

THE BI SURVEY

12

The Customer Verdict

The world's largest survey of
business intelligence software users

This document is a specially produced summary
by BARC of the headline results for **Yellowfin**

Yellowfin in THE BI SURVEY



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Yellowfin in THE BI SURVEY 12

Yellowfin overview

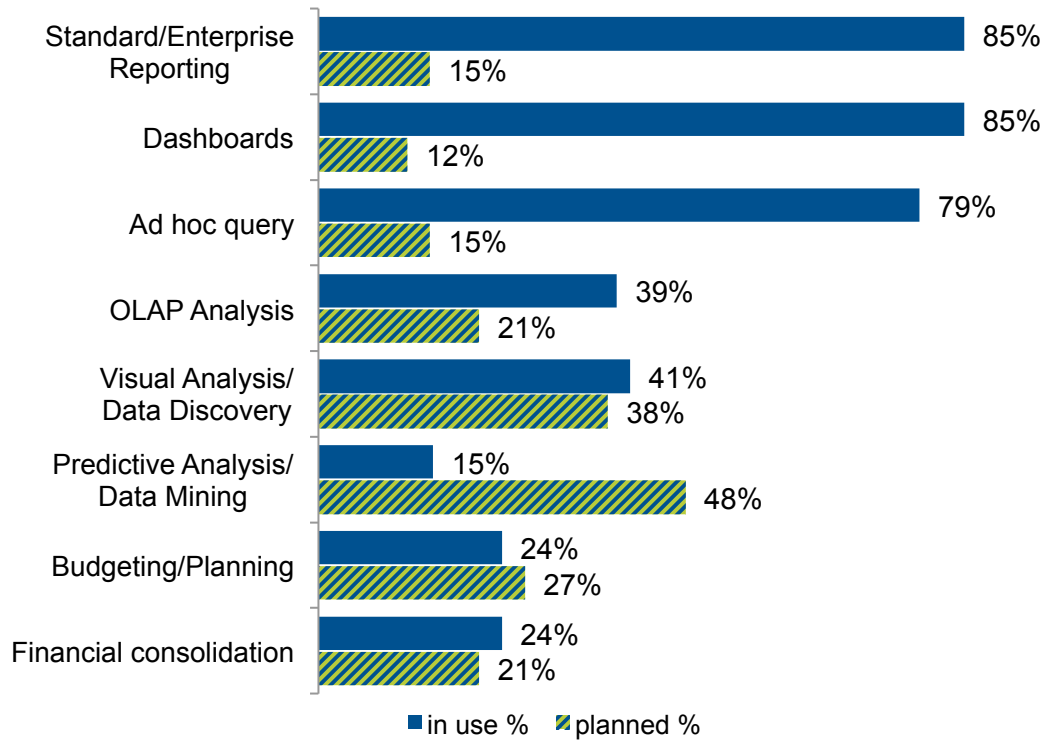
Yellowfin offers a web-based BI solution that supports dashboarding, reporting and data analysis. The application has a modern look and feel and makes it easy for business users to draft reports and dashboards themselves. Report content is made available for use in other applications ('content syndication') and is easily deployed on mobile devices. Yellowfin has added some collaboration features to support annotations, discussions and content sharing between users.

Yellowfin's headquarters and product development team are based in Melbourne, Australia. The company started in 2003 and focuses on channel-based business with 75 distributors and 150 OEM partnerships. Yellowfin claims to have 500 customers and one million end users globally.

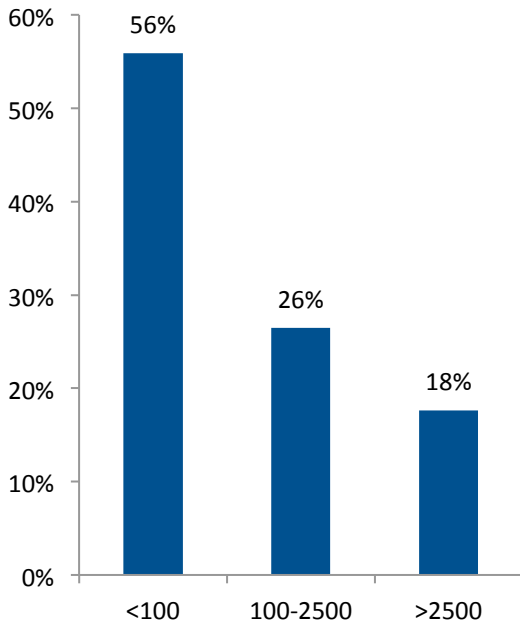
Yellowfin customer responses

This is the first time that Yellowfin appears in The BI Survey. It is represented by 34 participants. Of those who responded to the question, half said they were using version 6 while the other half said they are on version 5. Only one respondent said they were using an older version.

Product usage



Customer demographics



Number of employees in different size classes for Yellowfin customers

Product penetration

Percentage of employees using Yellowfin at customer sites	
Average	44 %

Number of users

Number of users using Yellowfin	
Median	25
Average	423

Peer Groups

Peer groups are used to ensure similar products are compared against each other both in fairness to the vendor and for the benefit of the customer. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and based on how customers say they use the product.

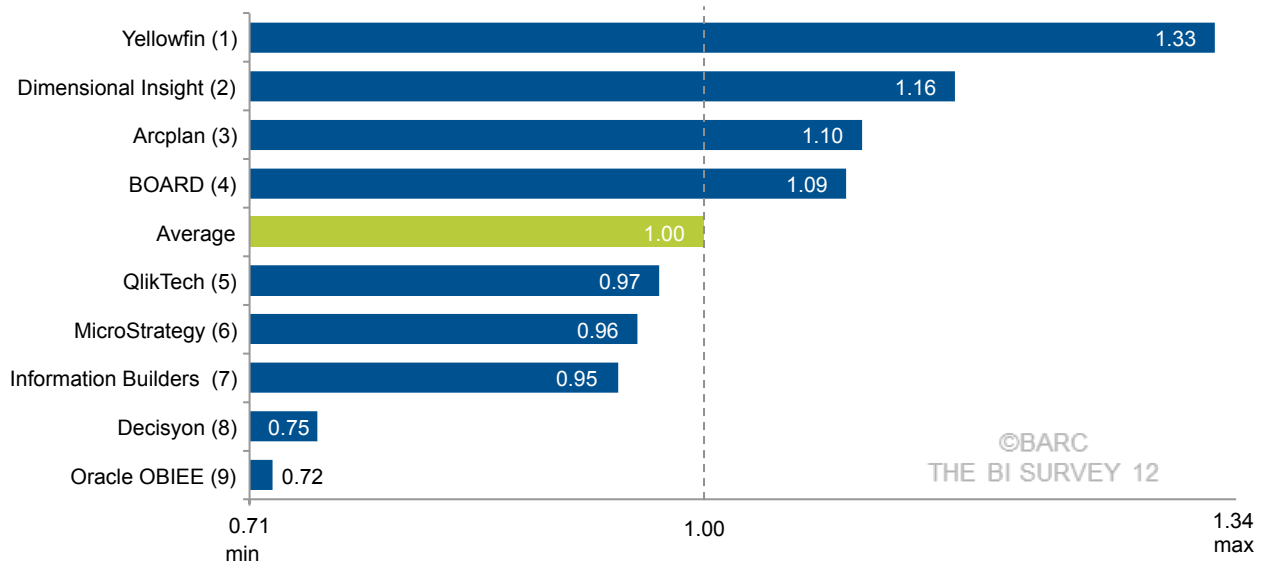
Yellowfin features in the following peer groups:

- Dashboard vendor
- Small and Medium Enterprise vendor

For more details on the KPIs, see the 'KPIs and Dashboards' document.

