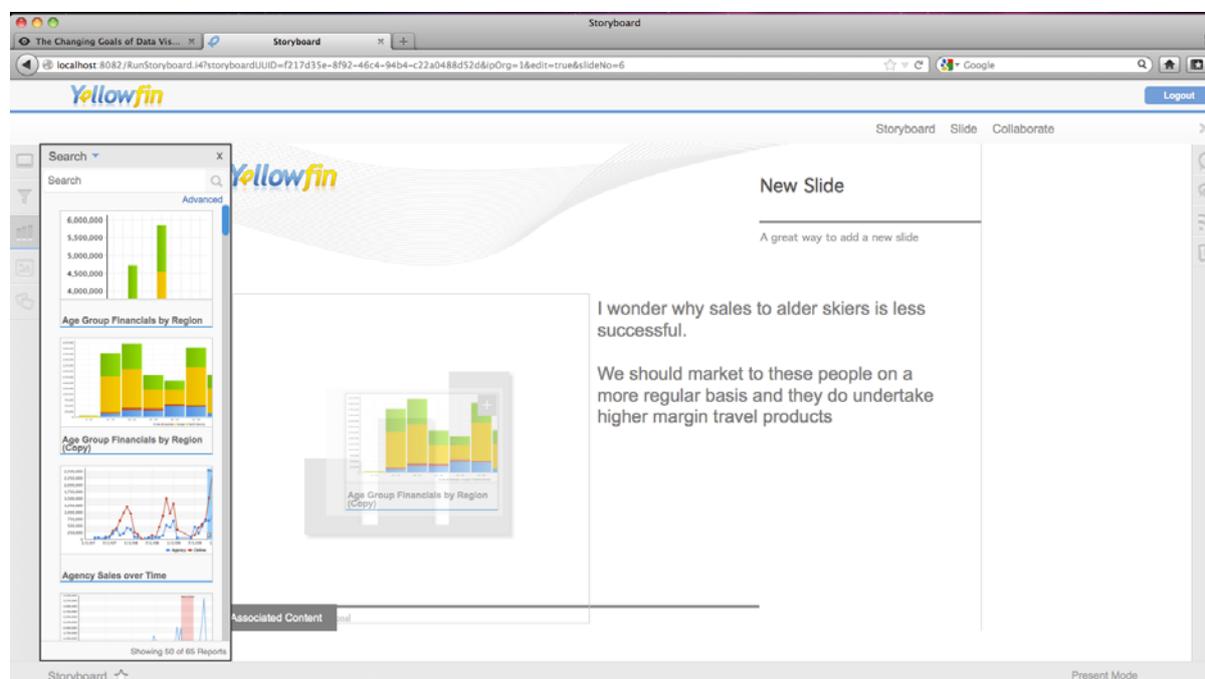
Core features and functionality include:

Full integration into the Yellowfin application: Users simply log into their Yellowfin instance as normal, via the browser, navigating to the Storyboard tab on the Yellowfin UI. With a few clicks, users can begin creating their own Storyboard – and embed live, fully interactive reports – without ever having to leave the Yellowfin BI application.

Web-based and version control: As a completely Web-based presentation platform, Storyboard can be shared and viewed anywhere, anytime. Being Web-based also ensures that all users, permitted to view a Storyboard, have access to one uniform version.

Embed interactive reports and rich content: Adding rich content to Storyboard presentations is easy. Include eye-catching images and graphics, or add video – all you need is the url. Crucially, a fully interactive report can be added to each Storyboard slide, enabling users to explore their data – with the full breadth of functionality offered via the core Yellowfin application – to reveal and explain important trends or outliers and underpin fundamental decision-making.

> **Filters and Drill:** Don't spend hours searching for the right information. Quickly apply filters to sort reports for the data you need to answer pressing questions fast. For deep insight, simply drill down, drill through or drill anywhere to uncover underlying trends and detailed facts.

> **Series Selection:** Easily analyze multiple aspects of a dataset by seamlessly changing the metrics on a chart to gain new perspective. Series Selection allows users to dynamically change the metric, or metrics, which are being displayed on a chart, allowing easier interpretation of charts that are crowded or have different scales.

> **Section Reports:** 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.

