Yellowfin® is not only making Business Intelligence easy, it is making it fast as well!

Yellowfin introduces world-class in-memory capabilities that leverage 64-bit operating systems to improve the overall performance of a BI system, regardless of the amount of data or number of users involved. With Yellowfin’s in-memory database your queries will be lighting fast, and your ability to deploy even faster.

How? With Yellowfin you start analyzing your data in just three simple steps:

1. Connect to your data source
2. Map your data
3. Visualize your data

Start analyzing your data with Yellowfin’s in-memory database today.

Yellowfin’s integrated visualization and in-memory analysis BI Platform means fast deployment

No other Business Intelligence solution provides you with a fully integrated platform that enables you to develop and deploy through a single interface.

What this means is that as you create new connections, develop metadata layers, create in-memory databases and develop reports and dashboards for visualization, your users use the same application and the same easy to use interface throughout the entire process.

This difference means that technical and business users can work together in a single environment to design and deploy business intelligence applications in a fraction of the time it takes to develop in other solutions.

Yellowfin enables users to see and know their business in new ways and interactively explore data without limits.

Summary

- Incredibly easy to use reporting tool for all user types.
- In-memory database means fast deployment and even faster analytics.
- Integrated user interface for the entire BI project workflow makes deployment fast.

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Fast deployment, faster analysis

Speed without compromise

Yellowfin delivers speed of deployment and analysis without compromise.

A successful BI project is measured by two critical yet competing criteria: the speed of project delivery and the speed of analysis.

Traditionally there was a trade-off between the two. To achieve the analysis speeds required complex project steps needed to be undertaken. However, Yellowfin has two major features that deliver a significant speed enhancement over traditional BI tools.

These are:

1. An **embedded in-memory** database
2. A **fully integrated** user interface for all development steps

In-memory BI is ideal for setting up departmental BI applications, since it requires very little up-front effort, and no ETL. Populated quickly from any database source, users can seamlessly use in-memory databases and associated metadata layers as a source for many reports, dashboards, and analysis. Users can analyze the full depth and breadth of their data stores be they transactional systems, or data warehouses as no limits are set in data scalability, analytical scope or drill-through capability.

What this means is that with Yellowfin you can rapidly deploy to your end users, as the number and complexity of the steps required for delivering a reporting project is significantly reduced. This in turn minimizes your project costs and risks) without the need to compromise on the speed and efficiency of your reporting and analysis.

(see figure below)

**Summary**

- Speed of deployment & speed of analytics achieved without compromise
- In-memory analytics is ideal for departmental BI and SME’s
- Yellowfin cuts the traditional BI development cycle down and saves you time and money

**Tradational deployments involve:**

- The complex steps of ETL and data warehouse development.
- Multiple development interfaces for each step of the development cycle.
- Higher technical skill levels required.

**Yellowfin makes it easy:**

- No need for ETL and data warehouses.
- A single development environment - enabling rapid iterative development.
- Business users take control of their data with minimal training.
In-Memory Analysis

Lightning fast analytics

Fast analysis, better insight and rapid deployment with minimal IT involvement! These are the leading benefits of in-memory analytics.

In-memory analytics delivers decision insight with the agility that businesses demand. It’s a win for business users, who gain self-service analysis capabilities, and for IT departments, which can spend far less time on query analysis, cube building, aggregate table design, and other time-consuming performance-tuning tasks.

There was a time when the select few business intelligence users within your organization were happy to get a weekly report.

Today, smart companies are striving to spread fact-based decision-making throughout the organization. This does not require expensive, hard-to-use tools that require extensive IT hand-holding. Yellowfin’s in-memory database is an ideal platform for making this possible.

Yellowfin reports and dashboards, in turn leverage the in-memory technology. Leading to much faster query performance as compared to database-resident storage. As a result, users benefit from eased peak reporting times, as more users can quickly analyze the full depth and breadth of their data sources at the same time.

Summary

• In-memory database delivers faster more flexible analysis
• Better decision making ability placed ion the hands of all users
• Ease of use means reduced training needs and higher rates of end user adoption

Features & benefits of in-memory analysis

Features:

• High performance in-memory: faster reporting for more people and more reports than ever before
• Sharing: all users can access the same in-memory data through a server side deployment
• Seamless Navigation: Drill down, through and across your data
• Developer Transparency: new in-memory data bases & reports deployed real time, no special direction, no hard coded links
• Data source choice: the selection of an appropriate data store for report optimization is easy

Benefits at a glance:

• Easy in-memory analysis development: two clicks to make a database from an existing metadata layer.
• Minimal training - database development leverages metadata layer builder.
• Reduced workload on your transactional databases or data warehouse
• User Transparency: as users can navigate their entire analytical workflow faster using a single integrated interface
• Real time reporting: the in-memory database can be loaded incrementally in near real time intervals.
Connect, Map & Visualize

Optimized data source selection

Yellowfin provides choice regarding your BI deployment method. There is no lock-in to a single mechanism or data source. In-memory, relational or OLAP cube the choice is yours.

Unlike other traditional and in-memory BI vendors, Yellowfin takes the best of both worlds approach. The system administrator can configure Yellowfin to query either against the in-memory database, or alternatively, push querying down to the underlying data store.

Lightning fast deployment

Yellowfin provides a single platform for delivering your Business Intelligence needs. From connection through to design, modelling and visualization, your users work within a fully integrated application that encourages collaboration and an iterative approach to report development - leading to analytical applications that meet the needs of your end users.

Contrast this to traditional BI tools that lack this level of integration.

Making Business Intelligence fast

Yellowfin is making Business Intelligence easy, and with in-memory analytics, fast as well.

Find out how easy your Business Intelligence projects can be. Just connect, map, and visualize.