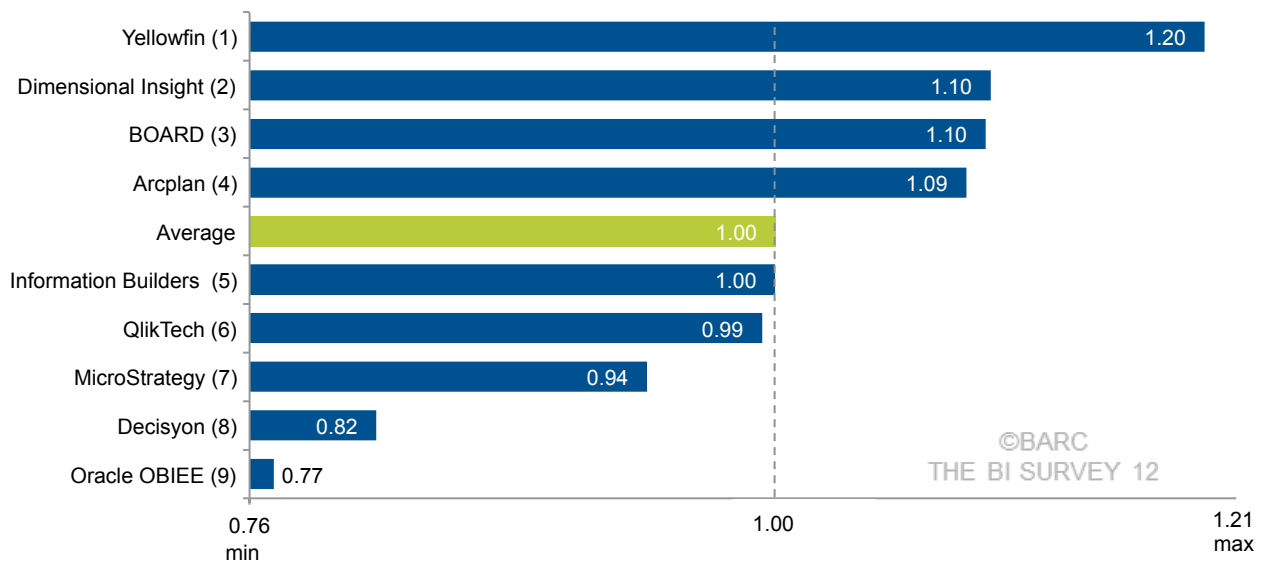
KPI Results for Yellowfin in Peer Group “Dashboard vendor”

Top ranked Dashboard vendor in business benefits achieved

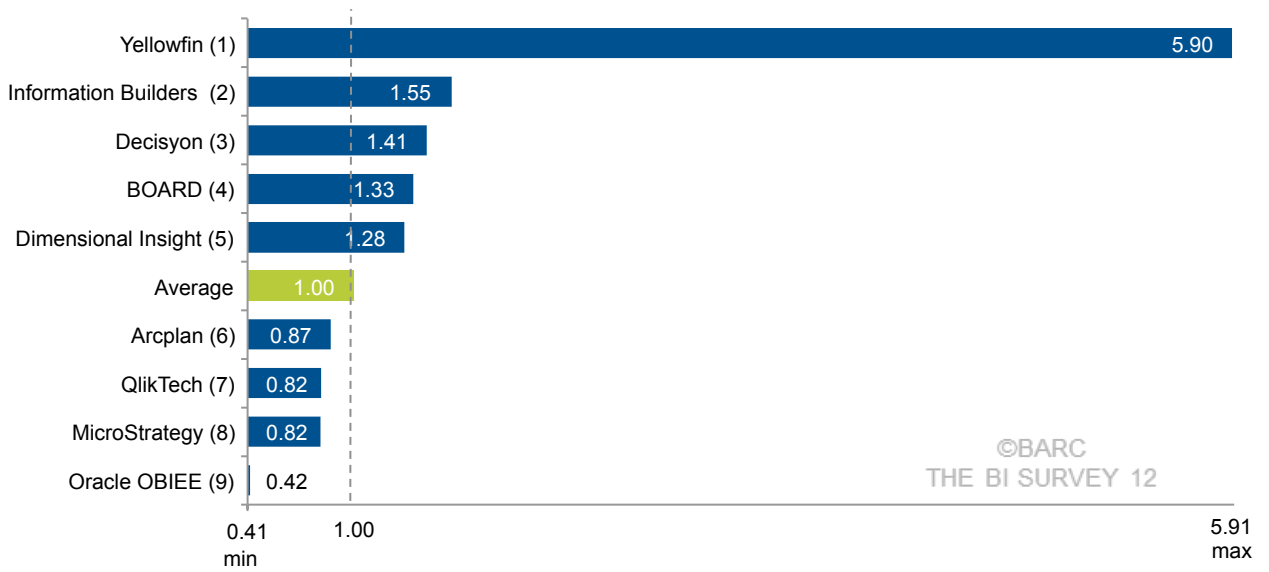


Yellowfin customers achieve business benefits and reach their goals with their BI projects. This is one of the most important KPIs in The BI Survey and represents a significant win for Yellowfin in the Dashboard peer group.

Top ranked Dashboard vendor in business achievement

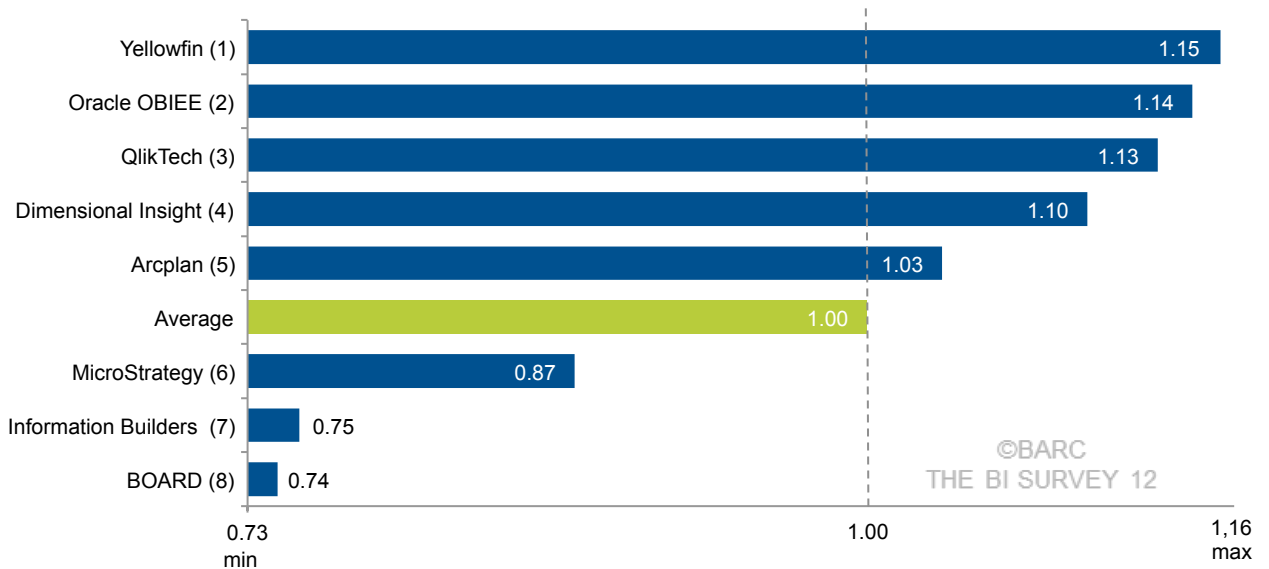


Top ranked Dashboard vendor in proportion of employees index



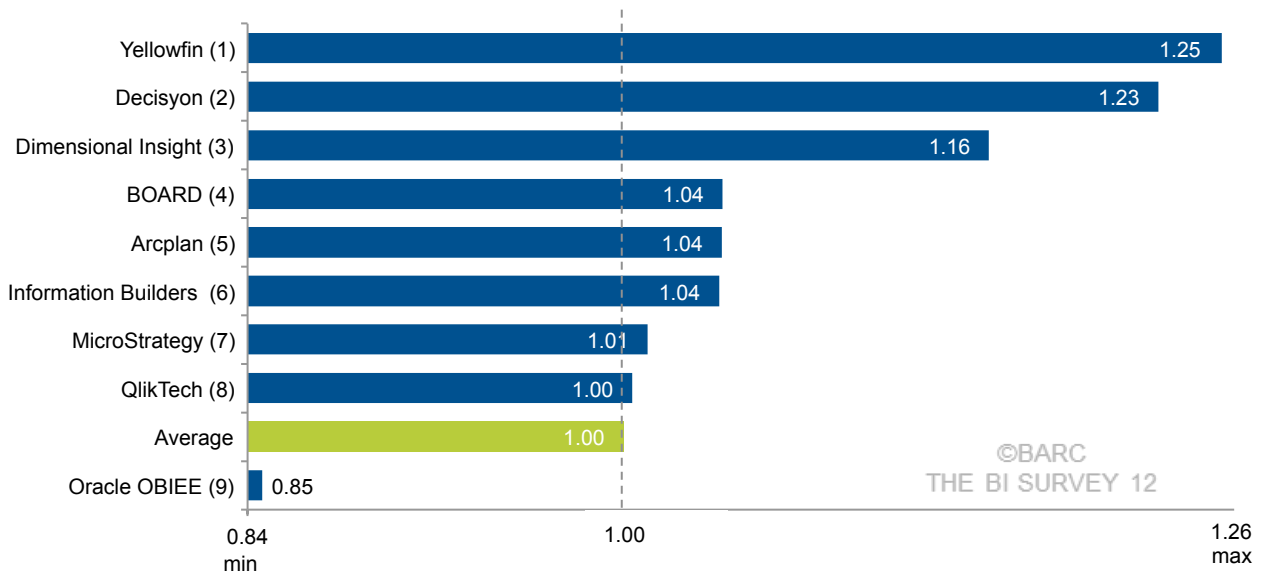
Yellowfin customers stated an unusually high average of 44% of employees that are using the product. The small size of its average customer could partly explain this figure. However, Yellowfin’s pervasive BI features make it easy to deploy and use and are an important factor too.

