What makes Yellowfin unique?

Founded in response to the cost and complexity associated with implementing and using traditional Business Intelligence (BI) tools, Yellowfin is a global BI and analytics software vendor passionate about making BI easy. And by easy, we mean easy for everyone. So what makes Yellowfin's BI solution unique?

Single-integrated platform: As a single BI platform with no separate modules, Yellowfin lets you enjoy a seamless user experience, on any device or platform, delivering a BI environment that's easy to set-up and manage.

Simple single all-inclusive license type: Yellowfin offers a single all-inclusive subscription license model. Software, maintenance, support and upgrades – it's all included. There are no catches, additional modules or add-on licenses with which you have to contend and manage. And, Yellowfin's upgrade and migration processes are free, quick and easy.

100% Web-based centralized architecture: Being completely browser-based, Yellowfin is quick and easy to use, integrate and deploy at scale. BI content is created once; with that single version of the truth being consumed anywhere, on any device. A centralized architecture delivers a simple BI environment that's easy to manage and trustworthy BI content that's easy to act on. Yellowfin's metadata layer also makes it easy to get the most from your BI insights, distribute BI content quickly, govern your reporting environment efficiently and secure your data – unlike desktop-based environments.

Awesome interactive dashboards: Yellowfin's dashboards are beautiful, customizable and highly interactive, providing the perfect way to monitor your business at a glance. Quickly apply filters, sub queries and use drill-through, down-down or drill-anywhere to find the detail you need fast. With Yellowfin, you can go from data to dashboards in just hours; not weeks or months.

Yellowfin has been identified as a top ranked dashboard vendor in the Business Applications Research Center's (BARC) last three versions of the *The BI Survey* – the world's largest annual survey of BI users.

Amazing collaboration: Easily share your data and insights to take smarter, faster collective action. Yellowfin empowers you to annotate reports or dashboards, make public and private comments on BI content, create threaded discussions, vote and poll on impending decisions, receive automated alerts and schedule reports, as well as embed BI content into third-party platforms.

Deliver engaging presentations by embedding live reports in Yellowfin's fully integrated and interactive PowerPoint-like presentation and collaboration platform for BI content, Storyboard. Even follow reports, people and discussions with Timeline – Yellowfin's Facebook-like newsfeed that records a users' activities and interactions within Yellowfin in real-time.

Award winning Location Intelligence: More than 70% of your data has a location component. So understanding the 'where', not just the 'what' and 'when', of your business is critical. Yellowfin's award winning Location Intelligence capabilities make it easy to merge your spatial and traditional business data to create stunning maps in a variety of formats.

Yellowfin GeoPacks provide you with the geographical data you need to create insightful location-based reports using your existing business data. GeoPacks contain location-relevant demographic data, as well as geometry and GIS data, to give new context to your data and help reveal your next big business opportunity. Yellowfin GeoPacks can be downloaded for free from the Yellowfin Marketplace at www.yellowfinbi.com.

Yellowfin also ships with a native Base Map of the world, empowering you to create insightful multilayered maps without needing to source WMS layers or use third-party mapping services such as Google Maps.

Data Discovery and visualization: Yellowfin's Data Discovery interface for report creation and ad-hoc analysis lets you instantly see the impact of your data selections to generate immediate business insight. Achieve deeper understanding in less time and build the most intuitive BI content possible with fewer steps – every time.

Easily explore your data with advanced sub-queries and filtering, flexible formatting and even drill-anywhere across multiple data sources. Build interactive BI content in just minutes with drag-and-drop functionality, and create functions or calculations with a click of a button.

Spot outliers and trends fast with over 50 chart types – from sophisticated trellis charts, to popular line charts. Create many charts from a single dataset – to explore your data from multiple perspectives, improve performance and reduce time spent building reports – with Yellowfin's multi-chart formatting. Not sure which chart type you need? Instantly visualize selected data, via an automatically selected chart type, with Yellowfin AutoCharts. With Yellowfin, the right visualization is just moments away.
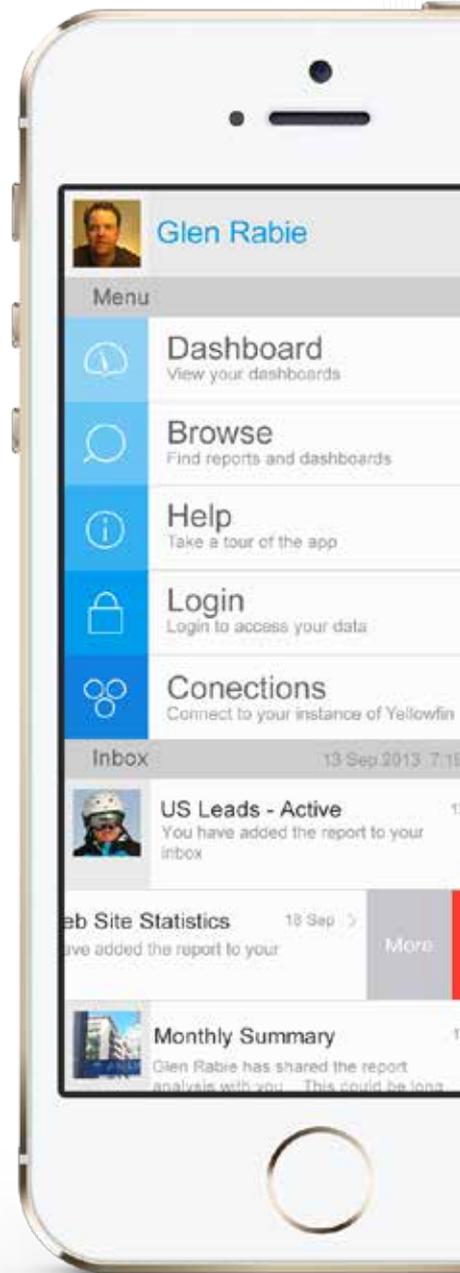
Governed Data Discovery and security: Simultaneously support the self-service needs of end-users while ensuring ease-of-management for IT – even for enterprise-wide deployments. Yellowfin's administrative features – from user management to data sources – empower you to easily optimize the management and usage of your Yellowfin environment. With Yellowfin, you can balance the needs of self-service Data Discovery and enterprise IT.