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

Apply Global Filters to embedded reports: Create a presentation suitable for multiple regions or clients with Storyboard. Applying Global Filters to a report, or set of reports, within a Storyboard allows that presentation to be viewed by multiple audiences, while ensuring they can only view the data relevant to them. For example, the General Sales Manager for *Big Corporation* might want to prepare a Storyboard for a series of regional end-of-year sales meetings. By applying Global Filters to the sales reports embedded in that Storyboard, he knows that each region will only be able to view their region-specific sales data.

Embed static or live reports: Users have the ability to add static reports, as well as live fully interactive reports, to any Storyboard slide. Static reports enable users to make a quick point about a specific moment in time in instances where deeper analysis is unnecessary.

Associated Content: Storyboard's Associated Content feature lets users easily add additional content to their core presentation. Associated Content lets users add up to five secondary slides to each primary slide within a Storyboard, to help substantiate or contextualize key concepts.

Rework and resize slide layout: Simply drag and drop, or click and swipe, to maneuver and resize reports, images, video or text. Create the most consumable, communicative and understandable presentations possible with Storyboard.

Favorite presentations and Bookmark slides: Users can add entire Storyboards to their list of favorites, and search for those favorite Storyboards, as well as favorite reports and dashboards. Individual slides can be bookmarked for later reference.

Bookmark Snapshots: Users can also bookmark a snapshot of a report within a Storyboard slide. For example, if a user has drilled down into a marketing report, displayed on a slide within Storyboard, they can bookmark that slide at that point in time, capturing the report at the level of granularity attained via that drill down. A Bookmark Snapshot is a static, screenshot-like, image.

Archival History: Storyboards can be saved and archived for later reference. Storyboard archiving lets users update an existing Storyboard, while storing a copy of the previous and original Storyboards. For example, a Sales Rep can deliver the monthly sales report by simply updating the commentary for last month's sales Storyboard – the associated reports are live and will have updated automatically to reflect results for the current month. But, the Sales Rep can easily access versions from the previous months, with the report data also reflecting that snapshot in time. And, Storyboard auto-save means that if a mistake or an unwanted addition is introduced, the presentation can be easily rolled-back to the previous version.

Auditable, shareable and secure: Each specific Storyboard presentation is auditable. Users can monitor how many, and which, users have viewed each Storyboard. Data and information security is also assured. Access, commenting and editing rights to each Storyboard can be restricted to specific user types or individual users.

Add Notes, private and public comments: Adding Notes and comments to slides enable users to insert complimentary ideas and information into their Storyboards. Individuals can add personal notes to Storyboard slides that only they can view. Comments can be private or public. Private Comments can only be viewed by the original author and selected individuals. Public Comments can be viewed by any user with permission to access that Storyboard.

Distribution: Storyboards can be sent straight to the inbox of selected individuals, facilitating swift knowledge transfer and information sharing.

Themes: Adding or changing slide themes within Storyboard enables presentations to be quickly and easily tailored to reflect corporate color schemes and branding. Those themes can be saved and shared with other users for effortless replication.

Why is this significant?

There's no ROI for BI
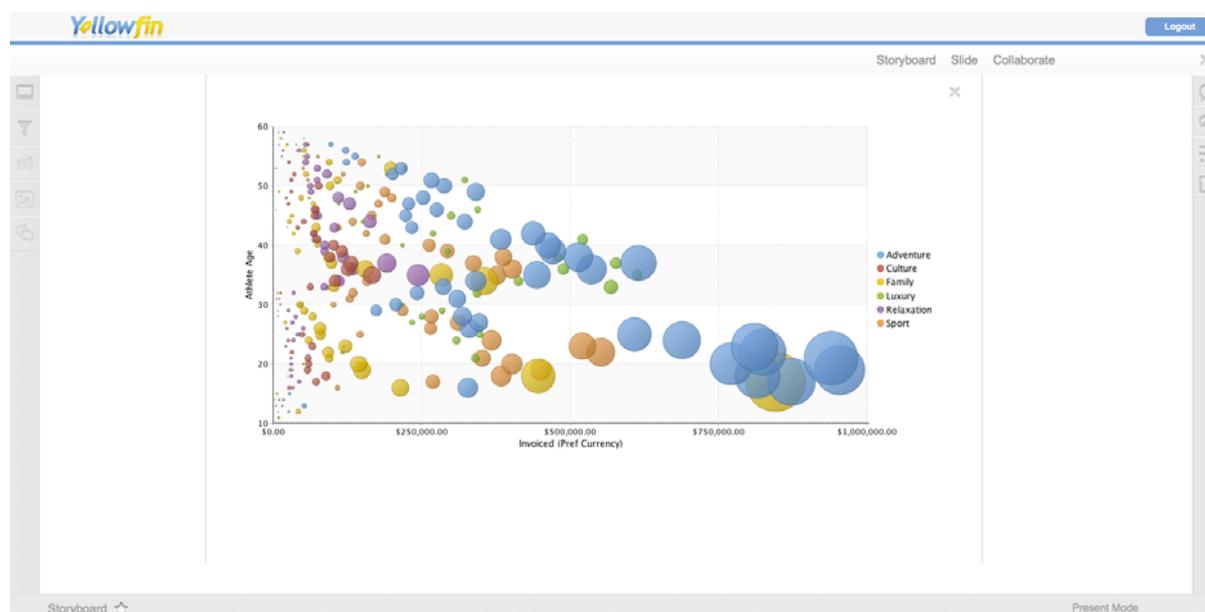
BI has a problem – it doesn't deliver a ROI. Not by itself anyway.

