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What is Cloud Computing

Cloud Computing, can be defined as: “A networking solution in which everything – from computing power to computing infrastructure, applications, business processes to personal collaboration – is delivered as a service wherever and whenever you need it.”

The ‘Cloud’ refers to the hardware, storage, networks, software or interfaces that are packaged together to offer a desirable facet of computing as a service. These services are offered as a pay-per-use or subscription based system via the internet, either packaged together as complete software platforms, or delivered as separate components to suit individual user needs.

Via Cloud Computing, businesses can access Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS), allowing infrastructure, applications and entire software packages to be delivered to them over the internet or via private networks.

Defining types of Cloud Computing

As mentioned above, organizations are able to assess different computing services via the Cloud – SaaS, PaaS and IaaS.

1. **SaaS**: In this instance, the service provider hosts the software, and makes the hosted software application available to users via the Net. This removes the need for businesses utilizing this software to establish and manage the associated infrastructure and hardware. The service provider takes care of those aspects on behalf of the client – Just connect and go.
2. **PaaS**: PaaS offers customers the ability to ‘rent’ virtualized servers and other platform services, enabling them to run or develop new applications on the hosted platform.
3. **IaaS**: With IaaS, instead of buying and developing their own hardware, storage facilities, networking components and servers; an organization uses a service providers support equipment. This transfers the responsibility of housing and maintaining that infrastructure to the service provider.
Deployment models: Public, Private, Community and Hybrid Clouds

Each method of deployment in the Cloud – Public, Private, Community and Hybrid – offers particular benefits, as well as data governance and security concerns, which predominantly relate to allowing data assets outside company firewalls.

1. **Public Clouds**: Public Clouds are hosted virtualized environments (data centers) located outside company firewalls. In this model, organizations select specific resources (on demand) from the cloud service provider, which they receive via the public internet.

2. **Private Clouds**: Private Clouds are virtualized environments located within company firewalls. Although, in multi-tenancy environments, this can mean that a cloud service provider has created a dedicated and partitioned space within their data center for an individual company.

3. **Community Clouds**: Community Clouds represent an attempt to combine the benefits of Private and Public clouds. A group of organizations with similar data needs my launch into a joint Cloud Computing venture. This concept offers some of the benefits of Private clouding – increased privacy and security – whilst reducing the costs of a private single tenant cloud environment.

4. **Hybrid Clouds**: Hybrid Clouds combine benefits inherent in Public and Private clouding. As defined by PCMag Encyclopedia, the term Hybrid Cloud refers to “the use of both private and public clouds to provide an organization’s computing needs.”

Characteristics of Cloud Computing

There are three notable characteristics of Cloud Computing:

- Customers do not own the infrastructure, platform or software. Clients treat it as a service, paying only for the resources used
- Customers avoid the capital expenditure of setting-up traditional IT environments
- Cloud service provides charge customers based on pay-per-use system or on a subscription basis
Benefits of Business Intelligence as a SaaS application

Utilizing SaaS solutions are an effective way to minimize costs and maximize performance. But, there are many noteworthy benefits of clouding Business Intelligence (BI) and using a BI reporting and analytics tool as a SaaS application:

- **Fast, easy and inexpensive deployment**: Lack of infrastructure set up means a faster Return On Investment (ROI)
- **No hardware and setup expenditure**: Reduced implementation costs equate to a low Total Cost of Ownership (TCO)
- **Reliability**: Cloud Computing that uses multiple redundant sites can provide reliable and secure locations for data storage and are ideal for disaster recovery and business continuity
- **No capital expenditure (lowers entry barriers)**: No capital expenditure normally associated with setting-up traditional IT environments means the benefits of BI can be rolled out faster to more people within your organization
- **Multi-tenancy environment (do more with less)**: The multi-tenancy nature of Cloud Computing means that cost and resources can be spread across a large number of users
- **Free automated software upgrades and maintenance**: The service provider owns and hosts the software, and so users can benefit from ongoing upgrades and maintenance without the associated costs, time constraints and drain on IT resources
- **Flexibility and scalability associated with low ongoing total software costs**: Freedom from upgrade and maintenance expenses mean that it’s easy to keep fiscal control over IT projects and have the flexibility to scale up or down usage as needs change
- **Only pay for what you use**: SaaS ensures that users only pay for what they use, eliminating wastage, resulting in low ongoing software costs
- **Fast and easy scalability**: Cloud solutions can support large numbers of simultaneous users, meaning that customers can swiftly increase their software usage without the cost or delay of having to deploy and install additional hardware
- **Flexibility**: Cloud BI solutions have the flexibility to be altered quickly to give technical users access to new data analysis and reporting features
- **Improved data sharing capabilities**: Cloud applications enable easy cross-location data sharing and remote data access as they are deployed via the internet and outside a company’s firewall
- **Low risk and high reward**: Low TCO and overall resource investment means that SaaS represents a low risk venture that retains high reward potential
Yellowfin as a SaaS deployment

Yellowfin is the only BI product that has been designed from the ground up to support SaaS deployments – either as a standalone application or embedded into a SaaS solution. You can deploy Yellowfin in traditional hosted environments, or in the Cloud, supporting either multi-database or multi-tenancy environments. Not only is the software designed for SaaS, but, our subscription based pricing model is too.

Why use Yellowfin as a SaaS application?

Yellowfin is Cloud ready. With little effort you can deploy Yellowfin in the Cloud and start building your analytical applications straight away.

- **Scalability**: Yellowfin, with its 100 percent browser based interface, offers enhanced scalability with robust clustering administration allowing for far larger and complex deployments.
- **Full functionality**: As a SaaS application, Yellowfin provides a full-range of reporting and analytics capabilities to end-users, including personalized dashboards, report scheduling and alerts, OLAP slice and dice, drill-down and drill-through capacity.
- **Yellowfin supports virtualized environments**
- **Yellowfin’s multi-tenancy support**: Yellowfin supports the complexities of multi-tenancy environments, including the ability to partition data access based on user ID. With Yellowfin, it’s possible to share common content across users, as well as allow users to create their own unique reports.
- **Yellowfin security**: Yellowfin’s robust security model is ideal for cloud deployments. You can use role-based security to limit access to application functionality, content security to determine access to reports, and dashboards and data security to limit access to sensitive data at row level.

Case Study: NGA.NET

NGA.NET, an Australian-based creator of world-class Human Resources Software, helps large organizations to connect, recruit and develop their personnel. As a SaaS provider, NGA.NET has embedded Yellowfin’s BI solution in their overall SaaS package, to offer their customers world-class reporting and analytics capabilities.

NGA.NET claim that: “The biggest challenge faced by HR teams today is to understand their workforce requirements, identify their key people and primary positions and ensure they recruit and retain quality talent.” Yellowfin allows NGA.NET to provide a comprehensive HR management system.
Case Study: Century Payments

US based Century Payments was founded as a payments processor in 2006. Century Payments have access to their exclusive instance of Yellowfin via Amazon’s Elastic Compute Cloud Web service. Century Payments sales team use Yellowfin’s reporting and analytic tool as a SaaS application to optimize their sales process. This year Century Payments was ranked number 11 on the 2010 Inc. 500 fastest-growing private American companies list.

Roadmap to success

Contact Yellowfin at www.yellowfinbi.com and ask for our proven roadmap to find out more about successfully using Yellowfin as a SaaS application.

Yellowfin is a global BI software vendor headquartered and developed in Melbourne, Australia. Yellowfin is an innovative and flexible 100 percent Web-based reporting and analytics solution.