

THE BI SURVEY

The Customer Verdict

The world's largest survey of
business intelligence software users

13

This document is a specially produced summary
by BARC of the headline results for **Yellowfin**

Yellowfin in The BI Survey

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The world's largest survey
of BI users



THE
BI
Survey
2013

Top ranked
'Enterprise Reporting vendor'

in 11 categories

leading in 6 categories



Yellowfin in THE BI Survey 13

Introduction

The BI Survey 13 is based on findings from the world's largest and most comprehensive survey of business intelligence end-users, conducted earlier this year. In total, 3,149 people responded to The Survey with 2,298 answering a series of detailed questions about their usage of a named product. Altogether, 30 products or groups of products received a detailed analysis.

The BI Survey 13 examines BI product selection and usage among users in areas including business benefits, costs, proportion of employees using the product, competitiveness, recommendation, innovation, performance, customer satisfaction and agility.

One thing that all BI deployments ought to have in common is that they should deliver business benefits. We asked several questions that helped us measure how successful respondents' deployments had been. The combined results were then used as a calibration tool that is widely used throughout The Survey to assess the correlation between many factors and project success.

Yellowfin overview

Yellowfin offers a web-based BI solution that supports dashboarding, reporting and data analysis.

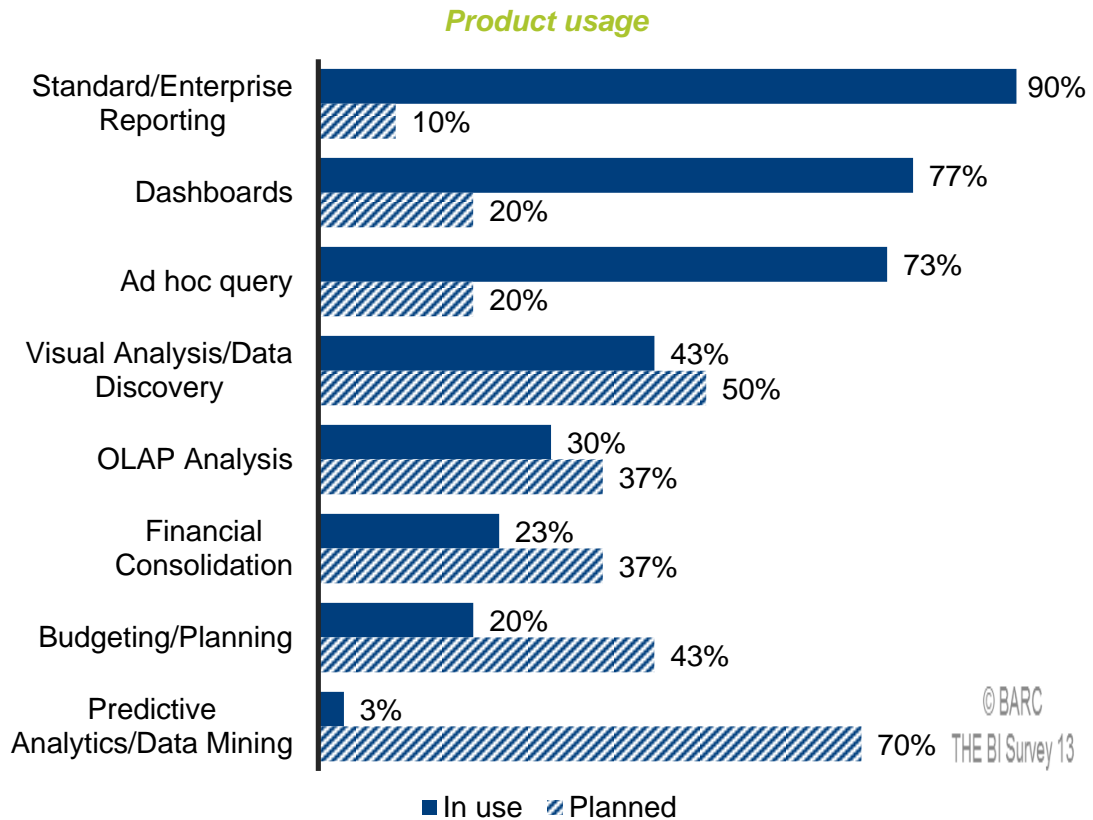
The application has a modern look and feel which makes it easy for business users to draft reports and dashboards themselves. Report content is made available for use in other applications ('content syndication') and is easily deployed on mobile devices. Yellowfin has also added some collaboration features to support annotations, discussions and content sharing between users.

Yellowfin's headquarters and product development teams are based in Melbourne, Australia. The company started in 2003 and focuses on channel-based business with 75 distributors and 150 OEM partnerships. Yellowfin claims to have 500 customers and one million end users globally.

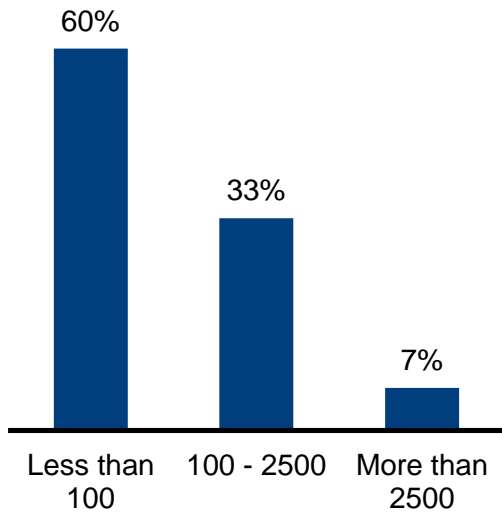
Yellowfin customer responses

This is the second time that Yellowfin has appeared in The BI Survey. It is represented by 30 participants this year. Of those who responded, almost all said they were using version 6. Only one respondent reported using an older version.

User and use case demographics



Company size (number of employees)



Percentage of employees using Yellowfin	
Average	37%
Average of all products	15%

Number of users using Yellowfin	
Median	15
Mean	63

Headquartered in Australia but operating globally, Yellowfin is used mostly by small companies but also by some larger organizations. Covering lots of BI use cases, the technology delivers data analysis functionality in an easily accessible way to businesses.

Peer Groups

Peer groups are used to ensure similar products are compared against each other both in fairness to the vendor and for the benefit of the customer. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and based on how customers say they use the product.

Yellowfin features in the following peer groups:

- Enterprise Reporting Vendors
- Dashboard Vendors
- Ad-hoc Analysis Vendors

The KPIs

The BI Survey 13 provides the reader with well-designed dashboards packed with concise information using aggregated KPIs, which can be absorbed at a glance. The KPIs all follow these simple rules:

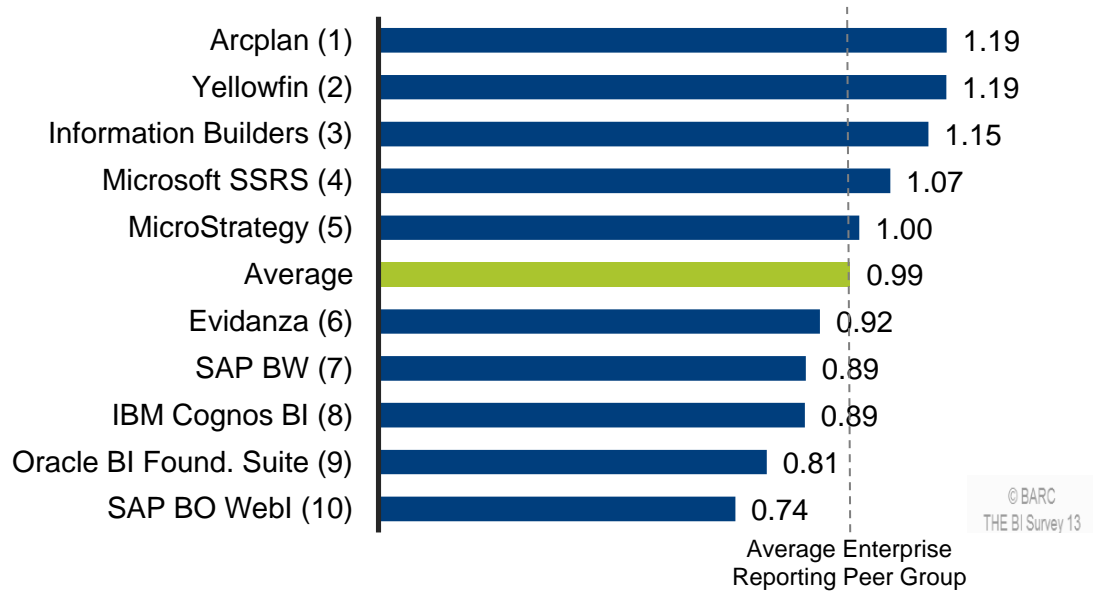
- Only measures that have a clear good/bad trend are used as the basis for KPIs
- KPIs may be based on one or more measures from The BI Survey
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feeds into the KPI are included
- Each KPI is normalized so that the overall sample always has a value of 1.0
- The KPIs are calculated so that better-than-average products always have scores of greater than 1.0, while less good products score less than 1.0. When viewing the peer group KPI charts, note that the average for each peer group will usually be either higher or lower than 1.0 because the peer groups are all subsets of the overall sample.

The products are sorted by value, the better the product the higher the value. The average is displayed as a green bar and separates the products into two groups, the ones that have performed better than average and the ones that have performed worse than average.

For more details on the KPIs, see the 'KPIs and Dashboards' document.

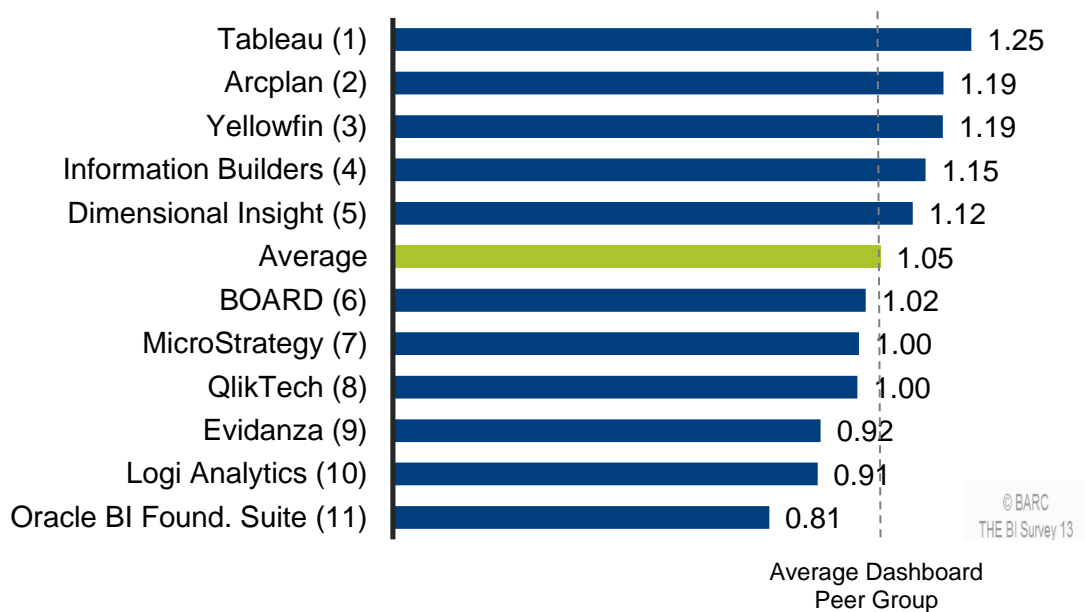
Leading Enterprise Reporting Vendor in business benefits

Benefits achieved by projects after implementation



Leading Dashboard Vendor in business benefits

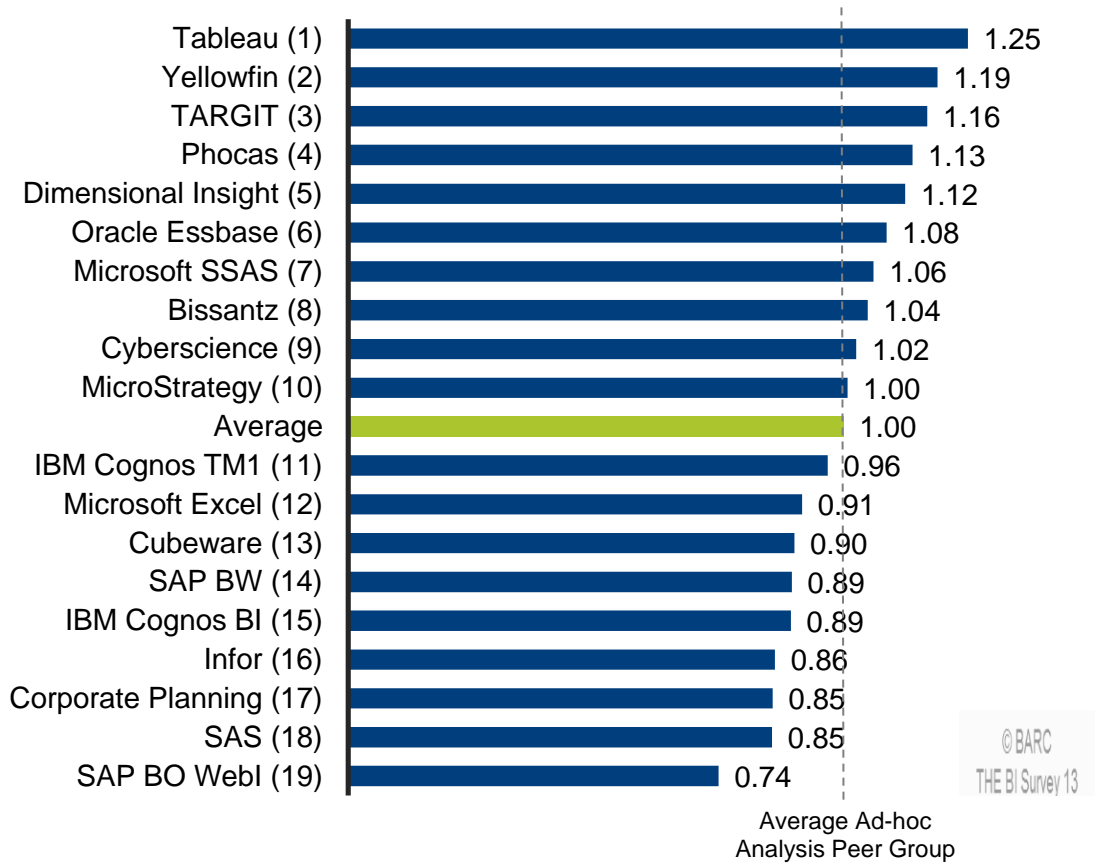
Benefits achieved by projects after implementation



Yellowfin customers achieve business benefits - reaching their BI project goals – with a tool that is very simple to use. This is one of the most important KPIs in The BI Survey and represents a significant win for Yellowfin in the Dashboard Vendors peer group.

