



**Yellowfin**

Making Business  
Intelligence Easy

New Android application for Mobile BI  
Fact Sheet

**“Yellowfin launches new consumer-  
oriented Android application for Mobile BI”**

## Contents

Who..... 3

What..... 3

When..... 3

Why is this significant?..... 4

Yellowfin and Mobile BI..... 5

New Android application key features and functionality..... 5

Commentary ..... 7

Research backs Yellowfin’s approach to Mobile BI ..... 8



## Who

---

Yellowfin is a global Business Intelligence (BI) software vendor passionate about making BI easy. Yellowfin is headquartered and developed in Melbourne, Australia, offering a highly intuitive 100 percent Web-based reporting and analytics solution.

Founded in 2003 in response to the complexity and costs associated with implementing and using traditional BI tools, Yellowfin is a leader in mobile, collaborative and embeddable BI as well as Location Intelligence and data visualization. For more information, visit [www.yellowfinbi.com](http://www.yellowfinbi.com)

## What

---

Yellowfin is launching its new HTML 5 Android application for Mobile BI. The application is officially launched and publicly available for free download from the Android Marketplace, as of **Friday 19 April 2013**. The application complements Yellowfin's native applications for iPad and iPhone, released in November 2011 and April 2012 respectively.

The application for Android devices offers the same feel and functionality as its existing native applications for iPad and iPhone, and will continue to challenge the way Mobile BI is viewed and used. The application is available on Android version 4.1, and like Yellowfin's other mobile applications, comes as part of a standard Yellowfin license. This latest application replaces Yellowfin's original native Android app, released in February 2011.

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.

## When

---

Yellowfin's new HTML 5 Android application is publicly available for free download from the Android Marketplace, as of **Friday 19 April 2013**.

## Why is this significant?

---

### **Yellowfin's approach to Mobile BI embraces the 'consumerization' of BI and IT at large**

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' of BI and IT more broadly, 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.

### **Embracing consumerization of BI = better user adoption = better BI ROI**

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.

"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.

### **Consumer-oriented Mobile BI to boost user adoption even higher**

Industry experts agree that the growing popularity of user-friendly Mobile BI applications may provide a further antidote to persistently poor BI user adoption rates. BI user adoption rates are estimated to sit anywhere between eight and 24 percent of potential users.

Analyst firm Nucleus Research predicated that increased Mobile BI usage during 2013 would see BI adoption rates double worldwide this year.

Specialist Mobile BI analyst, Gartner's Joao Tapadinhas, recently forecast that Mobile BI users would constitute over 30 percent of the number of overall BI users, worldwide, by 2016.

According to Dresner Advisory Services' (DAS) 2012 *Mobile Business Intelligence Market Study*, more than half of organizations currently using BI expect over 41 percent of their users to have access to Mobile BI within 36. Nearly 40 percent of those organizations expect that over 40 percent of all users will access BI exclusively through mobile devices by 2014, the report found.

## Yellowfin and Mobile BI

---

The release of Yellowfin's latest mobile application reaffirms the vendor as a first-choice provider of Mobile BI, capping an impressive 18 months in which:

- DAS identified Yellowfin as a leading Mobile BI solution in its latest *Mobile Business Intelligence Market Study*, which ranked and compared the world's foremost Mobile BI providers
- The Business Applications Research Center's (BARC) *The BI Survey 12* – the world's largest end-user BI study – identified Yellowfin as a top dashboard vendor in Mobile BI
- Analyst firm Ovum acknowledged Yellowfin as a top Mobile BI vendor “leading the charge with feature-packed yet functional mobile solutions” in its report *Solutions Guide: Mobile Business Intelligence*
- Yellowfin was recognized in Gartner's latest (2011) *Who's Who in Mobile BI* report, which lists leading Mobile BI providers, their solutions and capabilities

Yellowfin offers customers 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 platforms, Web-browser or HTML 5 integration.

## New Android application key features and functionality

---

Yellowfin's new HTML 5 Android 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 complements Yellowfin's native applications for iPad and iPhone, delivering organizations the ability to achieve superior ROI via widespread user adoption of mobile analytics.

The application for Android devices offers the same feel and functionality as Yellowfin's existing native applications for iPad and iPhone. This latest application replaces Yellowfin's original native Android app, released in February 2011.

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

**Restyled User Interface:** Yellowfin's Android application supports native Android device multi-touch interface as well as 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 Android devices 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’s Android application uses existing Yellowfin report content – any BI content created via the browser is immediately and securely available on any Android device. There’s no need to re-create content for the mobile platform, or repackage it for mobile distribution. This author once, consume anywhere, capability can save organizations time, money and empower users to make business decision wherever and whenever needed.

**Complete device independence:** Yellowfin for the Android platform supports true device independence. Users can run and access all of Yellowfin’s core reporting and analytics capabilities straight from their Android device. No extra training is required – just connect and go.

**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 percent Web-based service means that no data is stored on the mobile device. Users are also 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 shields organizations from unauthorized access to business data, even if the device is lost or stolen. Additionally, 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.

## Commentary

---

Yellowfin CEO, Glen Rabie, on:

**The launch of Yellowfin's new Android application:** "The new application brings Yellowfin's support for Android devices into line with its industry acclaimed and award-winning support for Apple's iOS platform.