BI end-users generate business value and BI ROI when they utilize BI content to make more efficient and effective decisions.

But Gartner has reported that only 28 percent of potential BI users within most organizations currently use the technology to make decisions, continuing to hamper ROI throughout 2011 and 2012. Recent research by the TDWI and BIScorecard report that adoption rates languish at 24 and 25 percent respectively. So why has the current method of communicating BI information and value failed, and how can we boost usage rates and BI ROI?

Why Dashboards, the status quo for communicating BI, aren't enough on their own

The failure rates of BI implementations, and persistently low user adoption rates, are reflective of the BI industry's inability to reimagine the way in which the key messages represented by data are communicated. According to Information Masters, 75 percent of BI success is determined by factors other than data and core analytical technology – so thinking about how data is presented, shared and discussed in order to enable effective decision–making is paramount.

CEO and Chief Research Officer of advisory and analyst firm Ventana Research, Mark Smith, made a call for strong change in his now infamous dissertation on *The Pathetic State of Dashboards*. Smith argued that current BI dashboards have remained largely unchanged since their emergence as a primary method for displaying BI content in the 1980s.

It's difficult to argue with Smith's contention. For the most part, the way dashboards – the status quo for visualizing analytical information – communicate and display information has remained fundamentally stagnant, failing to adapt to the shifting user base for reporting and analytics. This of course, is a big problem.

BI is swiftly busting its way out of the traditional confines of the IT department. Not that long ago, BI was the exclusive domain of propeller heads – the hardcore IT specialist or analyst. This changing audience demands new ways for clearly communicating, collaborating and taking action from BI content.

We know that business users are having a greater say when purchasing a BI solution. But how are usership figures changing in accordance? Gartner's latest BI Magic Quadrant survey demonstrated that an increasing percentage of business (non IT) people were utilizing BI software. Of the 1,364 respondents to Gartner's 2012 BI Magic Quadrant survey, only 38.9 percent identified themselves as pure "IT", with 20.8 percent listing themselves as a "business user", while 40.3 percent said they had "blended business and IT responsibilities.