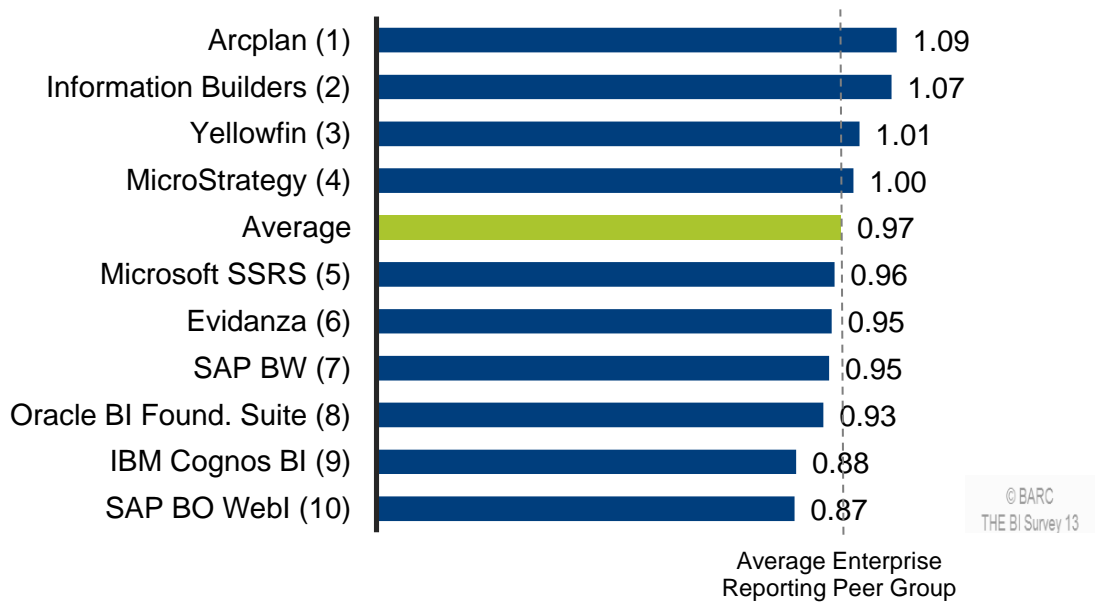
Leading Ad-hoc Analysis Vendor in business benefits

Benefits achieved by projects after implementation



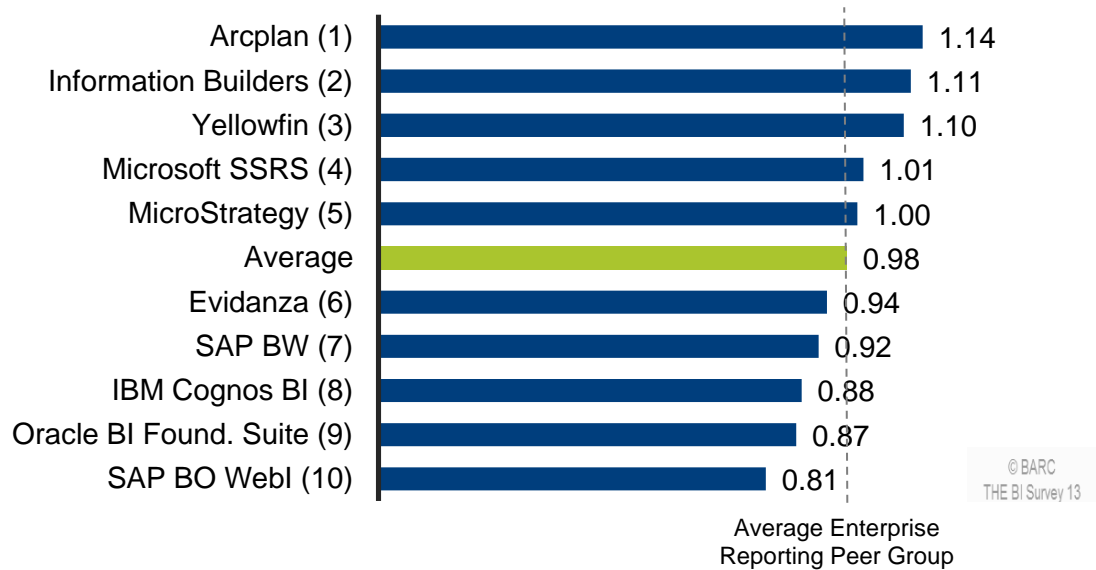
Leading Enterprise Reporting Vendor in goal achievement

The extent to which projects reach the goals initially set



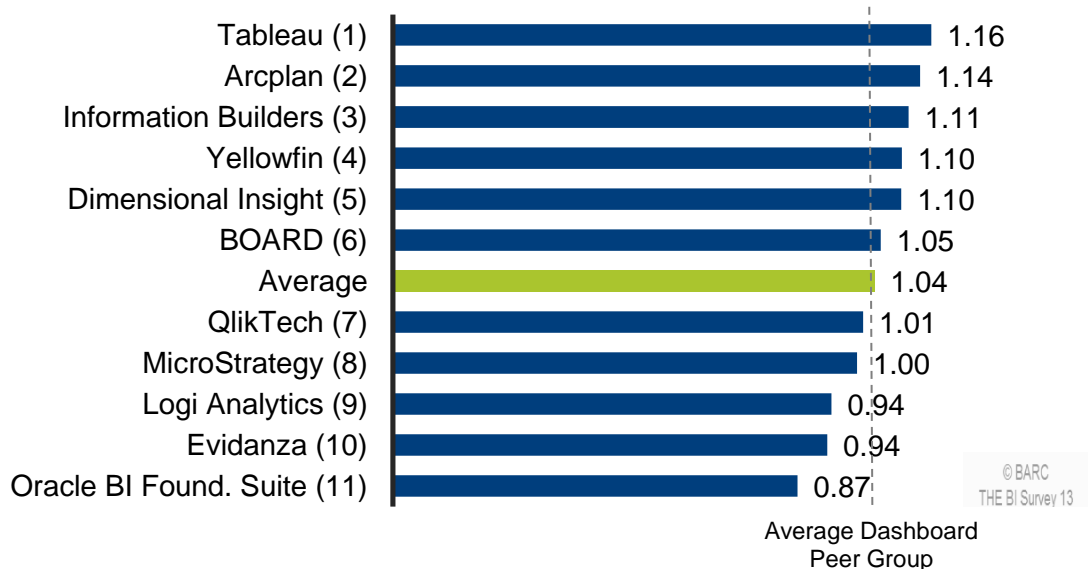
Leading Enterprise Reporting Vendor in business achievement

The extent to which the product delivers business value and helps organizations achieve their goals



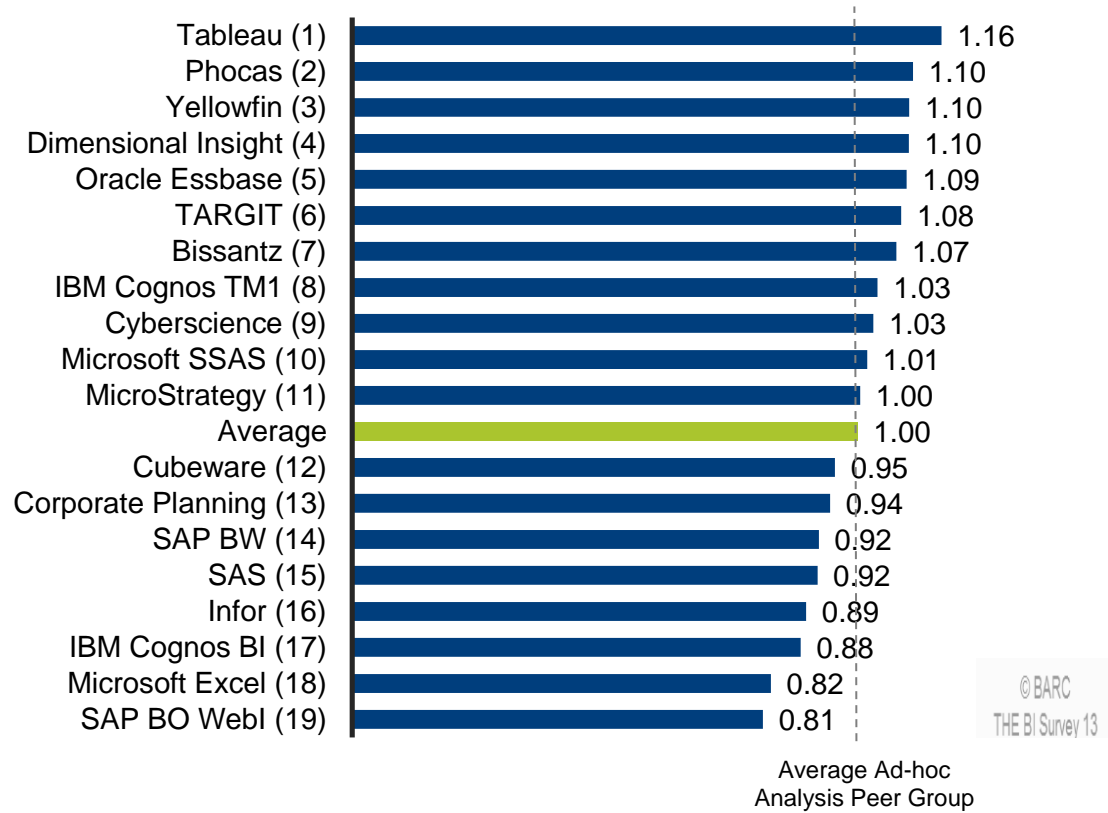
Leading Dashboard Vendor in business achievement

The extent to which the product delivers business value and helps organizations achieve their goals



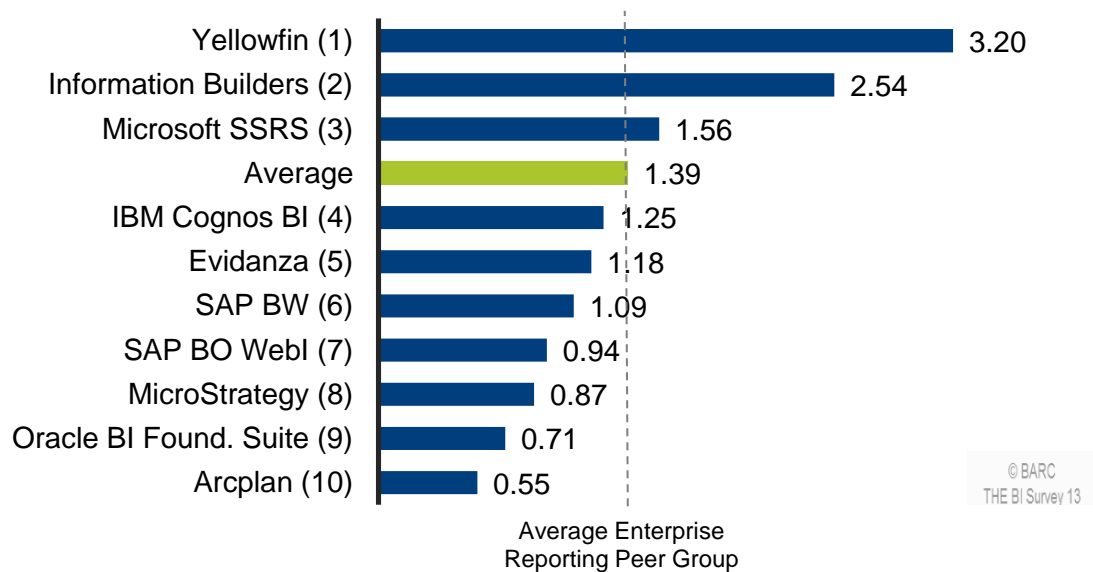
Leading Ad-hoc Analysis Vendor in business achievement

The extent to which the product delivers business value and helps organizations achieve their goals



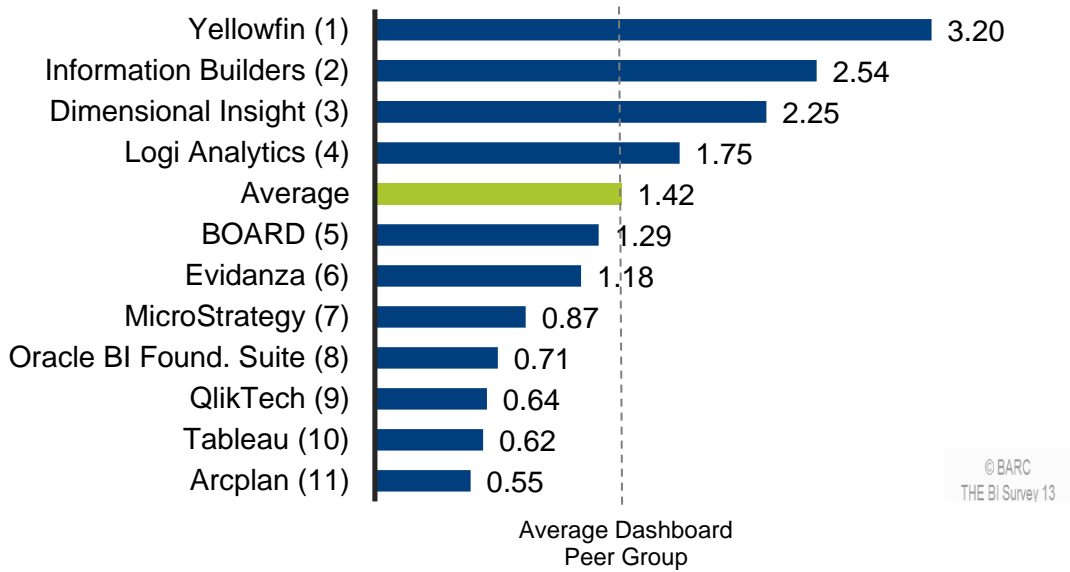
Top ranked Enterprise Reporting Vendor in proportion of employees

