



Yellowfin

Making Business
Intelligence Easy

New iPad application
Fact Sheet

“Yellowfin launches new iPad app,
‘redefines’ Mobile BI”

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Who

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

What

Yellowfin is launching its new application for the iPad. The application embraces Yellowfin's renowned ease-of-use, consumer-oriented functionality and collaborative capabilities to firmly cement its position as a leader in Mobile BI and change the way people use and think about Mobile BI.

Yellowfin's approach to Mobile BI is based on the firm belief that using a Mobile BI application should be as fun and easy as browsing an online magazine, or sharing ideas with friends across social networks.

When

Yellowfin's new application for the iPad is publicly available for free download from Apple's App Store now.

Why is this significant?

Yellowfin is responding to the consumerization of BI and the need for greater Return On Investment (ROI) for BI projects. The consumerization of BI – the introduction of user-friendly functionality and capabilities to support widespread BI adoption – has been noted by many analysts as the answer to improved BI ROI.

Leading analyst firms Gartner, The Data Warehousing Institute (TDWI) and many others have stated that consumer-oriented approaches are capable of supporting widespread and sustainable BI user adoption, and overcoming the typically poor adoption rates found in traditional BI deployments.

In 2011, Gartner said that only 28 percent of potential BI users within most organizations currently used the technology, and that this continued to hamper ROI throughout 2011.

"The consumerization of BI technology offers a means for it to break out and reach many more users, by offering faster, more user-friendly and more relevant BI," said Gartner Research Director, James Richardson in a statement.

Widespread user adoption – empowering as many relevant decision-makers as possible with reporting and analytics – is widely considered to be the best method for turning the insight generated by BI into action and achieving BI ROI.

Yellowfin for the iPad receives positive feedback

Yellowfin Director, Justin Hewitt, said that the initial response from analysts and Yellowfin customers was encouraging.

“All the feedback we’ve received from analyst groups, industry experts, veterans and clients has been very positive,” said Hewitt. “By putting the user first, we’ve been able to create an experience that people have been craving and experts have been advocating.”

Independent analyst Jos van Dongen described the new app as “brilliant”, while Kyocera Corporation – a Yellowfin business partner – labeled the new app “the best in the BI industry.”

Yellowfin partner and ActionHRM CEO, Jason Seed, said the new app was an “awesome addition to an already great product.”

IDC’s Vanessa Thompson said the application’s depth of report interactivity and collaborative functionality was particularly pertinent, given current business environments, and recent IDC research into enterprise social software.

“For the mature markets... [the] previous recessionary period cut budgets and staff and flattened business hierarchies, resulting in organisations remaining relatively lean,” said Thompson. “As these organisations prepare for the second round of economic uncertainty, collaborative decision making will play a key role as more and more users are involved in decision making.”

Yellowfin and Mobile BI

Dresner Advisory Services has identified Yellowfin as a leading Mobile BI solution in two separate studies – *Mobile Business Intelligence Market Study* – analysing and comparing the world’s foremost Mobile BI providers during 2011.

Yellowfin has also been recognized in Gartner’s annual *Who’s Who in Mobile BI* report. The 2011 edition lists leading Mobile BI providers, their solutions and capabilities.

Yellowfin offers the ability to receive mobile analytics out-of-the-box. Yellowfin’s native applications for the iPhone, iPad and Android devices, as well as new HTML 5 integration, makes Mobile BI easy on any device.

New features and enhancements

Yellowfin's new iPad application combines Yellowfin marketing leading ease-of-use reporting and analytics solution and collaborative capabilities to deliver a Mobile BI application truly capable of enabling organizations to achieve superior ROI.

Yellowfin's new iPad application offers a range of intuitive, consumer-oriented and collaborative features, including:

Restyled User Interface: Yellowfin for the iPad supports the iPad's native multi-touch interface and has been engineered to take full advantage of the iPad's large screen. See all your reports in one place. View favourites and dashboard tabs at a glance and swipe across the screen to find the information you want. View reports, toggle between chart and table mode, or initiate action with a single touch.

Knowledge sharing:

- **In-app collaboration:** Comment on a report by creating or joining an existing discussion to share insight. Easily overlay knowledge and information onto business data to provide perspective and context, or collectively decide on the best course of action via voting and polling.
- **Email:** Share business data and knowledge outside the Yellowfin platform by emailing reports, analysis and feedback to include stakeholders from anywhere, anytime.