Top ranked Dashboard vendor in variety of data types



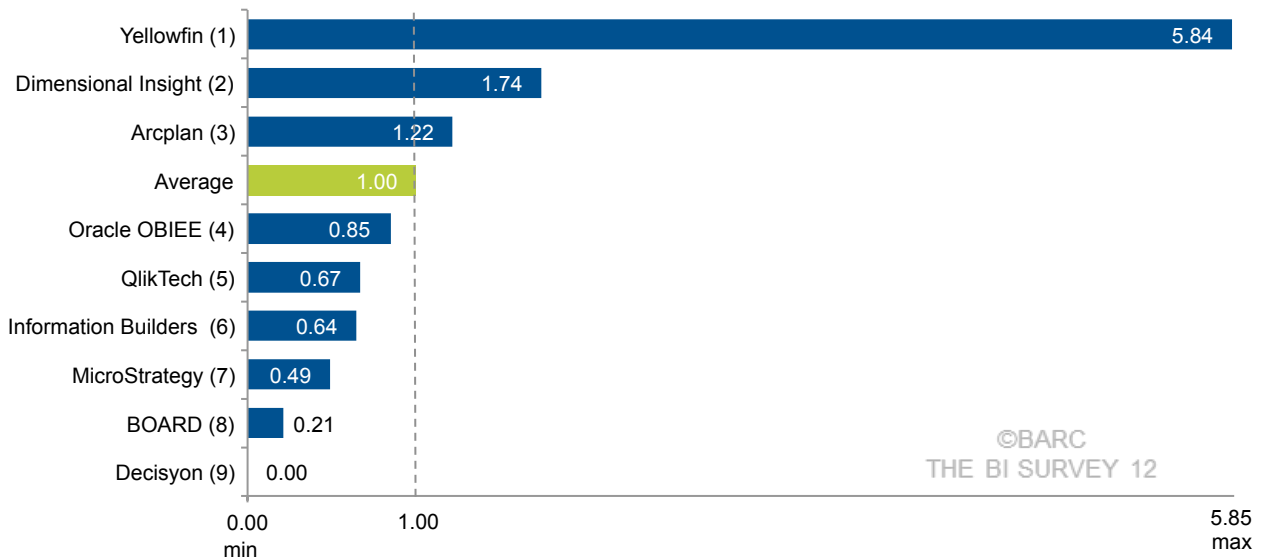
Dashboards built with Yellowfin are fed by data from a broader variety of data sources than any other vendor in this year’s Dashboard peer group. This is a strong indication that the product is used in many different departments within companies. In turn, this supports our finding that a high proportion of employees are using the product.

Top ranked Dashboard vendor in competitiveness



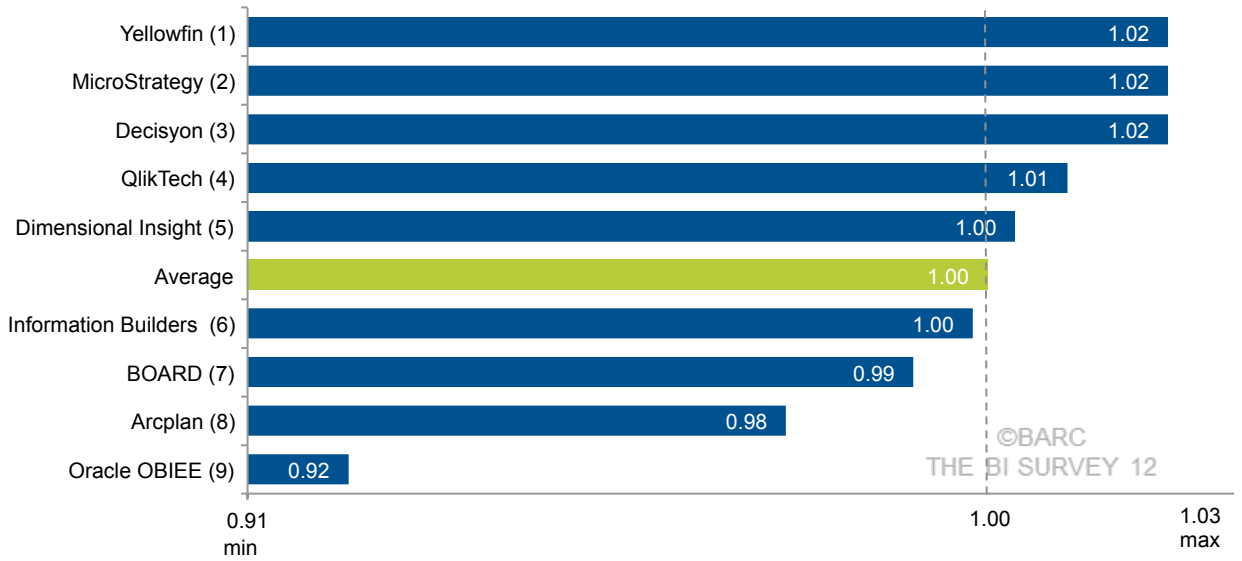
Yellowfin tops the list for competitiveness in the Dashboard vendors peer group. The KPI is based on a combination of the ‘competitive win rate’ and ‘chosen as standard’ KPIs. Both show that Yellowfin is able to win business in competitive situations, and customers are so happy with the solution that they choose it as their standard tool for Dashboarding and BI.

Top ranked Dashboard vendor in cloud BI



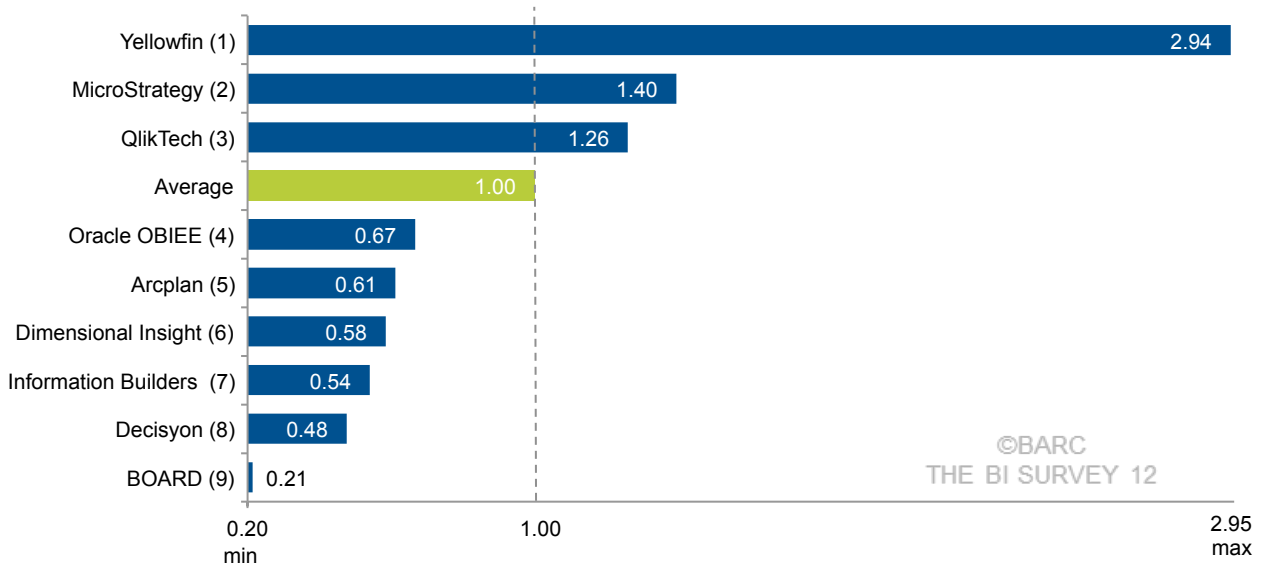
Yellowfin clearly dominates this peer group when it comes to using the application with cloud technology. Yellowfin supports deployments as SaaS in traditional hosted environments or in the cloud, supporting either multi-database or multi-tenancy environments. Its flexible subscription-based pricing model helps in this area.