Percentage of employees that use the product



Top ranked Dashboard Vendor in proportion of employees

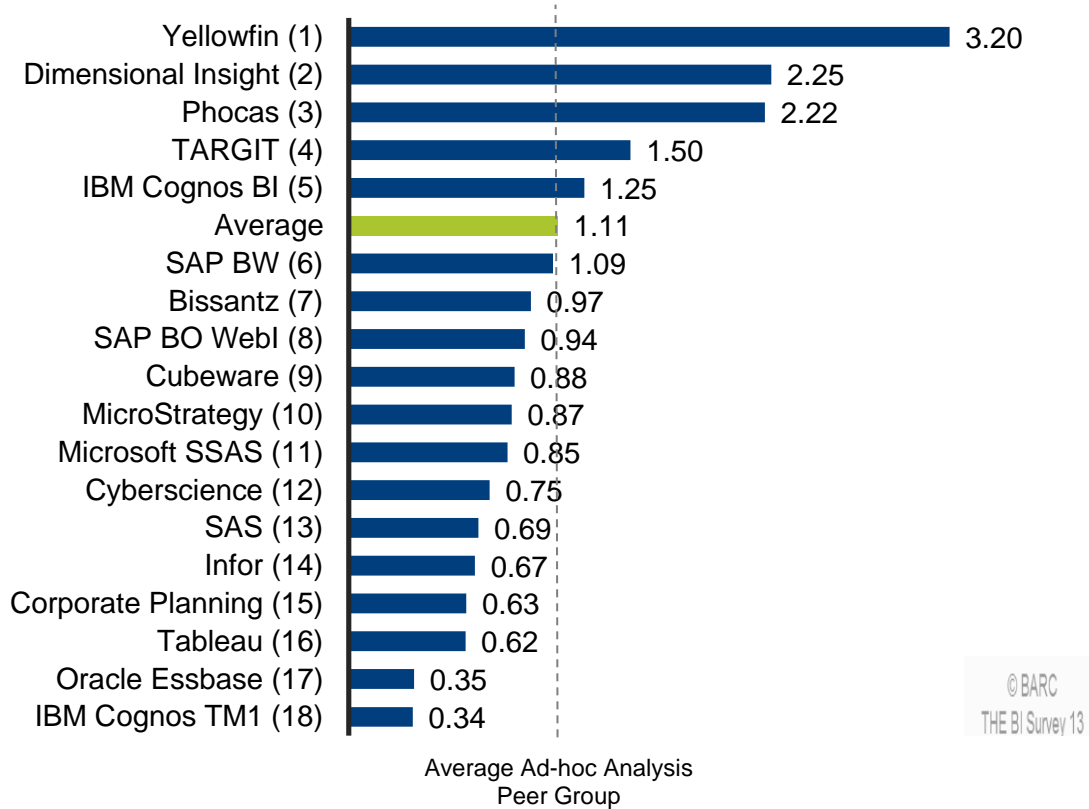
Percentage of employees that use the product



Yellowfin customers reveal that an unusually high average of 44 per cent of employees use the product. The small size of its average customer could partly explain this figure. However, Yellowfin’s pervasive BI features make it easy to deploy and use - an important factor in buyers’ criteria.

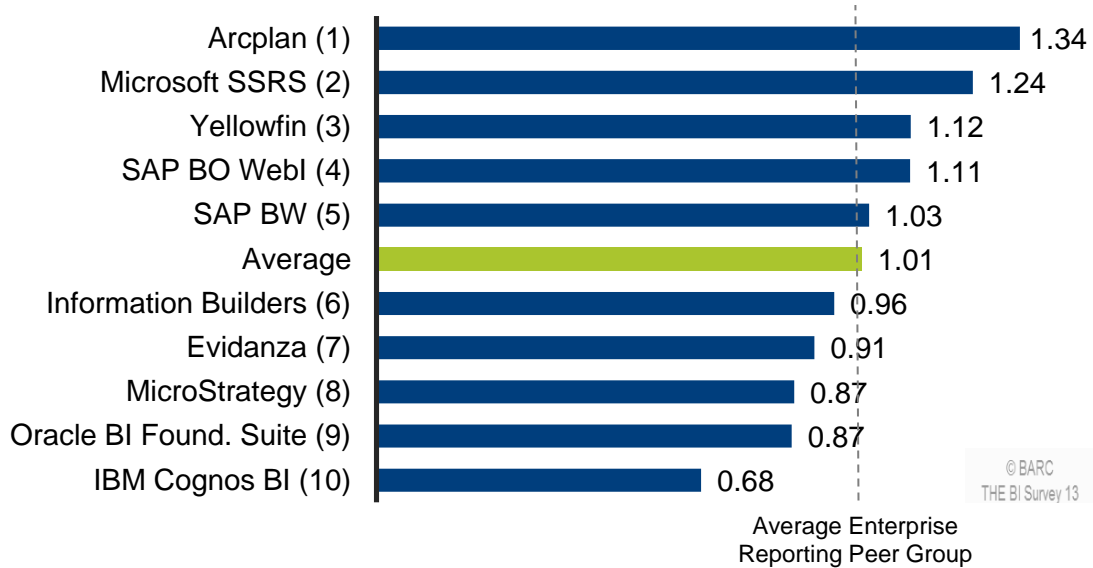
Top ranked Ad-hoc Analysis Vendor in proportion of employees

Percentage of employees that use the product



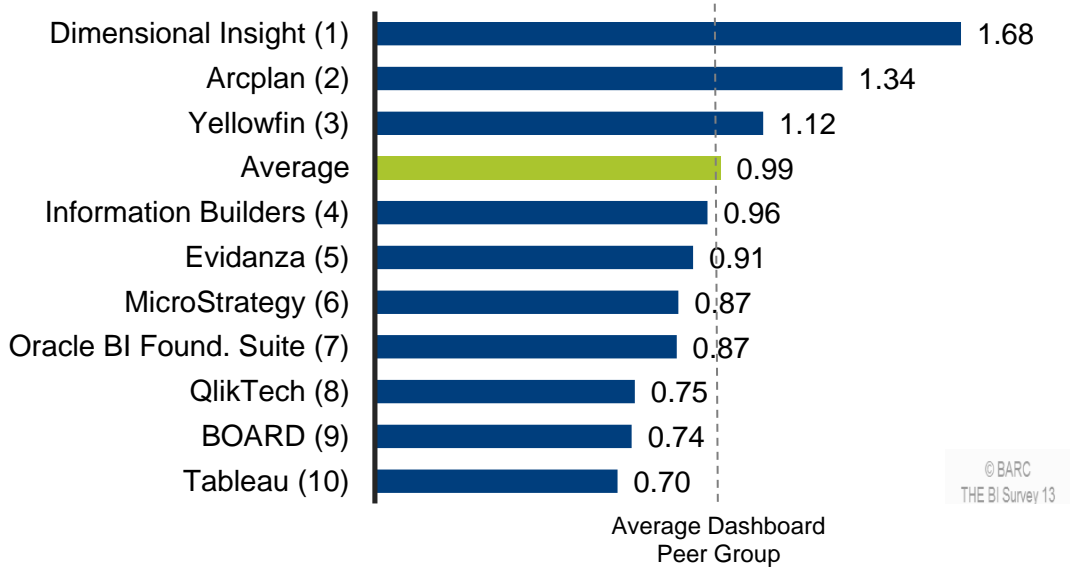
Leading Enterprise Reporting Vendor in competitive win rate

Based on the percentage of wins in competitive evaluations



Leading Dashboard Vendor in competitive win rate

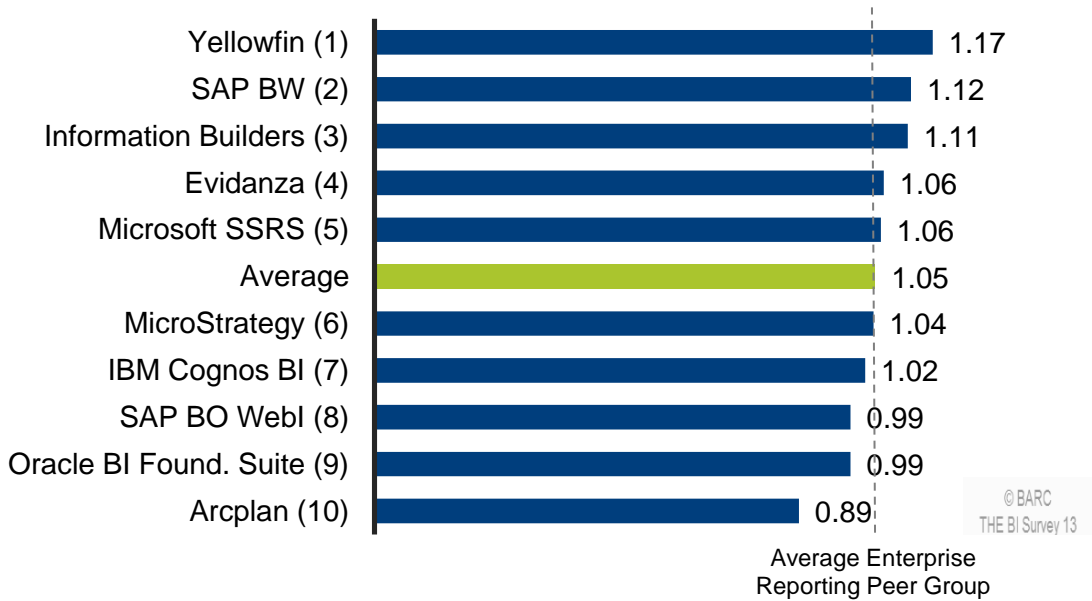
Based on the percentage of wins in competitive evaluations



The product sports an attractive user interface. It is well integrated into mobile solutions. This new technology has been developed from the ground up to be fit for purpose so doesn't require add-ons – a competitive market approach.

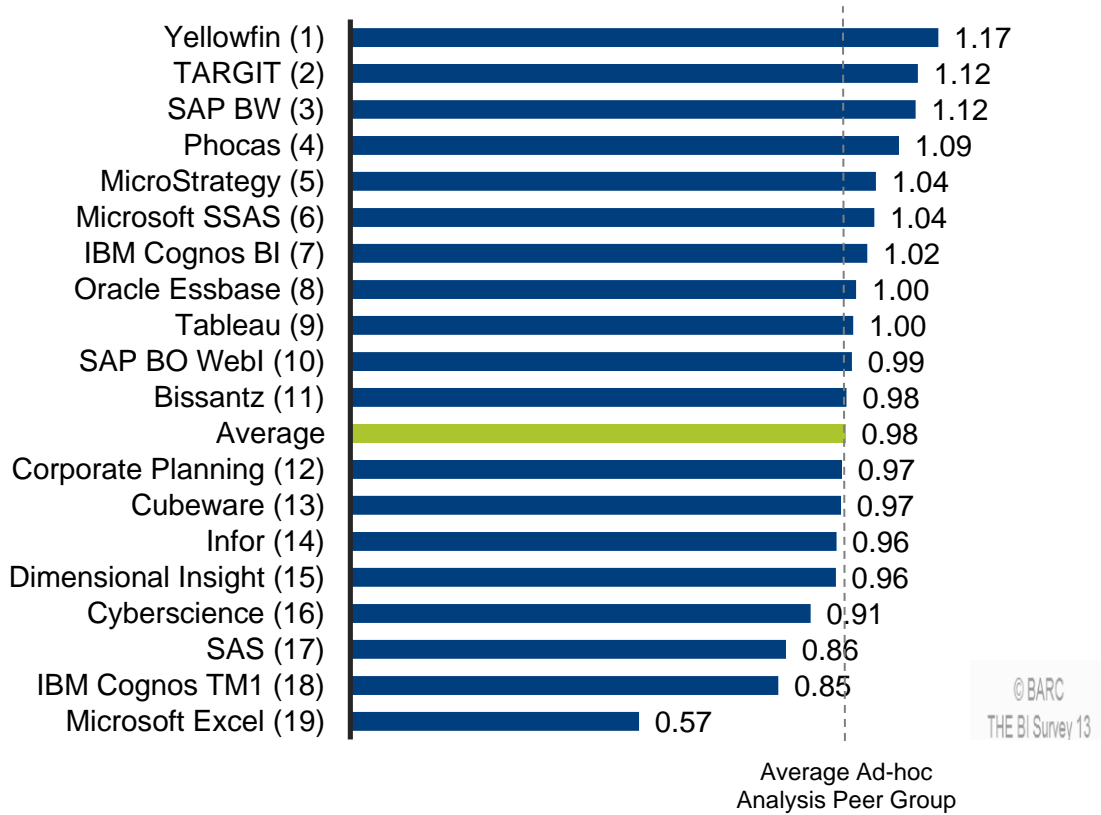
Top ranked Enterprise Reporting Vendor in chosen as standard

How often the product is chosen to standardize on by respondents in multi-product sites