Yellowfin for the iPad makes collaboration on-the-go easy.

Subscribe to reports, set alerts and save favorites: Keep abreast of hot trends and new developments that matter to you by subscribing to reports and setting alerts. Report subscription and proactive alerts empower you to better achieve your goals more efficiently. Saving reports as 'favorites' makes it so easy to stay up-to-date.

Filters and Drill: Don't spend hours searching for the right information. Quickly apply filters to sort reports for the data you need to answer pressing questions fast. For deep insight, simply drill down or through your data to uncover underlying trends and detailed facts.

Offline mode: You don't have to stop working just because the Wifi in the departure lounge does. Easily enable your iPad's offline mode to keep working with your data and enjoy a productive flight.

Inbox: Use the drop-down Yellowfin inbox to control all your information delivery, access and dissemination from one central location. The Yellowfin inbox delivers you a rich user experience. Enjoy enhanced navigability, interactivity, and improved information collaboration and knowledge-sharing capabilities.

Data sorting: Quickly sort your data by ascending or descending order to identify outliers, patterns and actionable information.

Series selection: Easily analyze multiple aspects of your dataset by seamlessly changing the metrics on a chart to gain new perspective. Series selection allows you to dynamically change the metric or metrics which are being displayed on a chart, allowing easier interpretation of charts which are crowded or have different scales.

Section reports: Allow you to split up a report into multiple sections to make it easier to compare categorical information, i.e. to compare sales by region. Breaking a single report into multiple sections allows you to easily compare and identify trends.

Author once, consume anywhere: Gain the benefits of Mobile BI immediately. Yellowfin for the iPad uses existing Yellowfin report content – any BI content created via the browser is immediately and securely available on your iPad. There's no need to re-create content for the mobile platform, or repackage it for mobile distribution. Save time, money and make business decision wherever and whenever you need to.

Complete device independence: Yellowfin for the iPad supports true device independence. Run and access all of Yellowfin's real-time reporting and analytics capabilities straight from your iPad. No extra training is required – just connect and go.

Security: Yellowfin's multi-tiered security model gives you the confidence necessary to implement widespread Mobile BI reporting and analytics. Yellowfin's mobile applications reuse Yellowfin's security infrastructure, so data security is assured. Yellowfin's 100 per cent Web-based service means that no data is stored on the mobile device unless offline data exploration is enabled by the client organization – a flag on the Yellowfin instance can be toggled to prevent data from being cached on the device. When operating in offline mode, Yellowfin protects customer data assets in two ways. Users are automatically logged out after a predefined period of inactivity. A username and password are required to re-enter the application. Yellowfin's Mobile BI password protection system ensures security from unauthorized access to business data, even if the device is lost or stolen. Personalization of data delivery also guarantees in-house confidentiality. Groups of users can be given access to different reports and various sub sets of data within those reports based on client security protocols.

New features summary

Yellowfin's new iPad application includes all the ease-of-use and interactivity now synonymous with the vendor's mobile offerings.

Users can subscribe to and save 'favorite' reports, filter results, drill down and through data and set alerts. The new application also embraces Yellowfin's author once, consumer anywhere approach – any reports created via the browser are immediately ready for mobile distribution. Customers gain the benefits of Mobile BI immediately.

A completely restyled User Interface (UI) offers enhanced navigability and takes advantage of the iPad's native functionality, multi-touch interface and large screen. Users can view all their dashboard tabs and favourites with a single swipe, and a drop-down inbox allows users to control all information delivery, access and dissemination from one central location. The new UI also makes knowledge sharing easier, allowing users to comment on and email reports with a few simple touches.

The introduction of offline mode further embraces the notion of anywhere, anytime reporting, allowing data to be stored on individual mobile devices. Offline mode can be enabled or disabled depending on the security protocols of individual client organizations.

Enriched analytical capabilities include the introduction of series selection and section reports.

Yellowfin offers customers the ability to receive [mobile analytics](#) out-of-the-box, on any device or platform, via native applications for the [iPhone](#), [iPad](#) and [Android](#) platform and new HTML 5 integration.