Top ranked Dashboard vendor in user recommendation



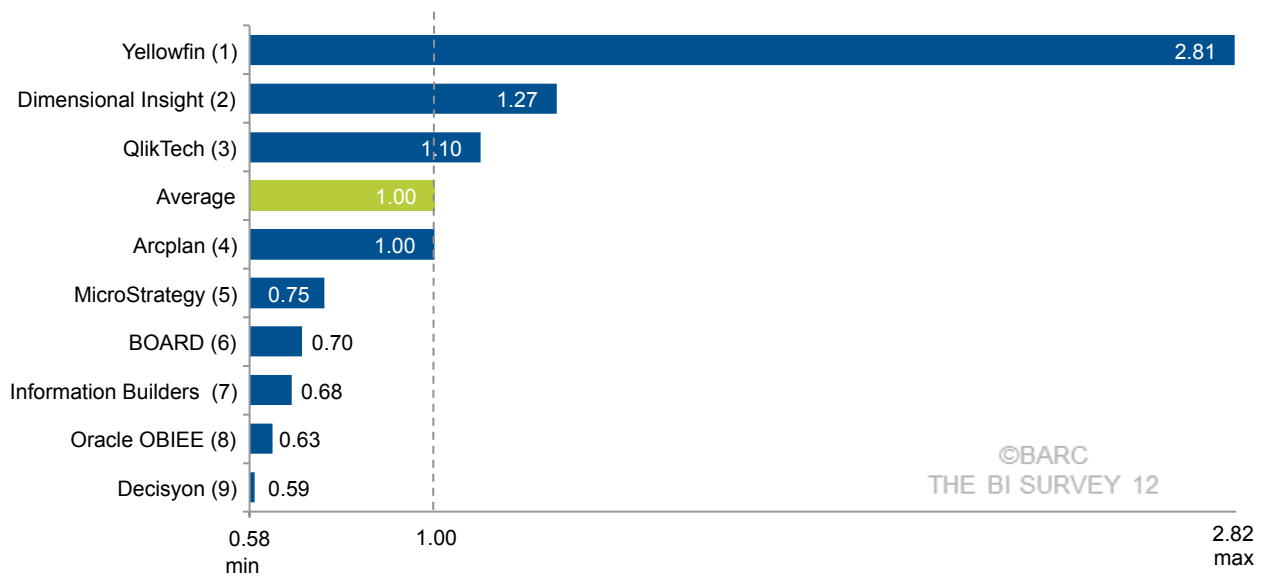
User recommendation is an important meter for customer satisfaction and Yellowfin leads the list here together with Decisyon and MicroStrategy. An excellent result for Yellowfin.

Top ranked Dashboard vendor in mobile BI



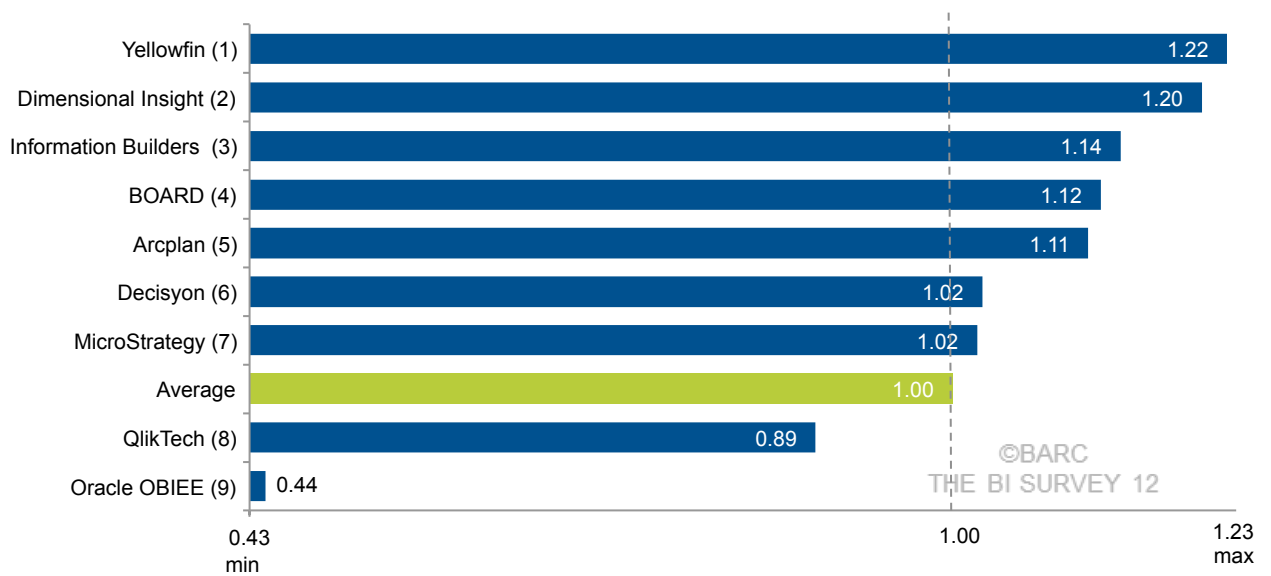
Yellowfin’s content syndication technology allows users to deploy dashboard content easily on mobile devices. Yellowfin enhanced the mobile experience with collaboration features to support annotations, discussions and content sharing between users. This is reflected in this clear win in the ‘mobile deployment’ KPI for Dashboard vendors.

Top ranked Dashboard vendor in innovation

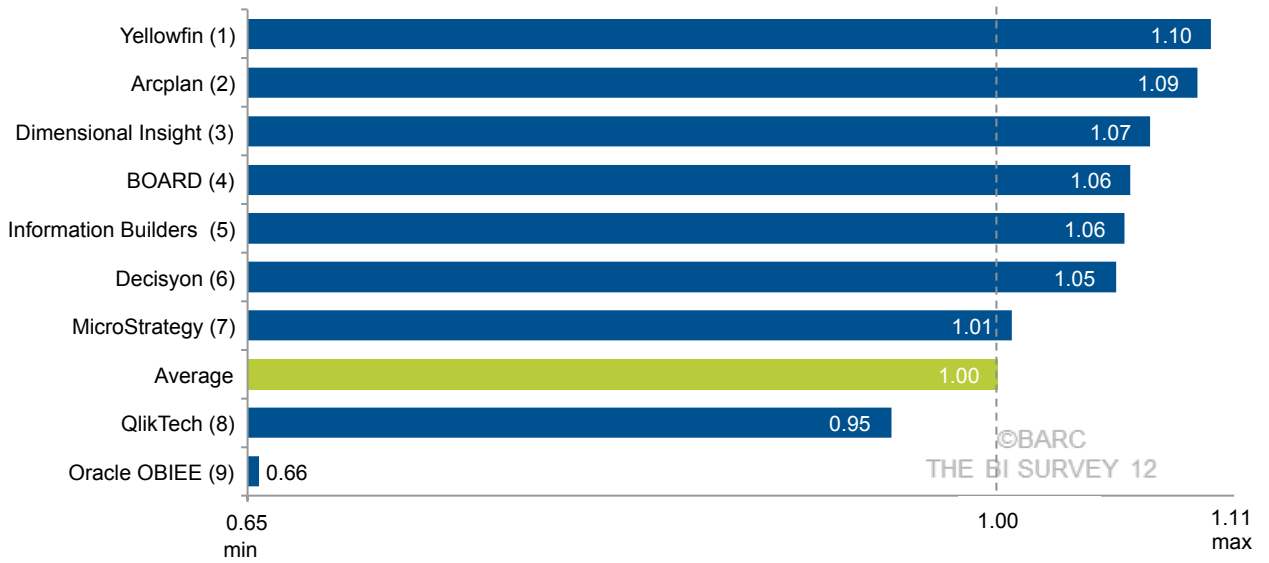


A modern look and feel, and innovations - especially around mobile BI - make Yellowfin a clear winner in the 'innovation' category.