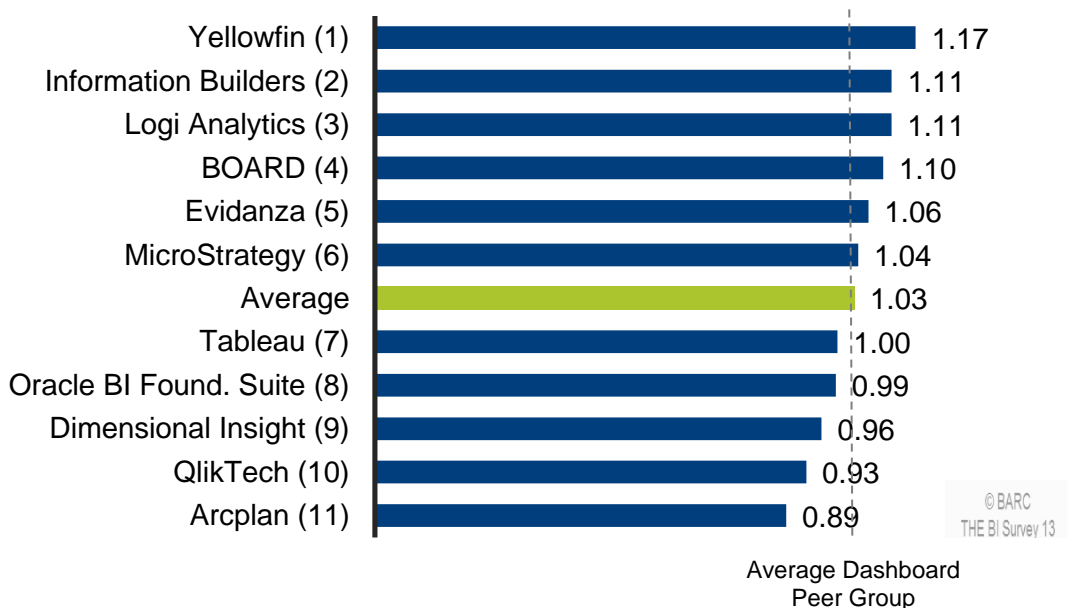
Top ranked Ad-hoc Analysis Vendor in chosen as standard

How often the product is chosen to standardize on by respondents in multi-product sites



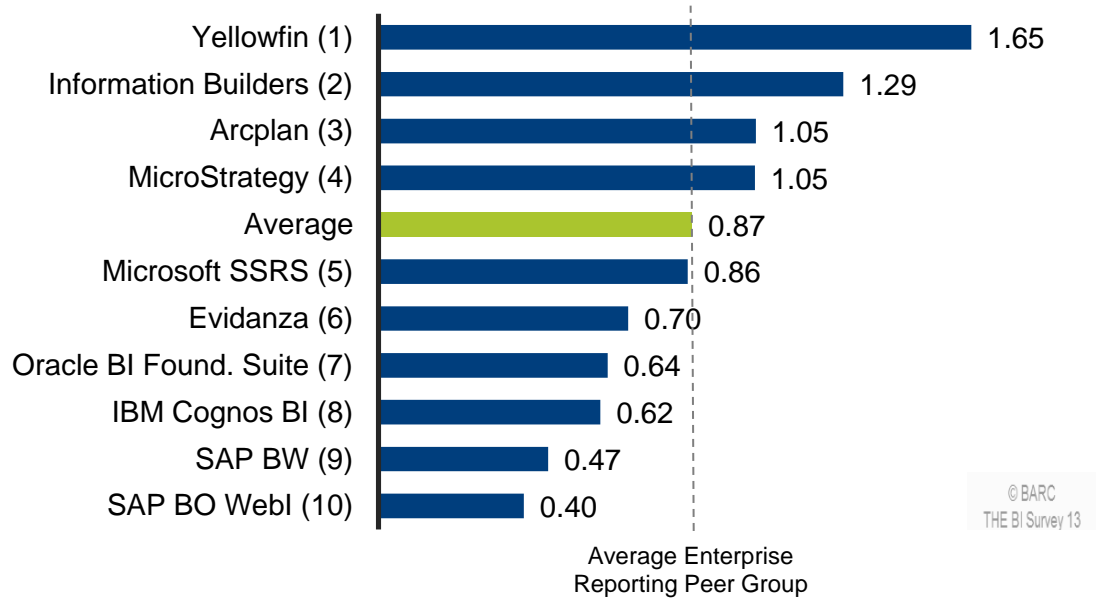
Top ranked Dashboard Vendor in chosen as standard

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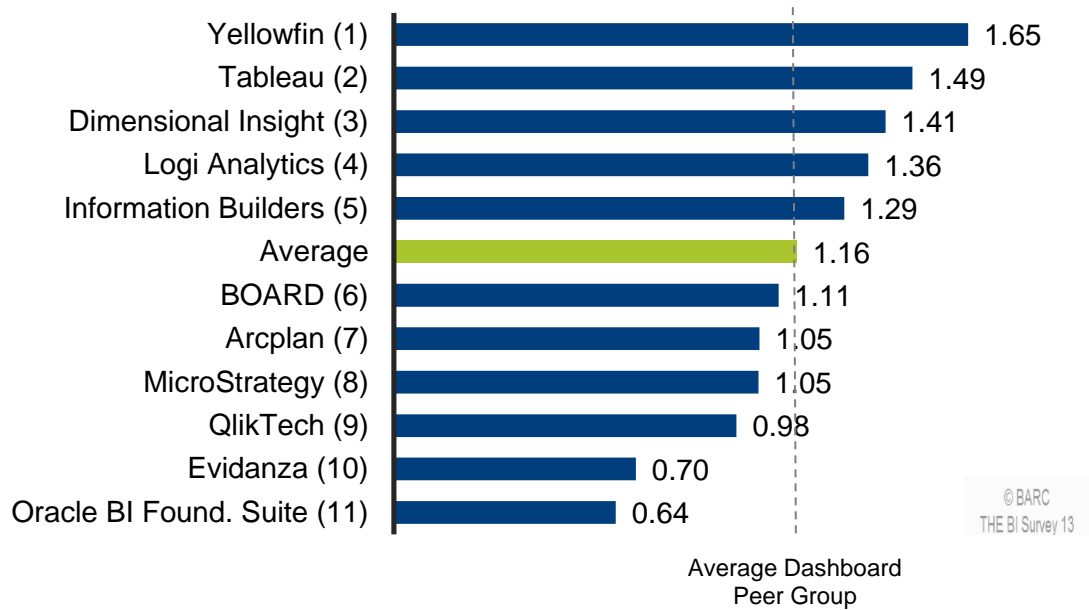
Top ranked Enterprise Reporting Vendor in recommendation

How many users would recommend the product to others



Top ranked Dashboard Vendor in recommendation

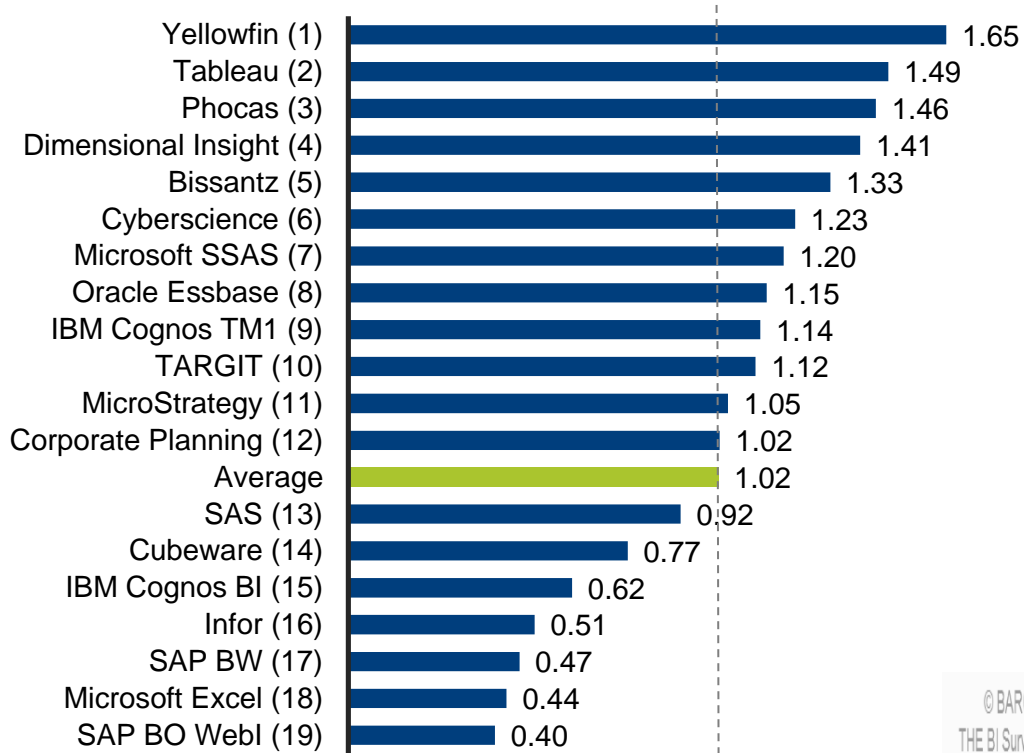
How many users would recommend the product to others



User recommendation is an important yardstick for customer satisfaction and Yellowfin leads the list here. It's an excellent result for the company.

Top ranked Ad-hoc Analysis Vendor in recommendation

How many users would recommend the product to others

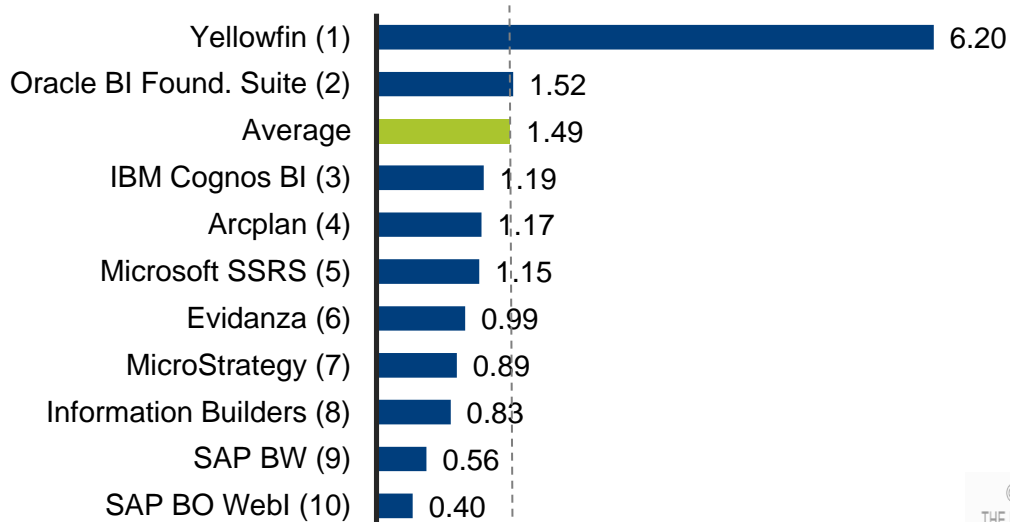


Average Ad-hoc Analysis Peer Group

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Top ranked Enterprise Reporting Vendor in cloud BI

How many sites currently use the product in a cloud environment

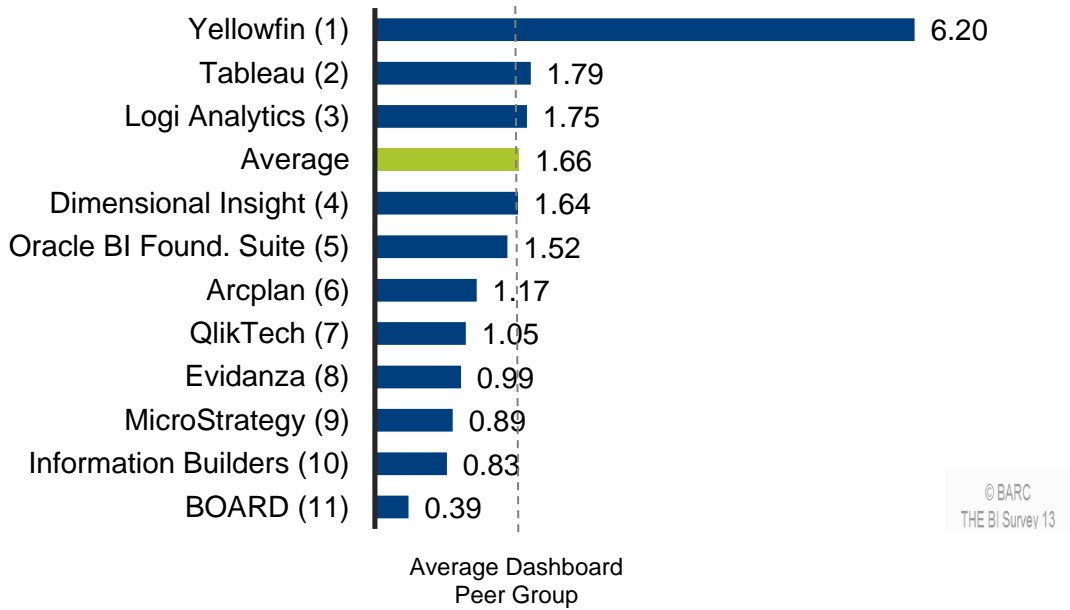


Average Enterprise Reporting Peer Group

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Top ranked Dashboard Vendor in cloud BI

