Making Collaborative Business Intelligence Easy

Collaborative BI will change the way you do business

Yellowfin’s Collaborative Business Intelligence (BI) features provide an industry leading enterprise collaboration platform.

These features provide a mechanism for users to share and discuss their business data, leading to faster and smarter decision-making.

Collaboration should be at the core of any BI initiative. Since all your organizational data is accessed via a BI tool, doesn’t it make sense for the collaborative decision-making process to occur within that same environment? With Yellowfin it can.

There are three main components to enterprise collaboration. These are:

1. Sharing knowledge and content
2. Discussing and overlaying knowledge on your business data
3. Collectively deciding the best course of action

Yellowfin is making collaboration easy.

Summary

- Yellowfin is the leader in Collaborative BI
- Share and discuss your reports out-of-the-box with Yellowfin
- Act on your data: Make smarter collective decisions
Share knowledge with Yellowfin Connect

YouTube-style sharing & embedding of reports & dashboards

Sharing knowledge is the primary aim of any collaborative endeavor. A Collaborative BI platform must support the ability to share your data and insights wherever they’re required, and in a manner that suits your needs.

Yellowfin supports new-generation knowledge sharing capabilities, moving well beyond the basic capacity to email reports or direct links. With Yellowfin, you can embed reports and dashboards into blogs, wikis, and portals through our Web services API, or via our easy to use embeddable widget – Yellowfin Connect. Yellowfin Connect makes sharing incredibly easy.

With Yellowfin Connect, you can embed fully interactive reports and dashboards into an existing discussion, the same as you would a YouTube video. Simply copy a small piece of HTML code from the report menu, and place it into any third-party Web-based platform or application - wherever the information is needed. Your report or dashboard will become instantly accessible to other discussion participants on the platform of your choice.

“"The easiest way for business users to share content outside of their BI solution.”"
“When I saw Collaborative BI mentioned in the sales blurb, I thought it sounded like a gimmick. Having seen it, I think it’s genius.”

- BI industry veteran, Ian Nicholson

Comments, Annotations & Discussions

Good decisions are not made in isolation. They are made collaboratively, via discussion, and in conjunction with a range of supporting reports and data. Yellowfin dramatically shifts the way a BI solution supports collaboration.

Not only can users add comments to reports and annotate their data, but they can discuss critical business topics within a fully integrated discussion forum. Within this forum, users can share not only their ideas and insight, but their reports and data as well.

Overlay human knowledge & experience on your data

The Yellowfin discussion forum provides three ways for users to discuss their data. Users can discuss data via:

1. Report level discussions
   Users can initiate and participate in threaded discussions concerning a particular report and the data within that single report.

2. Annotations
   Annotations allow users to overlay knowledge onto a report, pinpointing a specific section, to help explain the actual events that gave rise to a particular trend in the data.

3. Discussion topics
   This type of collaboration allows users to drive analysis and decision-making around general discussion topics by sharing insight from multiple reports simultaneously.

Summary

- Good decision-making requires shared knowledge and multiple reports side-by-side
- Discuss reporting and analytics in three ways with Yellowfin Collaboration: At the report level, through discussion topics and annotations
- Discuss your data in context
A BI solution that helps you make real business decisions

The goal of any BI program is to improve the decision-making power of the end-user. The usefulness of BI, and group discussion at the enterprise level, rests entirely on the ability to reach appropriate and timely decisions.

For corporate discussion forums to be successful, they must include a mechanism for deciding action (the Yellowfin decision widget), such as voting or polling, to help push conversation towards a specific, measurable and desirable course of action.

Yellowfin’s integrated discussion forum includes decision widgets that allow users to effectively collaborate on key business decisions. Not only can you incorporate data into a discussion, but, with decision widgets, you also have the ability to effectively ask questions and respond to those questions collectively.

At Yellowfin, we understand that to realize Return on Investment - the overriding goal of any BI project - users must be able to make meaningful business decisions. Yellowfin’s Collaborative BI features enable you to Visualize, Socialize and Decide.

Summary

• BI ROI rests on the ability to take action from reporting and analytics
• Yellowfin’s discussion module enables better collaboration
• Yellowfin’s decision widgets enable smarter and faster collective decision-making

Find out more

Contact Yellowfin at www.yellowfinbi.com and ask for our proven roadmap to assist you to successfully implement Yellowfin into your organization.

Yellowfin makes Collaborative BI easy

Yellowfin is making collaboration easy. Its collaborative features improve organization-wide knowledge sharing, and provide a crucial bridge between insight and action.

Yellowfin is the leader in Collaborative Business Intelligence.