Top ranked Dashboard vendor in vendor support

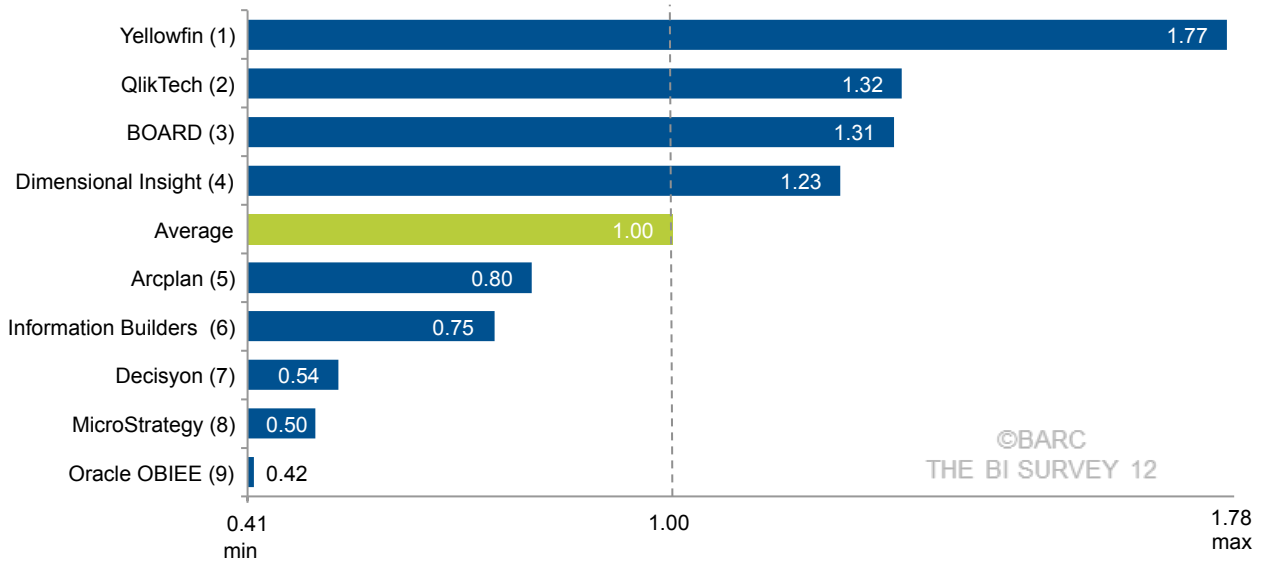


Top ranked Dashboard vendor in customer satisfaction



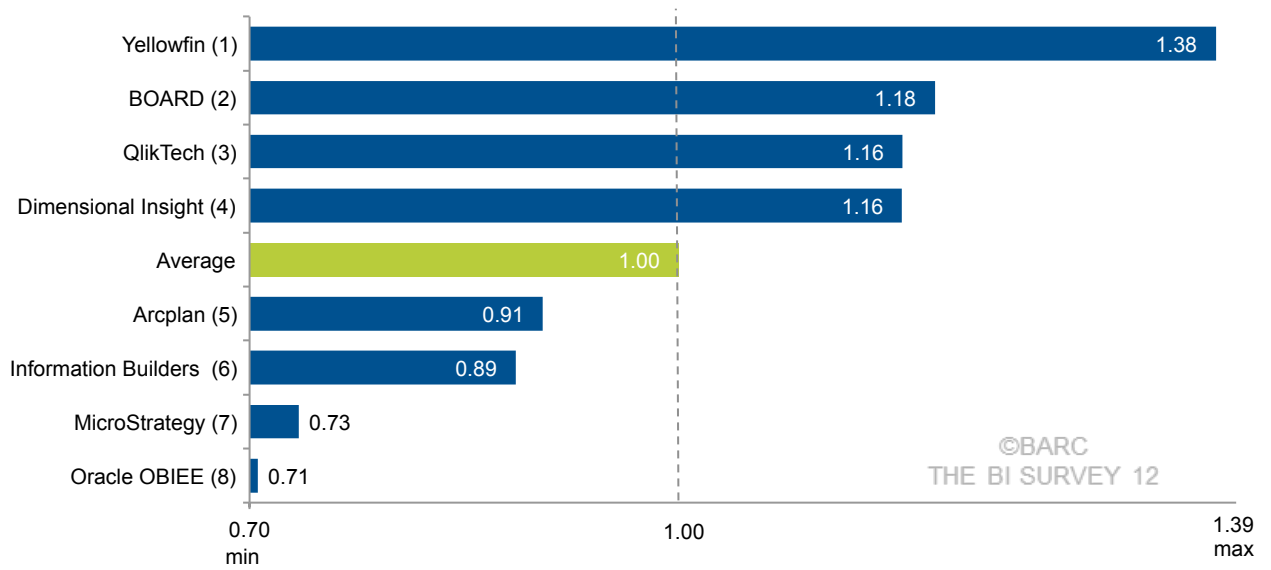
Yellowfin tops the dashboard peer group in customer satisfaction. This is an aggregated KPI based on a combination of the ‘user satisfaction’, ‘vendor support’ and ‘implementer support’ KPIs. Yellowfin achieves leading results in all of these categories.

Top ranked Dashboard vendor in project length



Short projects are key to achieving business benefits and Yellowfin shows leading results here.

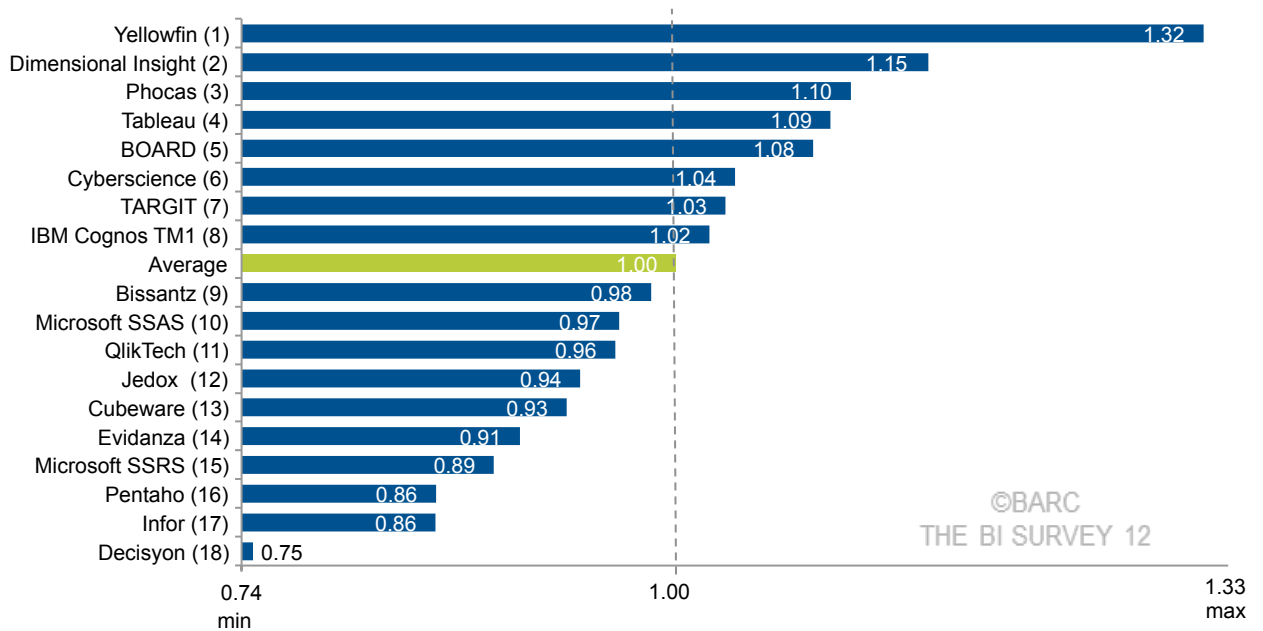
Top ranked Dashboard vendor in agility



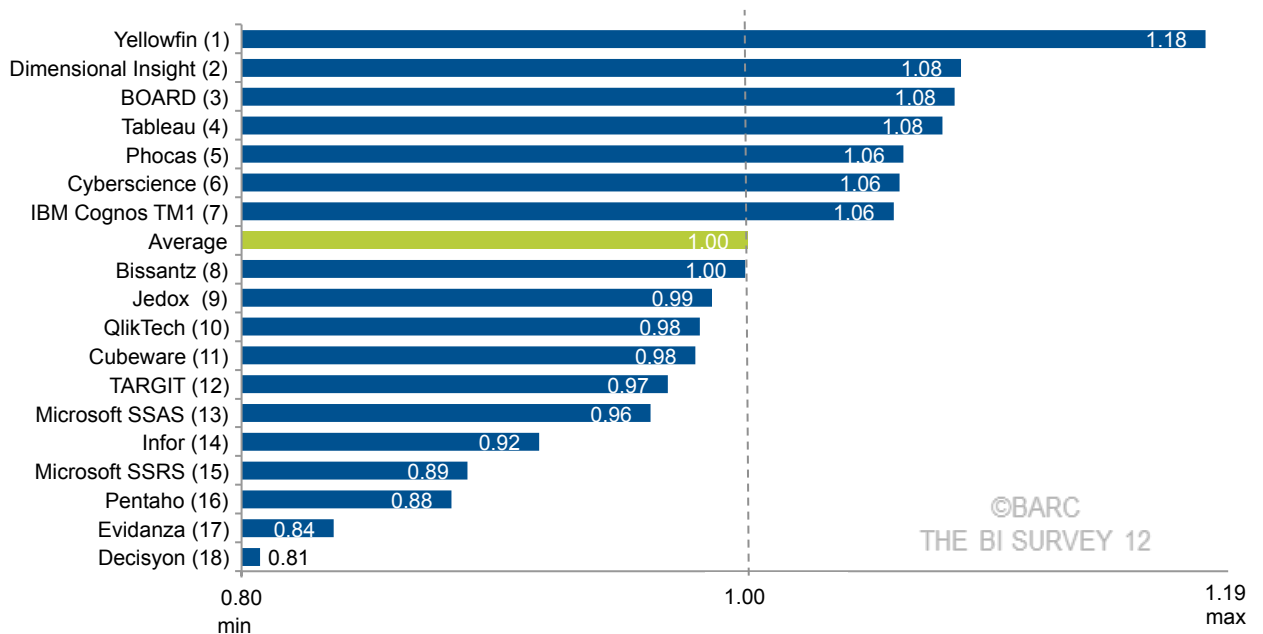
The Yellowfin application has a modern look and feel and makes it easy for business users to draft reports and dashboards themselves. This leads to high agility and Yellowfin's top ranking in this important KPI.