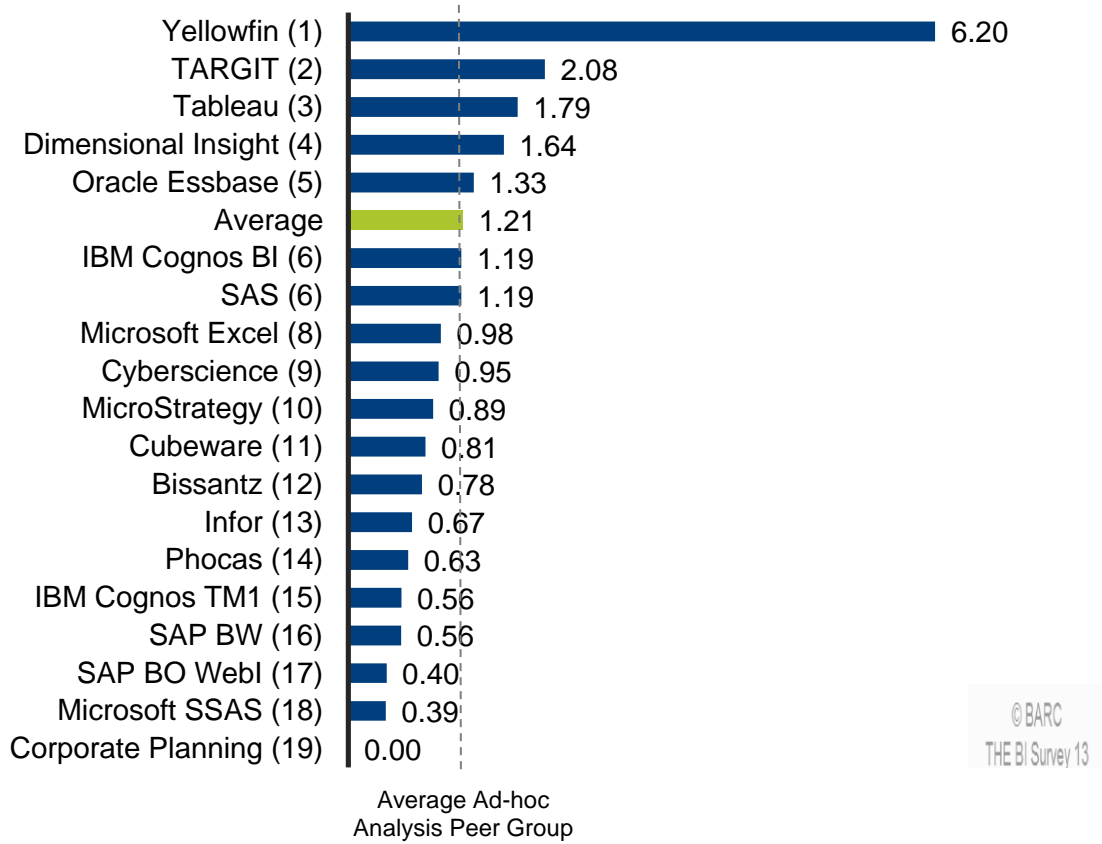
How many sites currently use the product in a cloud environment



Yellowfin clearly dominates this peer group when it comes to using the application with cloud technology. Yellowfin supports deployments as SaaS in traditionally hosted environments or in the cloud, supporting either multi-database or multi-tenancy environments. Its flexible subscription-based pricing model helps in this area.

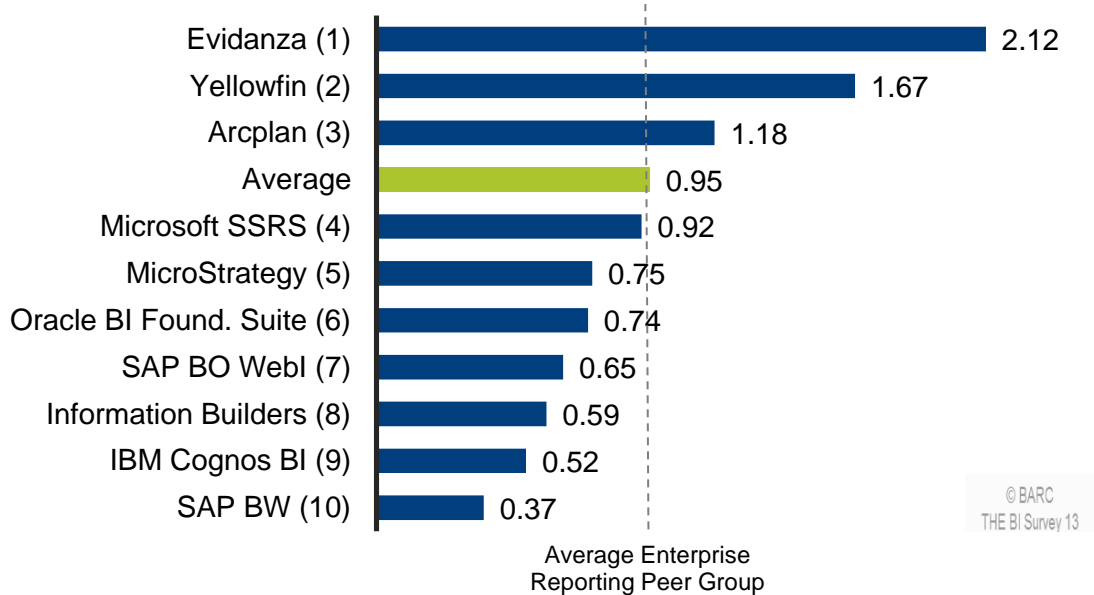
Top ranked Ad-hoc Analysis Vendor in cloud BI

How many sites currently use the product in a cloud environment



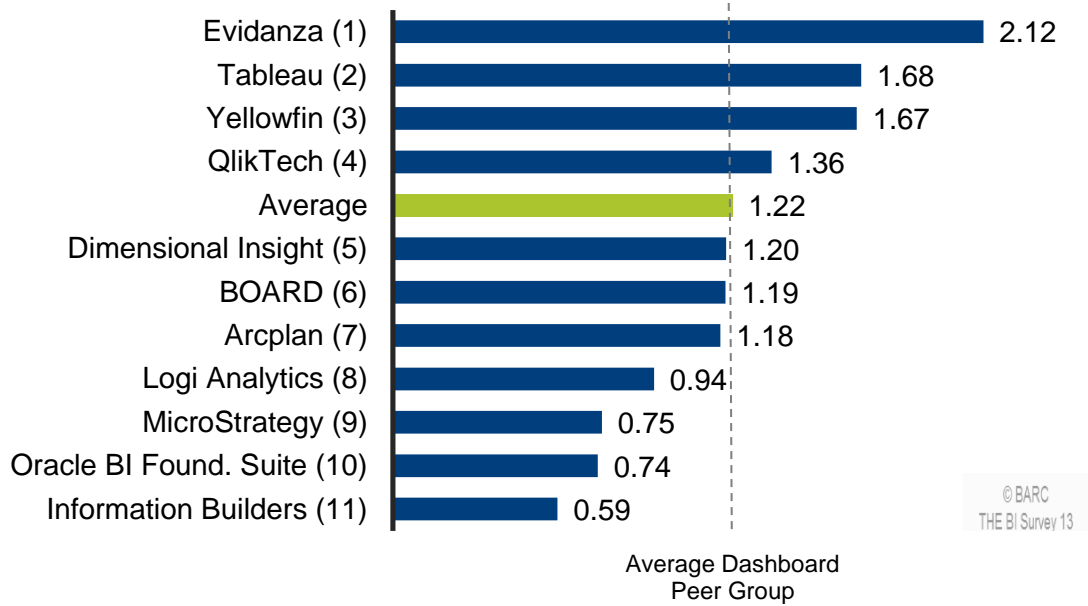
Leading Enterprise Reporting Vendor in collaboration

How many sites currently use collaboration features with their BI tool



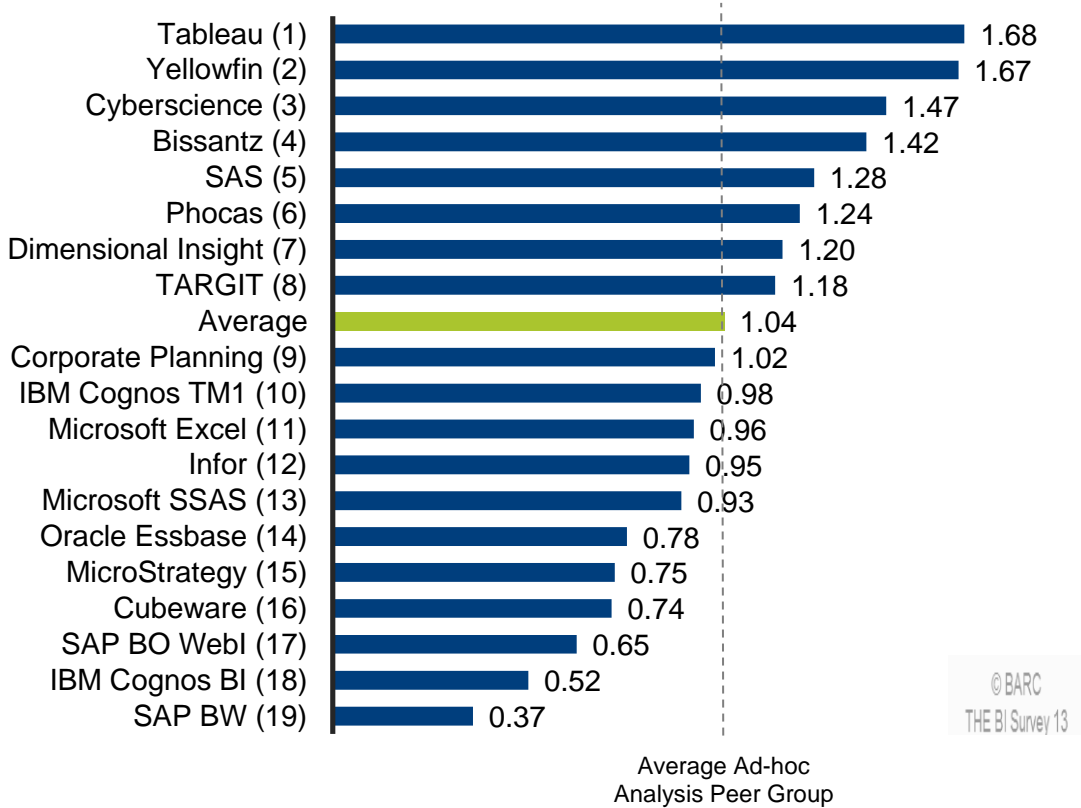
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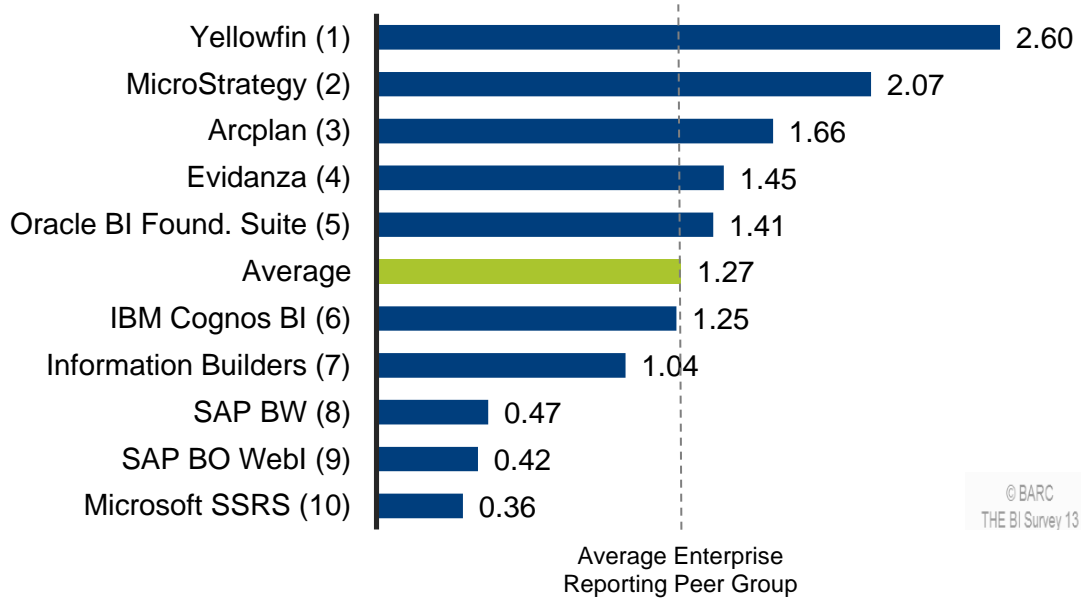
Leading Ad-hoc Analysis collaboration

How many sites currently use collaboration features with their BI tool



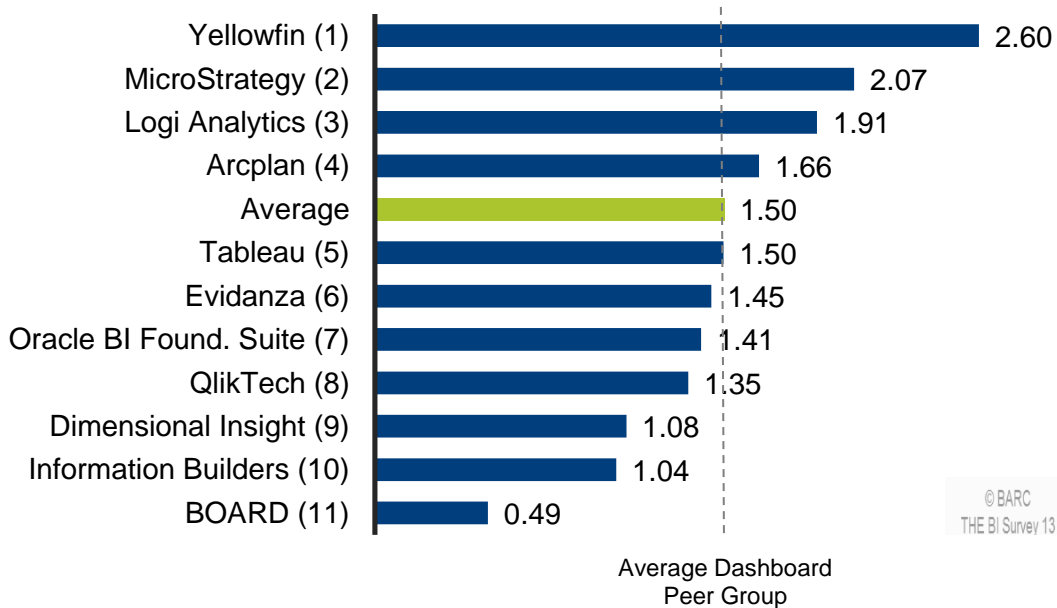
Top ranked Enterprise Reporting Vendor in mobile BI