Research backs Yellowfin's approach to Mobile BI

Research indicates that three major components underpin the consumerization of BI and drive towards greater ROI – all of which are embraced in Yellowfin's new iPad application. These are:

1. **Ease-of-use:**

Gartner's 2011 BI Magic Quadrant report listed 'ease-of-use' as the new number one consideration when purchasing a BI platform, surpassing 'functionality' for the first time. Gartner also listed ease-of-use as the key BI product-oriented factor that underpinned a consumer-oriented BI approach and that enabled sustained user adoption: "If BI is difficult to learn, use, maintain or simply looks unappealing, significant user drop-off will result," stated Gartner.

TDWI best practices report – *Self-Service Business Intelligence: Empowering Users to Generate Insights* – supports this view, arguing that: "Access to BI is what gives companies their competitive edge and allows them to discover new business opportunities."

The report simultaneously laments the fact that "in too many organizations, decisions are still not based on business intelligence because of the inability to keep up with demand for information and analytics."

Yellowfin and ease-of-use

Dresner Advisory Services 2011 *Wisdom of Crowds Business Intelligence Market Study* identified Yellowfin as a global BI vendor on the rise and a leader in BI usability. The study compared and ranked 16 of the world's leading BI vendors on a five-point scale, across 32 criteria, and awarded Yellowfin an overall score of 4.23 out of five. Overall, Yellowfin outperformed Open Source and traditional big name vendors, and was one of only three vendors recommended by 100 percent of survey participants, scoring particularly highly on product usability related criteria, including ease of administration, overall usability, ease of installation and third party integration.

2. **Collaborative BI:**

Forrester Research advocates the ability of Collaborative BI to enable users to analyze, understand and use information more efficiently and effectively.

In a recent interview with eCRM Guide, Forrester Research senior analyst, James Kobielus, said that Collaborative BI facilitated organizational collective decision-making, and enabled a better understanding of data, by linking discussion directly to reports and visualizations. Kobielus said that this enabled decision-makers from a range of departments – sales, marketing, pricing and promotions – to utilize the information gleaned from data analysis more effectively and move from discussion to action in significantly reduced timeliness.

The Aberdeen Group's most recent report on Collaborative BI – *Collaborative BI: Harnessing the Extended Enterprise to Boost Productivity* – claims Collaborative BI deployments have the ability to improve productivity and visibility across the breadth of organizational operations via enhanced knowledge sharing.

Yellowfin and Collaborative BI

Yellowfin is currently the only BI solution on the market that offers a complete collaborative decision-making (CDM) module straight 'out-of-the-box'.

The collaborative components within Yellowfin help organizations spread fact-based

decision-making throughout the enterprise. Yellowfin creates a business environment that empowers all relevant decision-makers with the ability to use the insight generated through reporting and analytics accurately, maximizing its potential to underpin better, faster decisions and support operational objectives.

Yellowfin's Social BI components facilitate better, faster, less labor-intensive organization-wide CDM.

Yellowfin enables BI collaboration in three ways. Users can:

- Share knowledge and content
- Discuss and overlaying knowledge on business data
- Collectively decide the best course of action

Yellowfin is making enterprise collaboration easy.

3. **Mobile BI:**

Aberdeen Group has found that companies with Mobile BI can make critical business decisions six times faster than organizations without a mobile platform for reporting and analytics. The same Aberdeen survey found that, of the 277 participating companies using BI, employee usage of those BI systems doubled with the introduction of Mobile BI.

Tablets

Gartner and Forrester have both independently stated that they believe tablets have provided an ideal platform for the delivery and dissemination of business analytics and are driving enterprise Mobile BI adoption. IDC's European business analytics program manager, Alys Woodward, has also said that consuming BI via tablet computers will empower organizations to realize pervasive BI adoption and better BI ROI.

iPad is King

The majority of respondents to Dresner Advisory Services' 2011 updated *Mobile Business Intelligence* Market Study listed the iPad as their device of choice for Mobile BI, with report author, Howard Dresner, suggesting that the device is the driving force behind increased Mobile BI deployments and adoption rates.

In June 2010, around 28 percent of respondents named the iPad as their first choice device for the delivery of mobile analytics. The 2011 results show that almost 55 percent of organizations now list the iPad as their favored platform for Mobile BI rollouts.

For more detail, see the document *What the research says: Why you need Yellowfin Mobile BI*.