KPI Results for Yellowfin in Peer Group “Small and Medium Projects vendor”

Top ranked SME Project vendor in business benefits achieved

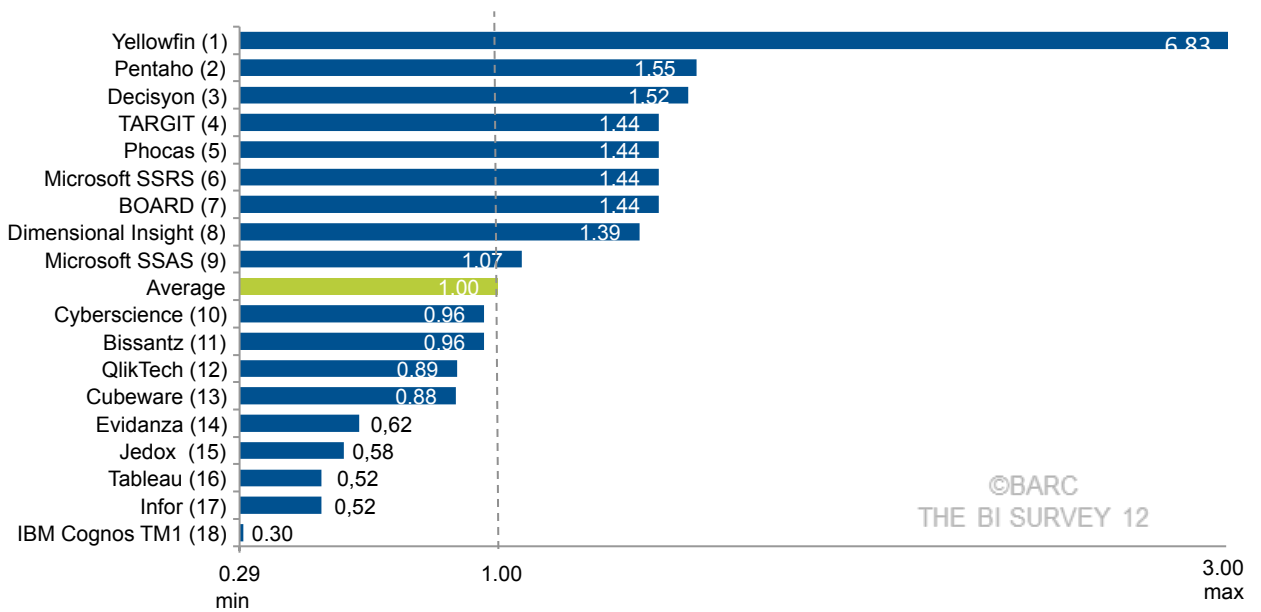


Top ranked SME Project vendor in business achievement

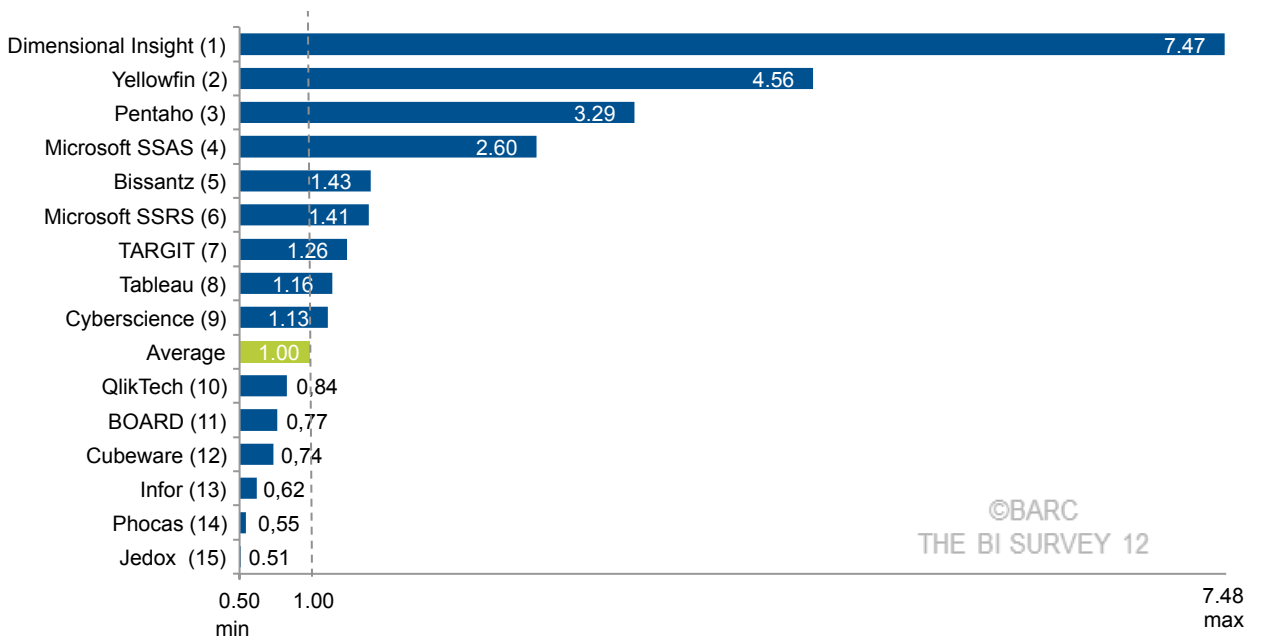


Yellowfin also achieves excellent results in the SME projects peer group. It clearly wins the ‘business benefits’ and ‘business achievement’ KPIs against strong competition from other vendors with a good reputation in SME projects.