How many sites currently use mobile BI with their BI tool



Top ranked Dashboard Vendor in mobile BI

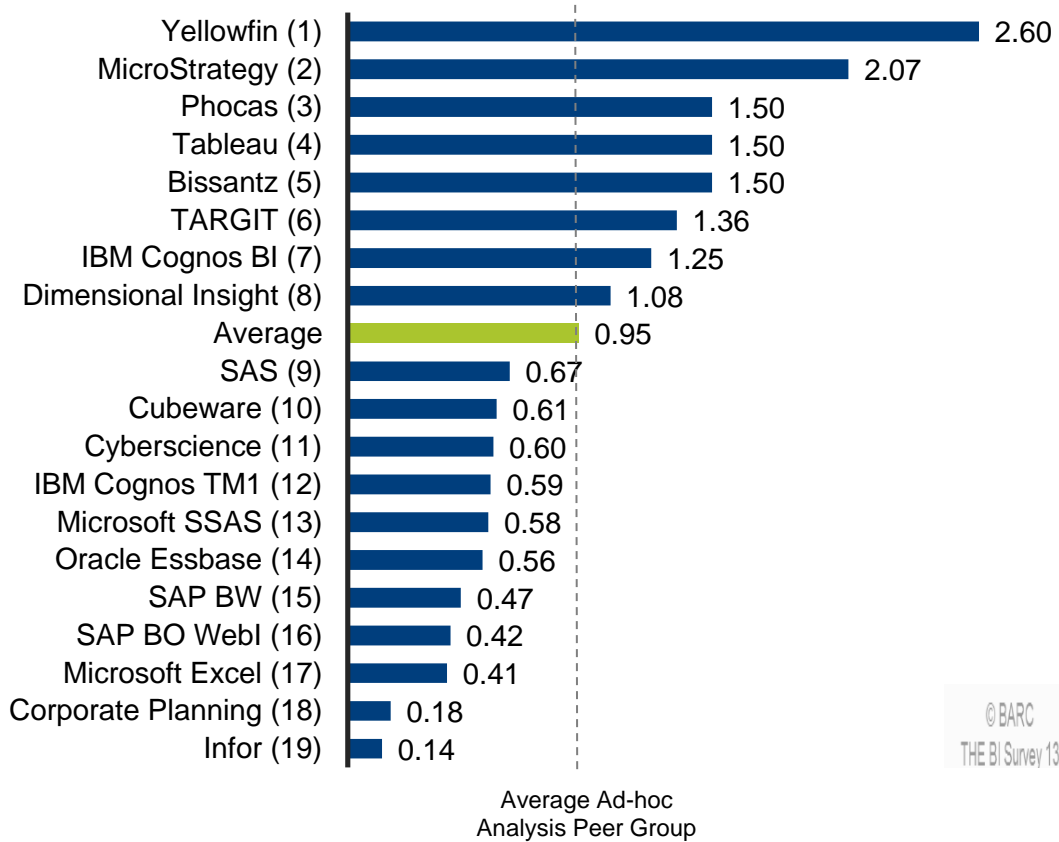
How many sites currently use mobile BI with their BI tool



Strong from the ground up, Yellowfin’s content syndication technology allows users to deploy dashboard content easily on mobile devices. Yellowfin has enhanced the mobile experience with collaboration features which support annotations, discussions and content sharing between users. The product benefits from using current technology. This is reflected in this clear win in the Mobile BI KPI for dashboard vendors.

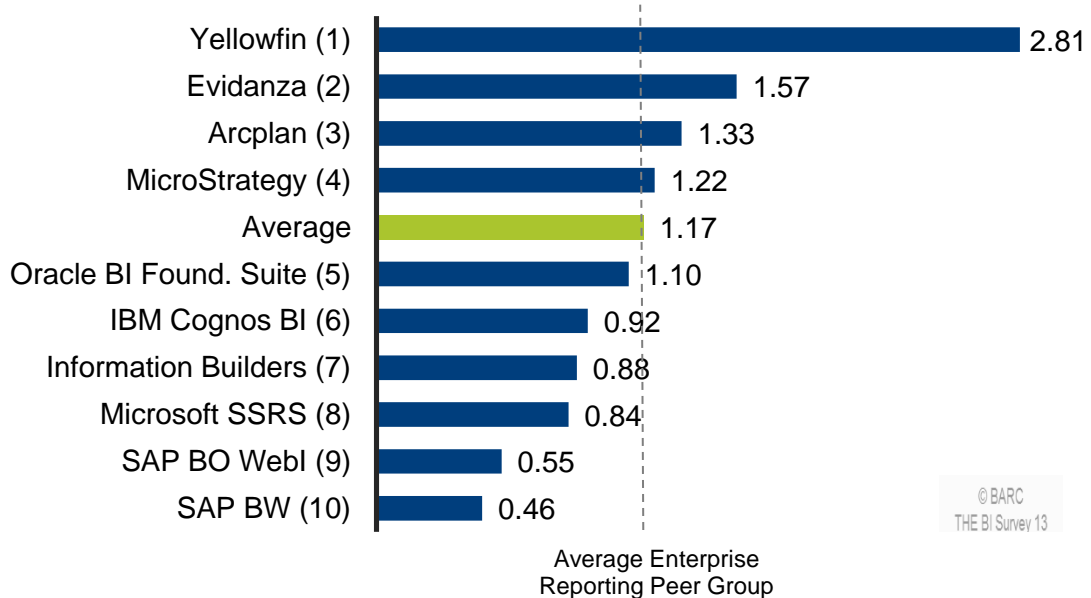
Top ranked Ad-hoc Analysis Vendor in mobile BI

How many sites currently use mobile BI with their BI tool



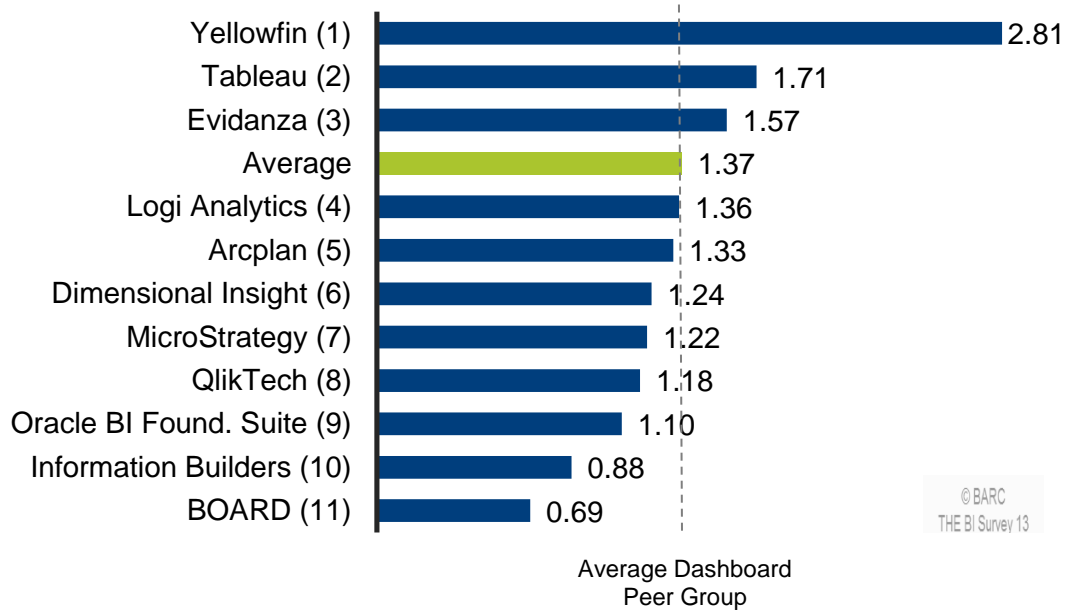
Top ranked Enterprise Reporting Vendor in innovation

Combines the 'Cloud BI', 'Collaboration', 'Mobile BI' and 'Advanced information design' KPIs to measure the product's level of innovation



Top ranked Dashboard Vendor in innovation

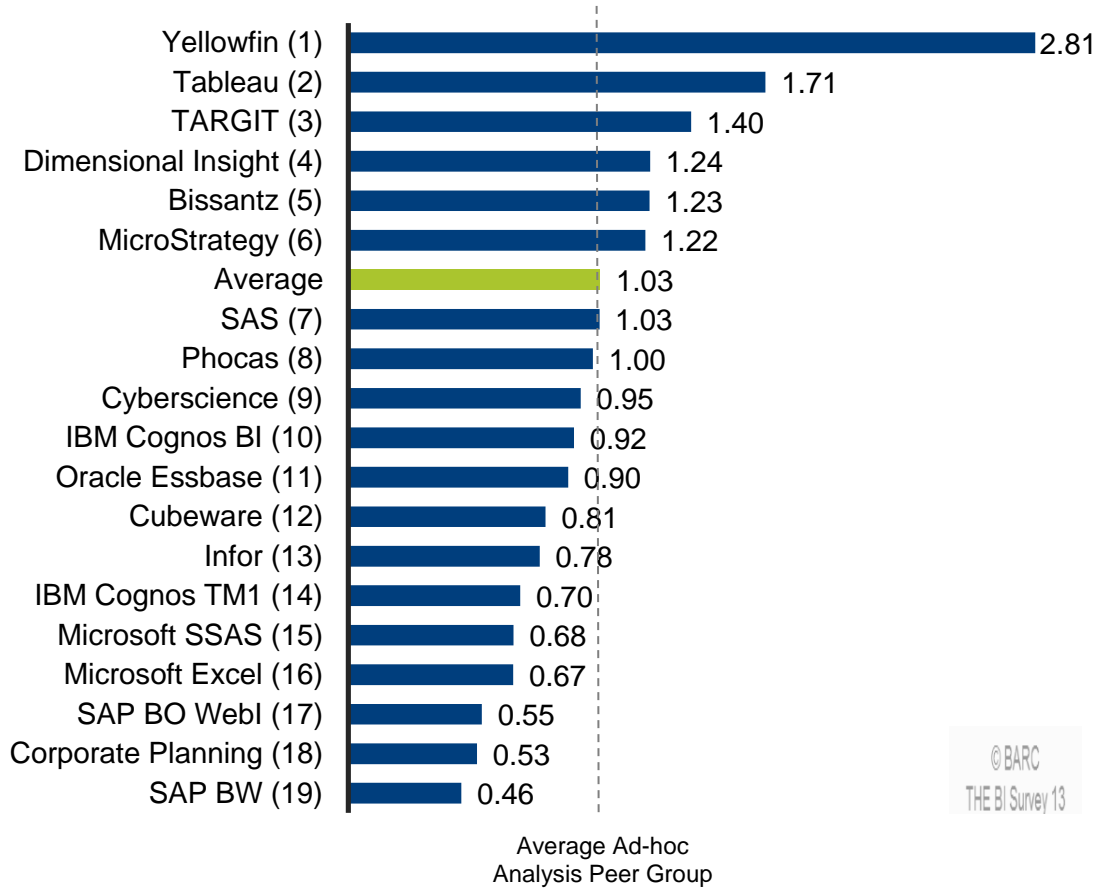
Combines the ‘Cloud BI’, ‘Collaboration’, ‘Mobile BI’ and ‘Advanced information design’ KPIs to measure the product’s level of innovation



Yellowfin is clearly the leader in innovation. The company implemented new developments in cloud and mobile BI earlier than its competitors. The product’s modern look and feel, and innovations - especially around mobile BI – contribute to this strong result.

Top ranked Ad-hoc Analysis Vendor in innovation

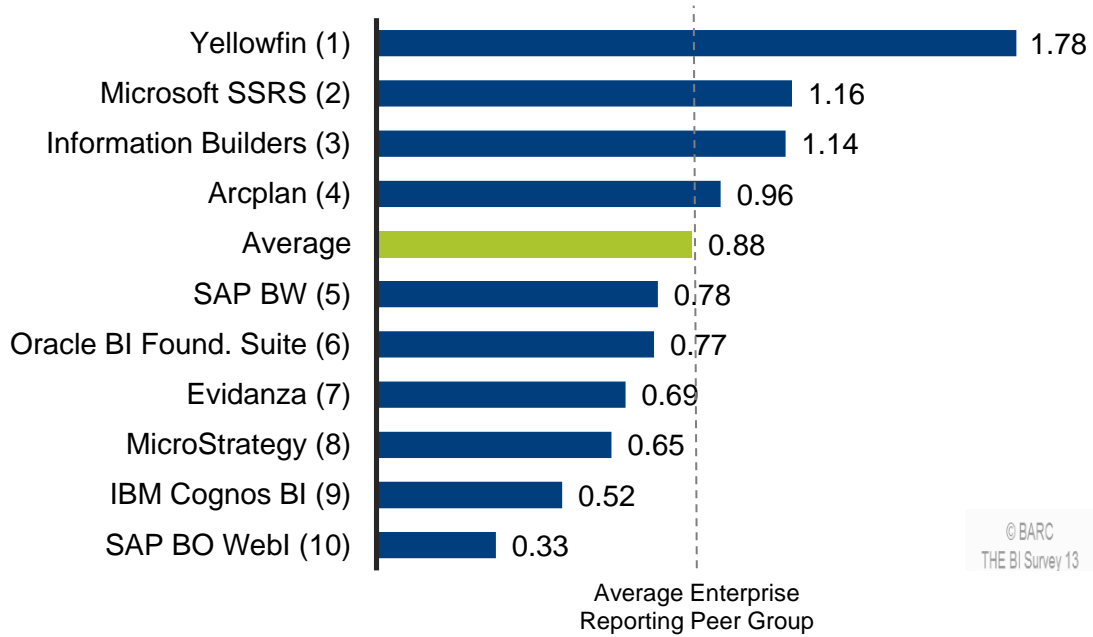
Combines the 'Cloud BI', 'Collaboration', 'Mobile BI' and 'Advanced information design' KPIs to measure the product's level of innovation