Given the shifting demography and skillsets of BI users, there are significant implications for BI technology. Essentially, vendors can't assume an analytics background anymore. The cosumerization of BI – the introduction of user-friendly functionality and capabilities to help support widespread BI adoption – isn't enough, on its own at least, to bridge the gap between BI technology and business users.
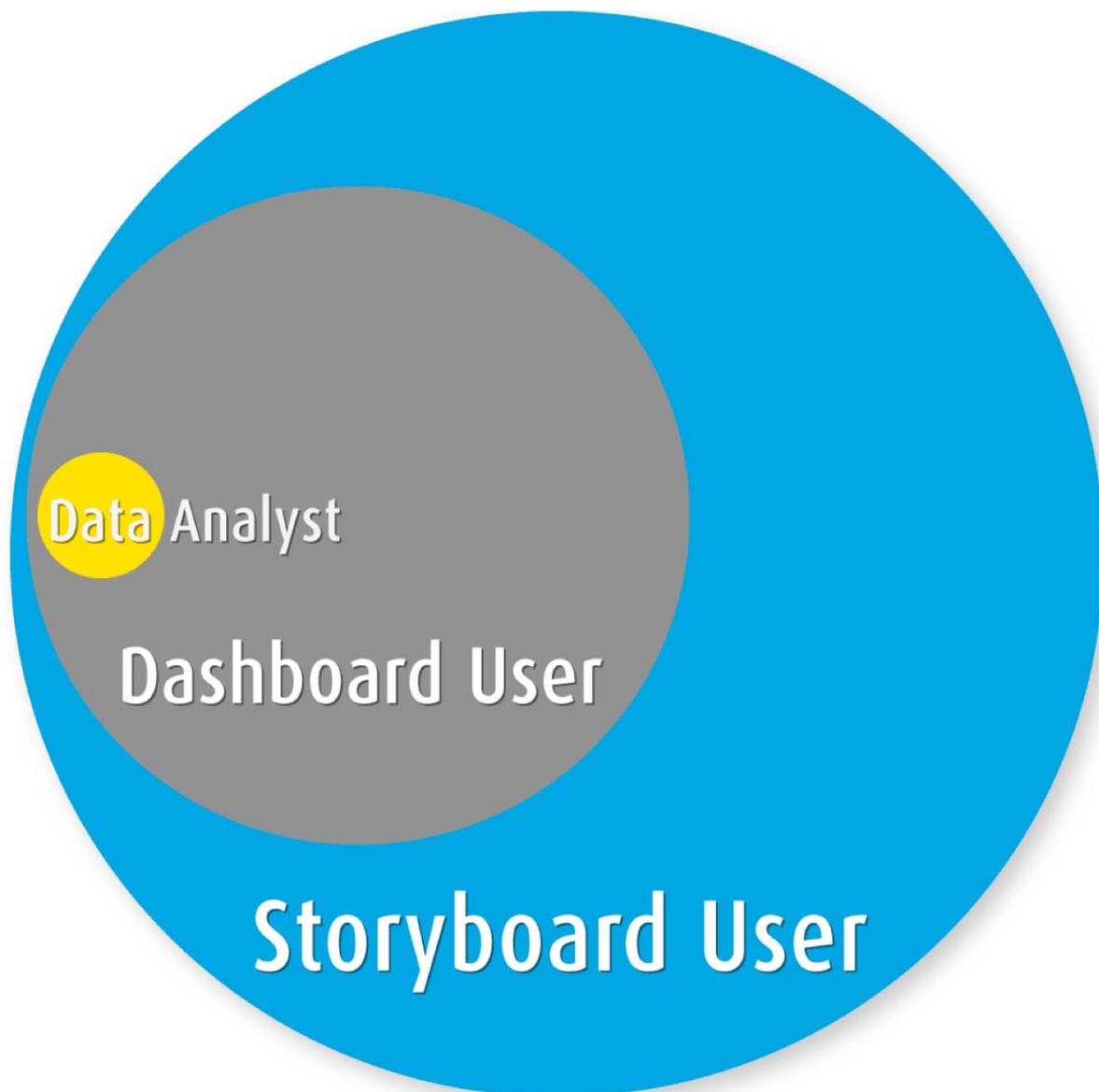
The BI community needs to rethink how BI content is communicated to an ever-widening array of user types, to empower them to accurately interpret, share and act on BI content. After all, there's no ROI for BI unless better decisions and actions are taken as a result of the insight produced.

Clear communication and collaboration is vital to boost BI success rates and user adoption

Gartner has indicated that around 80 percent of BI projects fail, suggesting that only one in five BI programs are capable of positively impacting decision-making. Gartner cite poor communication and collaboration as the primary reasons.

Therefore, enabling people to integrate fact-based information into their natural decision-making processes is critical to help generate an analytics culture and realize the desired benefits of BI.

Yellowfin's Storyboard is a revolutionary new approach to BI and business communications that does just that.

By blending BI with a comprehensive presentation platform, Storyboard enables users to integrate fully interactive data-rich presentations into their natural decision-making processes, to generate an analytics culture, realize ROI and drive real fact-based action.

Why Storyboard?

Research indicates that Collaborative BI functionality, particularly that integrated with data presentation capabilities, are gaining in popularity – all of which are embraced in Yellowfin's Storyboard. Such Collaborative BI competences are widely viewed as BI's missing link, capable of complimenting the consumerization of BI and driving greater BI ROI.