Top ranked SME Project vendor in proportion of employees index

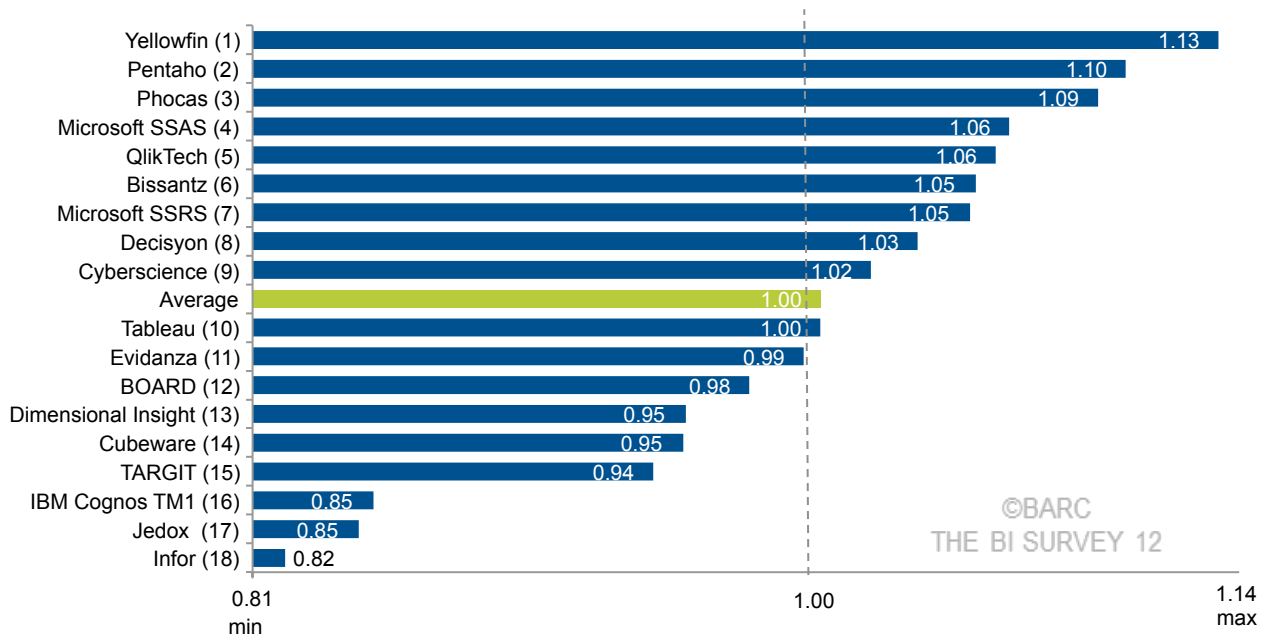


Leading SME Project vendor in big data

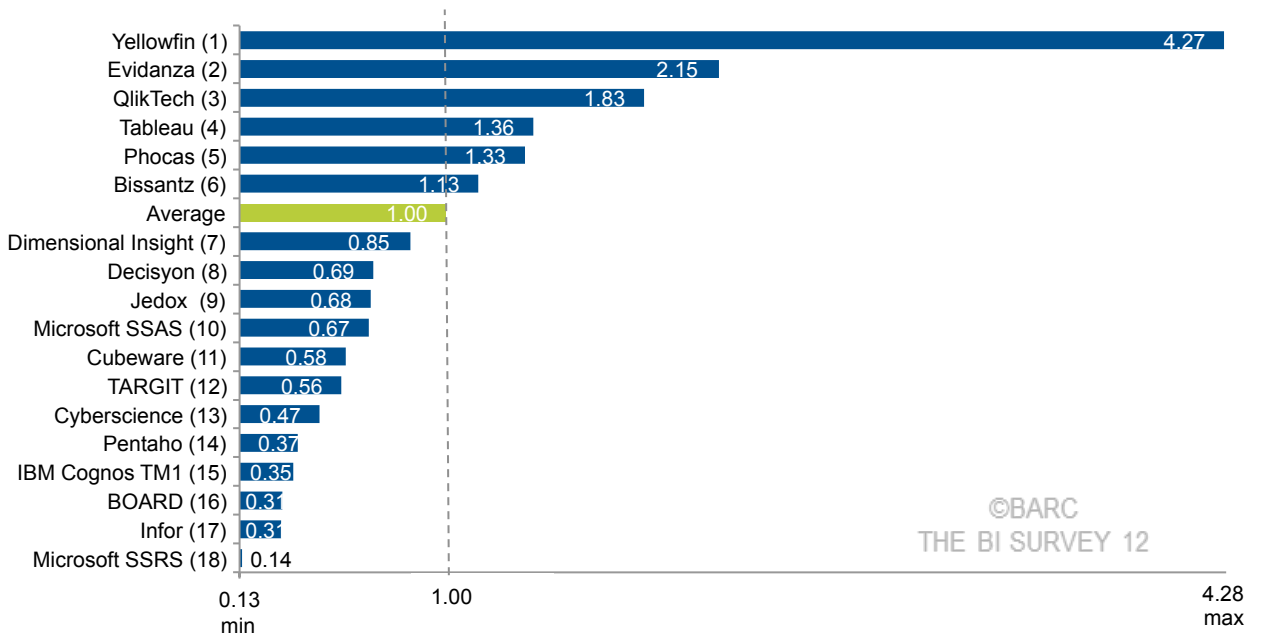


The big data KPI is based on a combination of the ‘data volume’ and ‘variety of data types’ KPIs. Yellowfin shows good results in both and is beaten only by Dimensional Insight, whose applications tend to ingest large amounts of data. Yellowfin is still a long way ahead of all its other competitors here.

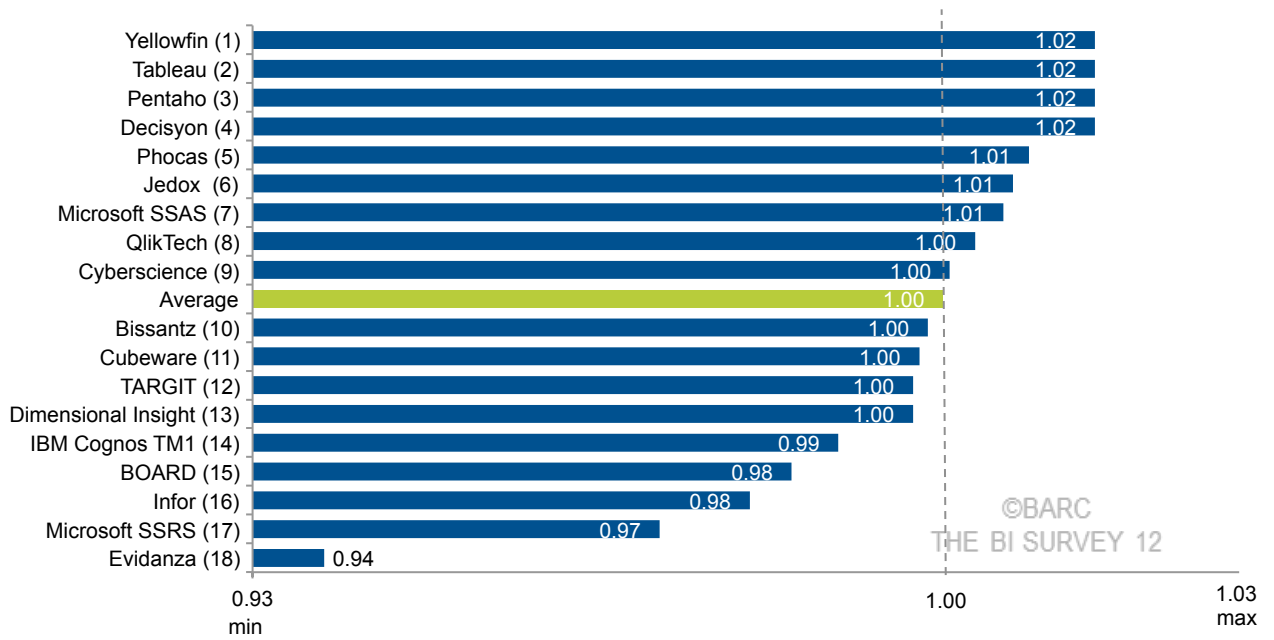
Top ranked SME Project vendor in strategic selection



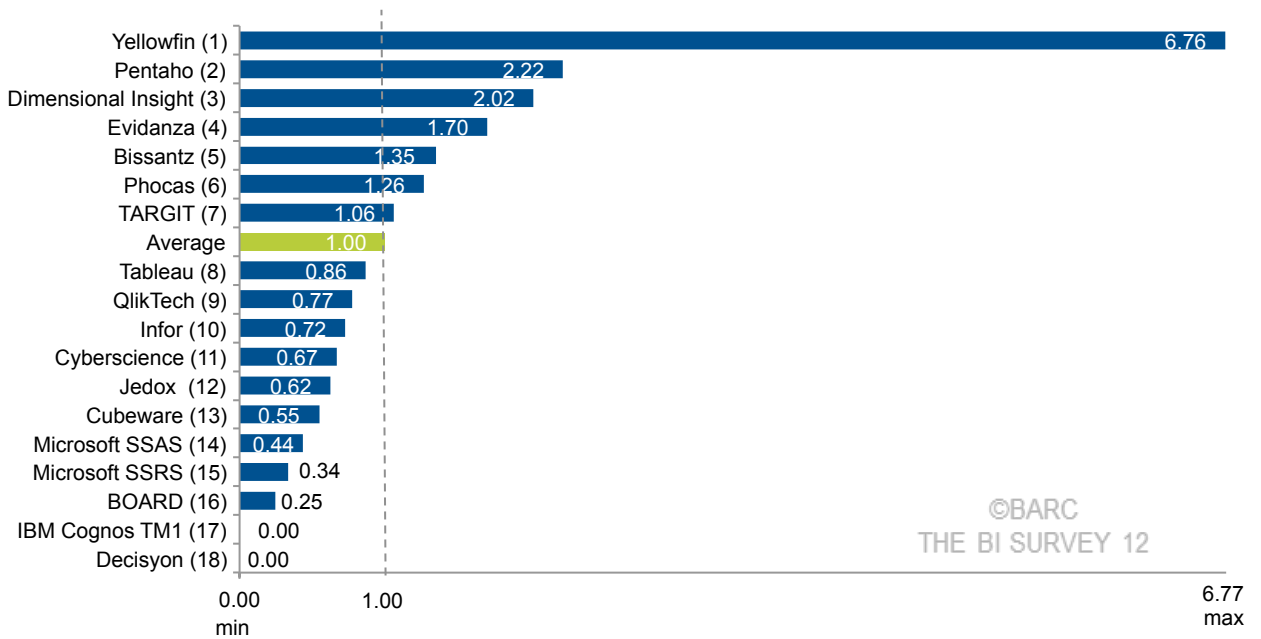
Top ranked SME Project vendor in mobile BI



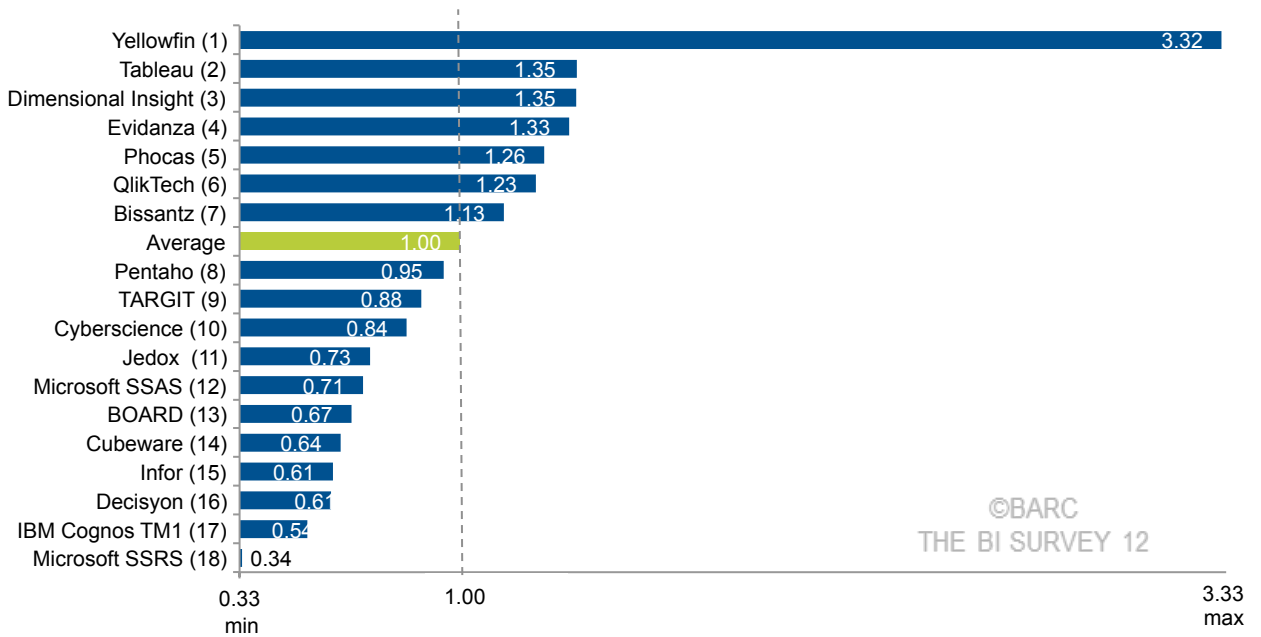
Top ranked SME Project vendor in user recommendation