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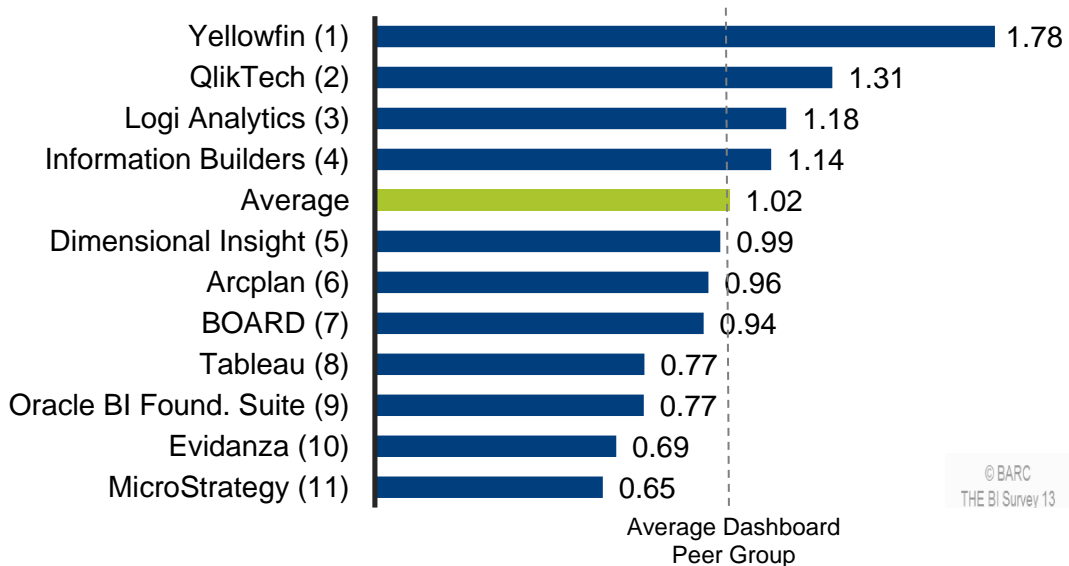
Top ranked Enterprise Reporting Vendor in query performance

How long it takes for queries to respond in the largest application, adjusted by data volume



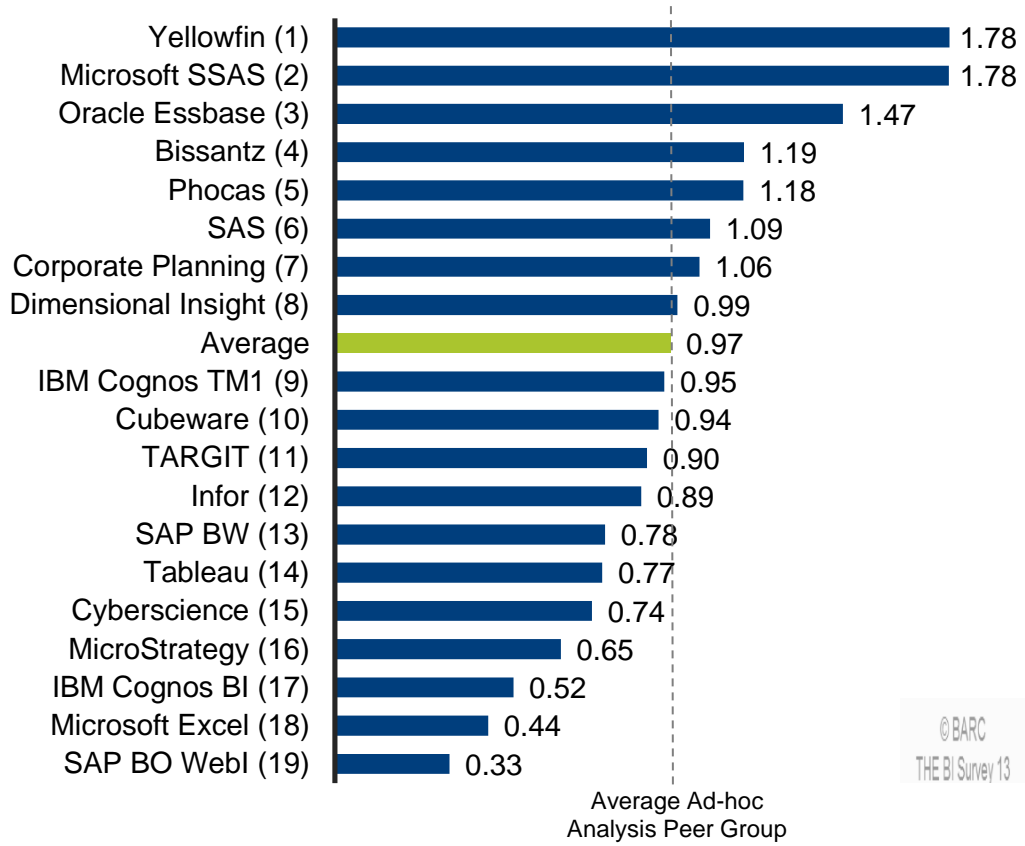
Top ranked Dashboard Vendor in query performance

How long it takes for queries to respond in the largest application, adjusted by data volume



Top ranked Ad-hoc Analysis Vendor in query performance

How long it takes for queries to respond in the largest application, adjusted by data volume

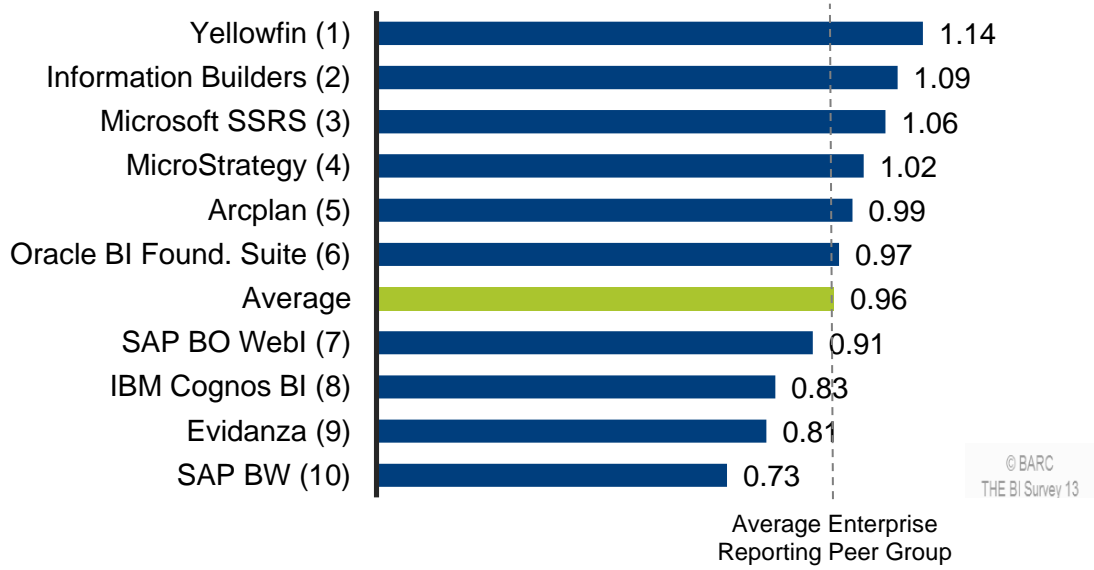


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Small projects serving low numbers of concurrent users are more likely to benefit from strong query performance.

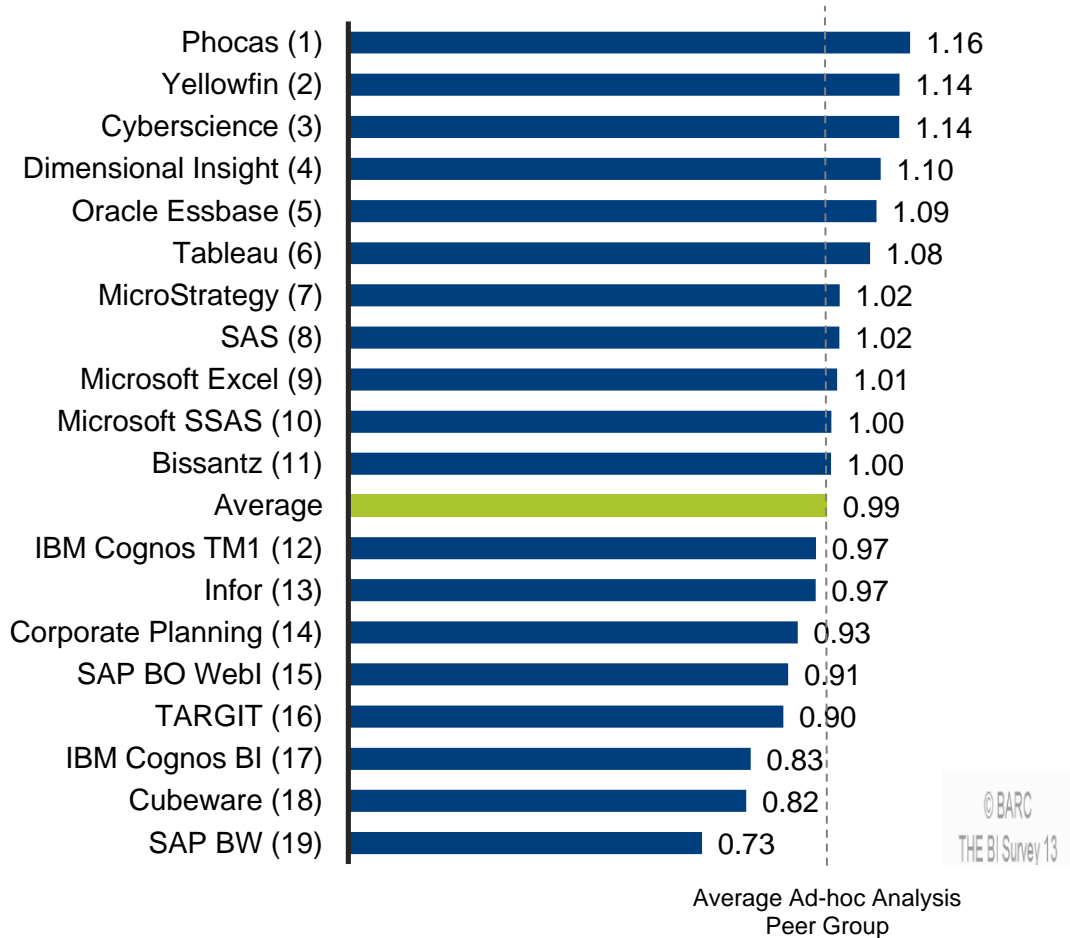
Top ranked Enterprise Reporting Vendor in performance satisfaction

How common are complaints about the system's performance



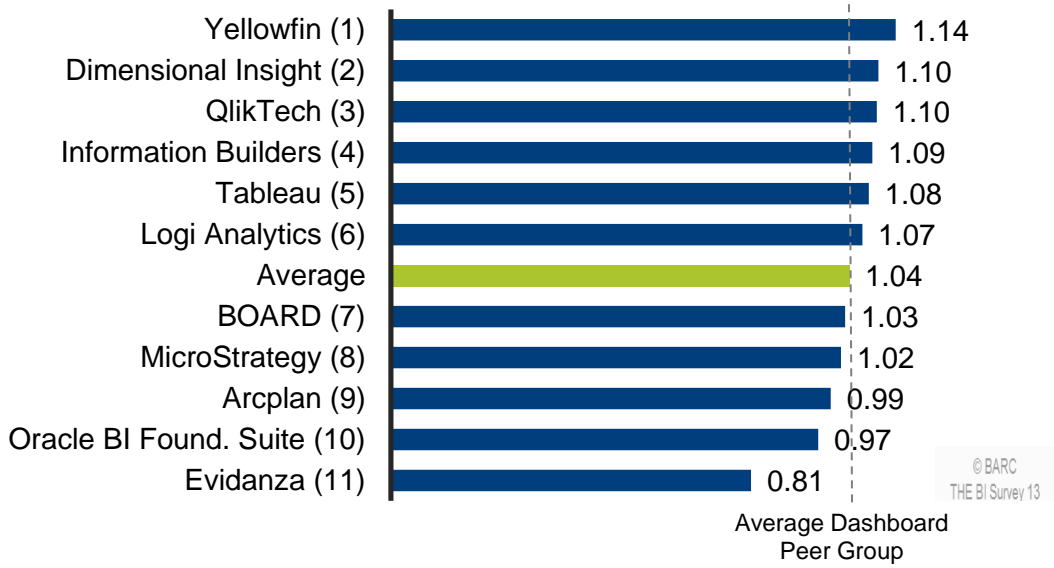
Leading Ad-hoc Analysis Vendor in performance satisfaction

How common are complaints about the system's performance



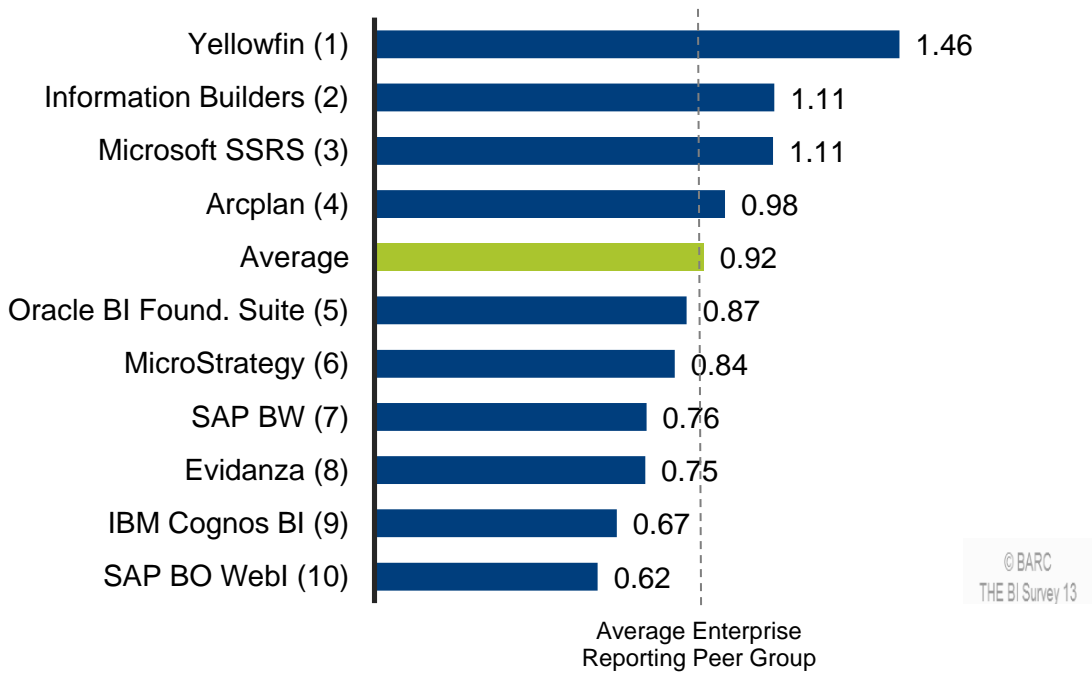
Top ranked Dashboard Vendor in performance satisfaction