Yellowfin also ensures that your data security is front and center. That's why we provide you with a role, group and data level security model that you can configure as you wish. Or, better still, use LDAP or Active Directory to reuse the security frameworks you already have in place in your business. Deliver the right data to the right people – no exceptions.

Cloud ready and highly scalable: As a 100% browser-based solution, with no thick client, Yellowfin was built from the ground-up for cloud-based deployment. Easily deliver a secure multi-tenant BI environment and seamlessly scale throughout the enterprise. Yellowfin provides the scalability big BI deployments demand, able to be clustered on multiple servers to cater for thousands of concurrent users, enable high availability and load balancing. Yellowfin's flexible subscription-based licensing model also means it's financially, as well as technologically, scalable allowing you to go from hundreds to millions of users.

Yellowfin has been identified as a top ranked cloud BI vendor in the last three iterations of BARC's *The BI Survey*.

Award winning embedded BI: With Yellowfin, embedded BI is a focus, not an afterthought. Effortlessly integrate sleek interactive dashboards, ad-hoc reporting and analytics, world-class mapping and mobile analytics into your application. Yellowfin can be completely restyled to have the same look and feel as your application, delivering a seamless user experience and boosting your brand – not ours.

We know what it takes to get your embedded BI module to market. Our dedicated partner program offers you the sales and technical support you need for success. Flexible revenue-share pricing allows you to integrate Yellowfin into your existing business model with ease, and capitalize on your new reporting functionality as an additional revenue stream straightaway.

Yellowfin offers true multi-tenant support, enabling you to fully customize the appearance and security permissions for each client – ensuring faultless integration with LDAP, Active Directory or custom security APIs – and a bespoke reporting experience. As a fully Web-based BI product, Yellowfin's extreme scalability means we can also grow with you and your customer demand. And, our range of integration options – from Javascript APIs to Webservices – and deployment possibilities – hosted or on-premise – mean we can satisfy your embedded BI needs today and into the future.

Device independent Mobile BI: Experience mobile analytics out-of-the-box, on any device or platform at no additional cost, via native applications for the iPhone, iPad, hybrid HTML 5 application for Android devices or Web-browser. Even create content and conduct ad-hoc analysis on the mobile device of your choice, through the browser, just as you would via your desktop computer.

And, because Yellowfin is device independent, any content created via Yellowfin on the Web is instantly accessible via any mobile device. Just connect and go. Explore data and discover fresh insights anywhere, anytime with true device independence.

Customer and partner recognition

Naturally, we think that Yellowfin's the best BI platform available today – but we're probably biased. So don't just take our word for it. Check out what our clients and partners have to say about Yellowfin.

Customer feedback

"Like Gartner, I can see this emerging technology going far in the market; that's why we've decided to back it early."

– Mark Singleton, BI Manager, Lancashire Care NHS Foundation Trust

"When we looked at Yellowfin, we saw something simpler than the alternatives. It's highly intuitive and 100% Web-based, so it's easier to consume, but without compromise. Ease of use is crucial."

– Marc Bailey, CIO, Macquarie University

"Yellowfin is the only BI application we found that delivers on the promise of 'actionable insight', makes BI more intuitive, is collaborative and is so compatible on mobile devices."

– Matt Cowie, Sales Director, ecommbi

Partner feedback

"Yellowfin has provided us not only with an outstanding BI application, but also exceptional support and assistance to help us bring our BI module to market."

– Mike Giuffrida - NGA.NET

"The ease of doing business with Yellowfin was the deciding factor for us to partner with Yellowfin."

– Leon McNamara, CEO, Latitude

"Yellowfin understands software partnerships really well. They are inclusive with knowledge sharing, general support, deep technical advice and go-to-market activities. No request for assistance has gone unanswered."

– David Howard, Marketing Executive, Resolve

"The outcome has been excellent. Yellowfin has been a pleasure to work with, offering support and assistance at every level. Our clients have embraced the BI functions and, with limited training, are able to create an unlimited number of reports and dashboards for their users."

– Beven Schwaiger, CEO, Integrum Management Systems