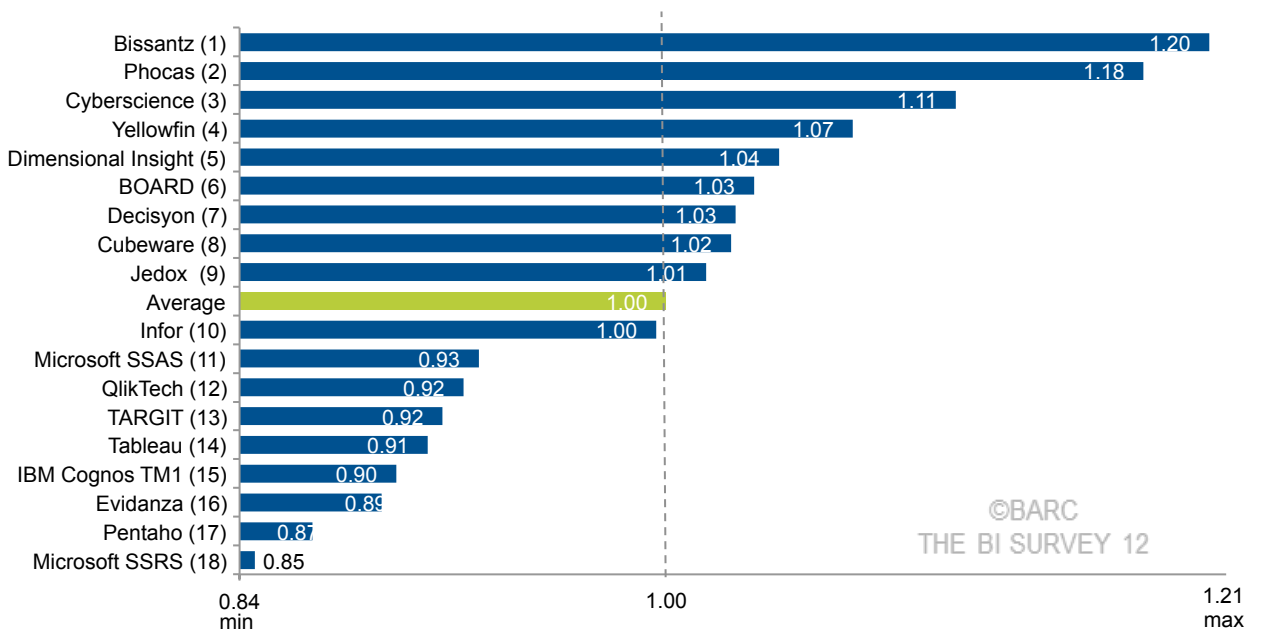
Top ranked SME Project vendor in cloud BI



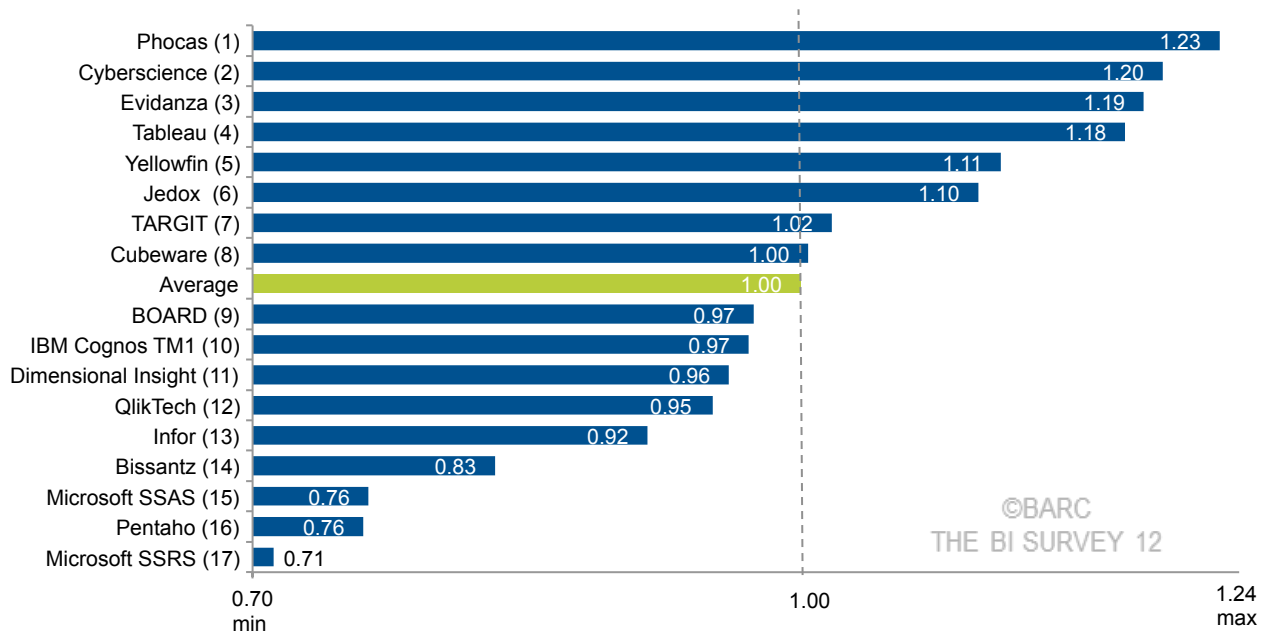
Top ranked SME Project vendor in innovation



Leading SME Project vendor in customer satisfaction



Leading SME Project vendor in agility



Summary

Yellowfin has achieved an excellent set of results in its first appearance in The BI Survey. Its customers gain business benefits and rank Yellowfin as the top vendor in many important categories in the Dashboard and SME project peer groups.

It achieves outstanding results in mobile and cloud BI as well as in the variety of data used, underlining its achievement to be an innovative vendor.

Yellowfin's competitive win rate is excellent and companies also often choose it as their standard solution for BI.

Customer satisfaction and customer recommendation are also very important categories in which Yellowfin scores highest.

Marketing Statements

Dashboard vendor

- Top ranked Dashboard vendor in business benefits achieved
- Leading Dashboard vendor in goal achievement
- Top ranked Dashboard vendor in business achievement
- Top ranked Dashboard vendor in proportion of employees index
- Top ranked Dashboard vendor in variety of data types
- Leading Dashboard vendor in competitive win rate
- Leading Dashboard vendor in strategic selection
- Top ranked Dashboard vendor in competitiveness
- Top ranked Dashboard vendor in user recommendation
- Top ranked Dashboard vendor in cloud BI
- Leading Dashboard vendor in collaboration
- Top ranked Dashboard vendor in mobile BI
- Leading Dashboard vendor in visual analysis
- Top ranked Dashboard vendor in innovation
- Leading Dashboard vendor in performance satisfaction
- Leading Dashboard vendor in user satisfaction
- Top ranked Dashboard vendor in vendor support
- Top ranked Dashboard vendor in customer satisfaction
- Top ranked Dashboard vendor in project length
- Top ranked Dashboard vendor in agility

Small and Medium Enterprise vendor

Top ranked SME Project vendor in business benefits achieved

Leading SME Project vendor in goal achievement

Top ranked SME Project vendor in business achievement

Top ranked SME Project vendor in proportion of employees index

Leading SME Project vendor in data volume

Leading SME Project vendor in variety of data types

Leading SME Project vendor in big data

Leading SME Project vendor in competitive win rate

Top ranked SME Project vendor in strategic selection

Leading SME Project vendor in competitiveness

Top ranked SME Project vendor in user recommendation

Top ranked SME Project vendor in cloud BI

Top ranked SME Project vendor in mobile BI

Leading SME Project vendor in visual analysis

Top ranked SME Project vendor in innovation

Leading SME Project vendor in performance satisfaction

Leading SME Project vendor in vendor support

Leading SME Project vendor in customer satisfaction

Leading SME Project vendor in project length

Leading SME Project vendor in agility

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