> The merging of BI with Web 2.0 and social networking technologies has given rise to the new concept of Collaborative BI – a type of collaborative decision-making (CDM) platform. This platform, like social Web 2.0 technologies, is designed around the premise that anyone should be able to share content and contribute to discussion; anywhere and anytime.

The Aberdeen Group's report on Collaborative BI – *Collaborative BI: Harnessing the Extended Enterprise to Boost Productivity* – claims that best practice Collaborative BI deployments have the ability to improve productivity and visibility across the breadth of organizational operations via enhanced knowledge sharing. The study found that those organizations that embraced and implemented best practice Collaborative BI enjoyed a 42 percent improvement in employee productivity, a 30 percent increase in business process efficiency, and a 40 percent rise in BI adoption.

Wayne Eckerson's *Collaborative Business Intelligence: Optimizing the Process of Making Decisions* report found that 87 percent of BI professionals believe that "collaboration tools can have a positive impact on analysis and decision-making activities", while "Fifty-eight percent of BI professionals plan to evaluate collaboration features when they purchase their next BI tools" – up from a lowly 16 percent who evaluated collaborative capabilities as part of the selection process for their current BI solution.

However, whilst many prominent industry analysts have stated the importance and potential of adding collaborative functionality to BI solutions, most collaborative capabilities offered by the marketplace miss the mark.

According to Eckerson's recent study, of those using BI solutions that already contain collaborative features, only 16 percent actually use them. So why are users snubbing the collaborative elements currently available, when there's such an obviously strong demand for features that can assist collaborative decision-making within a BI environment?

Again, it seems that most vendors aren't listening to their customers, or heeding the advice of Ventana's Mark Smith. Smith suggests that we need to be assisting BI users to collaborate around BI content and make decisions from that learning in natural ways, rather than forcing them to interact in an unnatural way.

"If we want to learn from the disappointing decades of business intelligence deployments, then we should find out what our business users really need to take action and make decisions on the information," wrote Smith.

And, as independent BI researchers Claudia Imhoff and Colin White pointed out in an article relating to Collaborative BI: "A collaborative BI environment that is designed for the wrong types of users will not be used and will not provide a good return on investment."

So how do business people, the new majority user base for BI, collaborate?

Survey respondents to Eckerson's recent Collaborative BI study provided an obvious answer. When asked to list their preferred method for making decisions based on BI content, 92 percent of survey

participants listed "hold meetings". The next most popular approach to decision-making based on BI content (emails) was a distant second place (67%).

People like to make crucial decisions together; face-to-face. Why would it be any different when acting on the information produced by BI? Decision-making – especially when making important ones – is an inherently collaborative process.

And how do people communicate important information within a meeting for decision-making purposes? Via presentations.

Storyboard is all about presenting BI content to BI consumers in a familiar format – that compliments and assists the natural business decision-making environment, while adding the necessary context – to drive action.

As Imhoff and White put it: "Organizations can implement collaborative interaction and information enhancement features using the capabilities currently offered by, or being added to, BI tools. Supporting collaborative decision-making, however, requires the use of a collaborative platform or a separate system designed specifically to meet the need for collaboration in the decision-making process."

Welcome to Storyboard; the new paradigm in BI and business information communication.

Commentary

Analyst commentary

"This is simple, but brilliant. Storyboard finally puts 'collaborative' into collaborative BI & analytics." – Hyoun Park, Principal Analyst, Nucleus Research

Customer commentary

"The new Storyboard functionality is very impressive and I can see many practical use cases. I think this could become a game changer for Yellowfin." – Mark Rothfield, General Manager, Reveal Tools

Yellowfin CEO, Glen Rabie:

- "This development will create a new paradigm in BI and business communication, enabling users to integrate fully interactive data-rich presentations into their natural decision-making processes, to generate an analytics culture, realize BI ROI and drive real fact-based action."
- "As companies, we spend a lot of time and money working out how to capture information. I think allowing people to connect to and share that knowledge is what good information management is all about."
- "The consumerization of BI only got it half right – we needed to make BI easier; and we have. But most people don't want to write reports or do self-service analysis. They just want answers. And, they want to share those answers with the people they trust, enabling them to collaborate and then make better decisions. That's what Storyboard is all about."
- "The failure rates of BI implementations, and persistently low user adoption rates, are indeed reflective of our inability to reimagine the way in which we communicate the key messages represented by data. According to Information Masters, 75 percent of BI success is determined by factors other than data and core analytical technology – so thinking about how data is presented, shared and discussed in order to enable effective decision–making is paramount."
- "Bradley Horowitz, VP of Product for Google+, said Google applied the 1:9:90 rule to Google+, stating that social software sites don't require 100 percent active participation to generate great value. What he meant by this, is that only around one percent of users have to create content for that platform to provide a rich and valuable experience for its total usership. Nine percent of the user base then synthesize and share that information, while the other 90 percent simply consumes it – and that's all they want to do."
- "Eighty to ninety percent of potential BI users simply want to use the insight generated by their BI tool to make better decisions. They don't want to create content. If you can facilitate that need, you can unlock the usefulness and power of BI and instill an analytic culture throughout an organization – that's what we've achieved with Storyboard."

Yellowfin and Collaborative BI
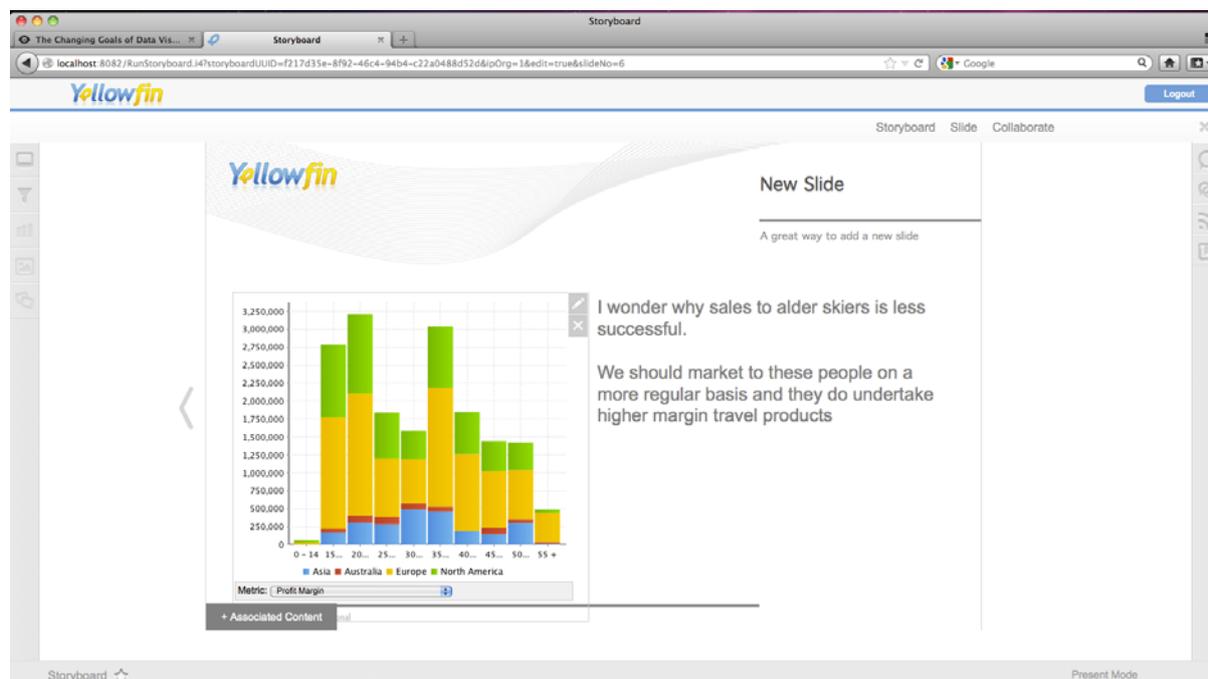
Yellowfin has been identified as a leading Collaborative BI solution in a number of prominent industry studies. Yellowfin was identified as a leading collaborative Dashboard vendor in the Business Applications Research Center's (BARC) *The BI Survey 12* – the world's largest end-user BI study.

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 and strategic objectives.

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

Yellowfin enables BI collaboration in four ways. Users can:

- o Share knowledge and content
- o Discuss and overlaying knowledge on business data
- o Communicate interactive business data and contextual information in a fully integrated presentation module
- o Collectively decide the best course of action

Yellowfin is making enterprise collaboration easy.