"Yellowfin for Android now integrates Yellowfin's renowned ease-of-use and collaborative capabilities to deliver a Mobile BI application based on the intuitive, interactive and collaborative principles underpinning the world's foremost social media platforms and applications."

**How Yellowfin's new Android application embraces the 'consumerization' of BI and enterprise IT at large:** "Above all else, we want to offer business people a genuinely enjoyable, collaborative user experience – so the application has been designed with a consumer mentality front-of-mind.

"We've looked at how people like to use leisure-oriented mobile applications, interact and share content on popular social media platforms, and replicated that experience in a business environment.

"As with Yellowfin's applications for iOS, we wanted to ensure that customers accessing BI from Android-based mobile devices could also engage with their BI content, and each other, in an immersive and enjoyable fashion."

**Why Yellowfin's Android application will help boost lackluster BI adoption rates:** "It's been widely suggested that a consumer-oriented approach to BI, combined with mobile delivery, has the potential to significantly boost penetration rates throughout the enterprise.

"If we can deliver Mobile BI to end-users through an application that they'll love using, we then have the ability to encourage more people to engage with BI consistently, over a prolonged period of time."

## 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.

Specialist Mobile BI analyst, Gartner's Joao Tapadinhas, recently forecast that Mobile BI users would constitute over 30 percent of the number of overall BI users, worldwide, by 2016.

According to DAS' 2012 *Mobile Business Intelligence Market Study*, more than half of organizations currently using BI expect over 41 percent of their users to have access to Mobile BI within 36. Nearly 40 percent of those organizations expect that over 40 percent of all users will access BI exclusively through mobile devices by 2014, the report found.

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".

Principal analyst at Forrester Research, [Boris Evelson](#), recently commented that: "Mobility is no longer a 'nice to have' – it will become the new BI mantra. Currently, Mobile BI adoption is behind the curve compared with other enterprise mobile applications. This is mainly due to the perceived lack of specific business use cases and tangible ROI. But Mobile BI caught up in 2012, will continue to progress in 2013, and will eventually become the norm. Why? Information workers can no longer wait to make decisions until they get back to the office – that may be too late."

Results from a recent study by market intelligence firm, TechNavio, back Boris' viewpoint, forecasting the worldwide Mobile BI market to increase at a compound annual growth rate of 27.47% over the period 2012 – 2016. The report, entitled *2012-2016: Global Mobile Business Intelligence Market*, put total spend on Mobile BI devices and software at \$702 million in 2012, predicting that figure to rise by another 25 percent to \$878.1 million in 2013, reaching a staggering \$1.8 billion by 2016.

### Why Yellowfin's Android application is set to capitalize on shifting market sentiment

Research from Kantar Worldpanel Comtech has indicated that Android operated smartphones are becoming more popular than Apple's iPhone. From mid-November 2012 through mid-February 2013, Android increased its share of US smartphone sales to 51.2%, up from 45 percent. Conversely, iPhone dropped to second place as its share of US sales fell to 43.5% from 47 percent over the same three-month period.



According to figures coming from IDC in the last quarter of 2012, Android held a 70 percent share of worldwide smartphone sales, compared to Apple's 21 percent. IDC reported that tablet shipments for the same period also favored Android (53.8%) over iOS (42.7%).

IDG Connect's *Global tablet ownership* report, based on a sample of 3124 business and IT professionals, revealed shifting market sentiment, with 44 percent of respondents stating that they plan to purchase an Android tablet in the future, while just 27 percent said their next tablet purchase would be an iPad.

## **Yellowfin for Android: Driving the consumerization of BI**

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, 2012 and 2013 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' 2012 *Wisdom of Crowds Business Intelligence Market Study* ranked Yellowfin as the world's number one BI vendor, and a leader in BI usability. The study compared and ranked 17 of the world's leading BI vendors and awarded Yellowfin an equal best overall score of 4.57 out of five. Yellowfin outperformed traditional big name vendors, scoring particularly highly on product usability related criteria, including ease of administration, overall usability, ease of installation and third party integration.

### **2. Collaborative BI:**

The Aberdeen Group advocates the ability of Collaborative BI to enable users to analyze, understand and use information more efficiently and effectively.

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.

#### **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:

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

Yellowfin is making enterprise collaboration easy.

### 3. **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.

#### **Yellowfin and Mobile BI**

The release of Yellowfin's latest mobile application reaffirms the vendor as a first-choice provider of Mobile BI, capping an impressive 18 months in which:

- DAS identified Yellowfin as a leading Mobile BI solution in its latest *Mobile Business Intelligence Market Study*, which ranked and compared the world's foremost Mobile BI providers
- The Business Applications Research Center's (BARC) *The BI Survey 12* – the world's largest end-user BI study – identified Yellowfin as a top dashboard vendor in Mobile BI
- Analyst firm Ovum acknowledged Yellowfin as a top Mobile BI vendor "leading the charge with feature-packed yet functional mobile solutions" in its report *Solutions Guide: Mobile Business Intelligence*
- Yellowfin was recognized in Gartner's latest *Who's Who in Mobile BI* report

Yellowfin offers customers 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 platforms, Web-browser or HTML 5 integration.