How common are complaints about the system's performance



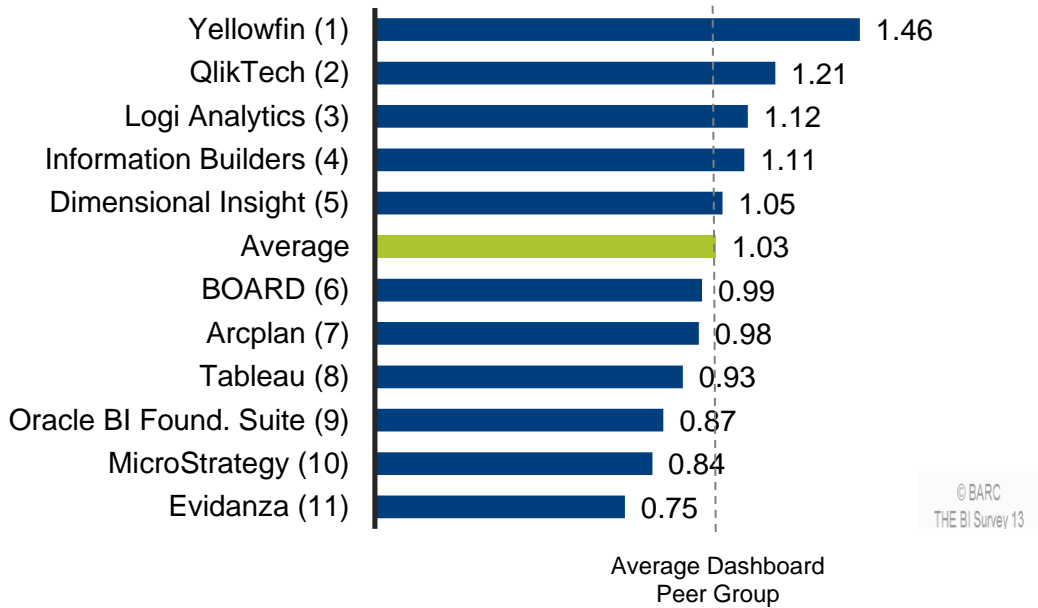
Top ranked Enterprise Reporting Vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs



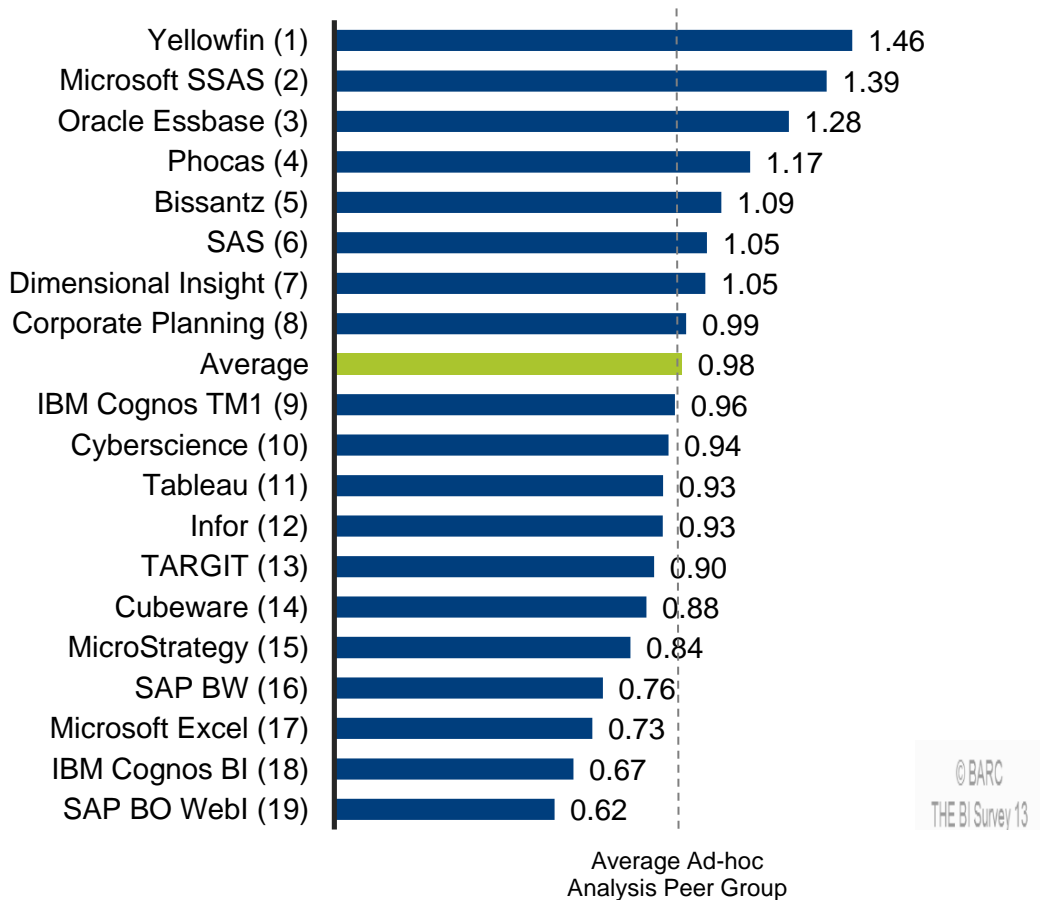
Top ranked Dashboard Vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs



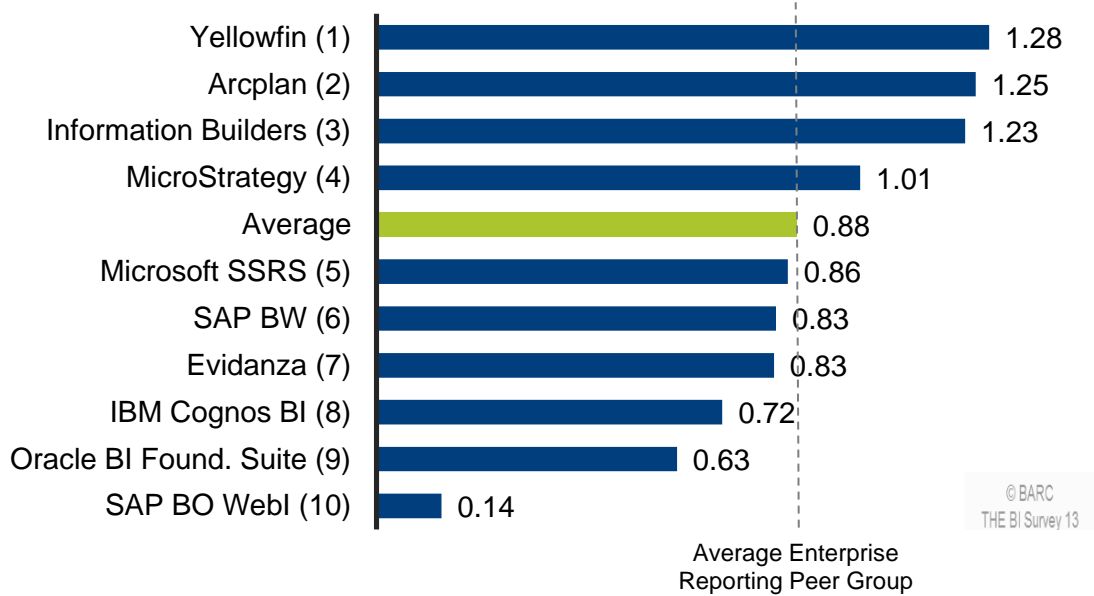
Top ranked Ad-hoc Analysis Vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs



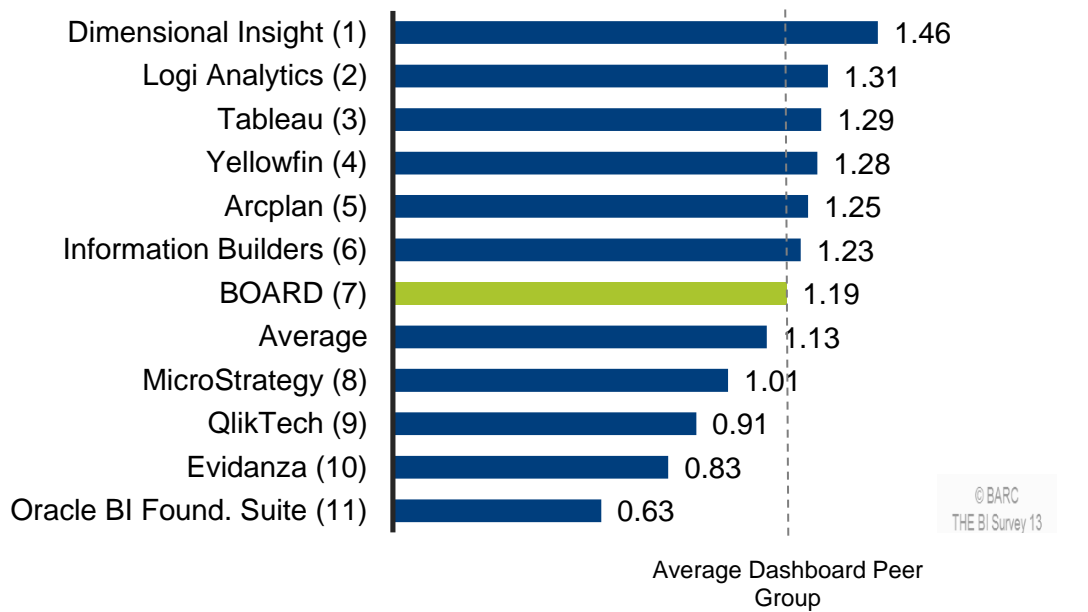
Top ranked Enterprise Reporting Vendor in vendor support

Measures user satisfaction with the level of vendor support provided for the product



Leading Dashboard Vendor in vendor support

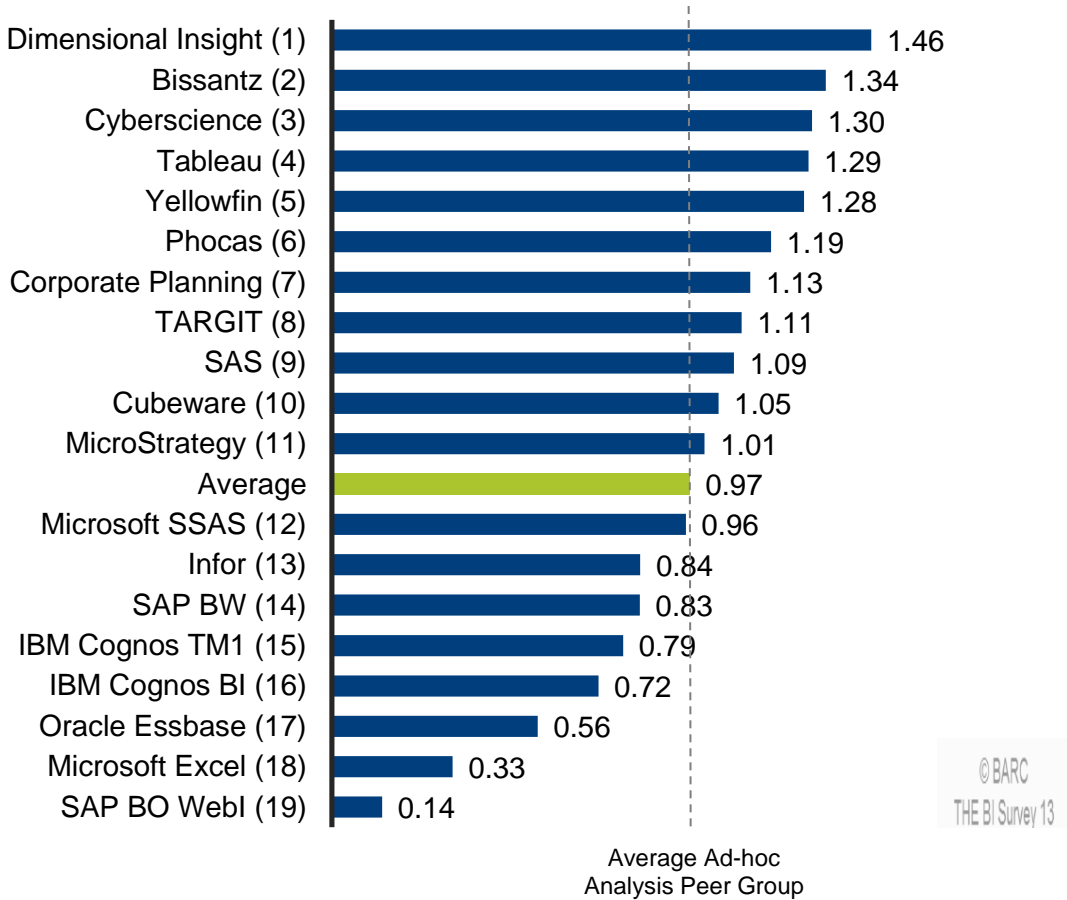
Measures user satisfaction with the level of vendor support provided for the product



As a smaller vendor, it's good to see Yellowfin is competitive in support.

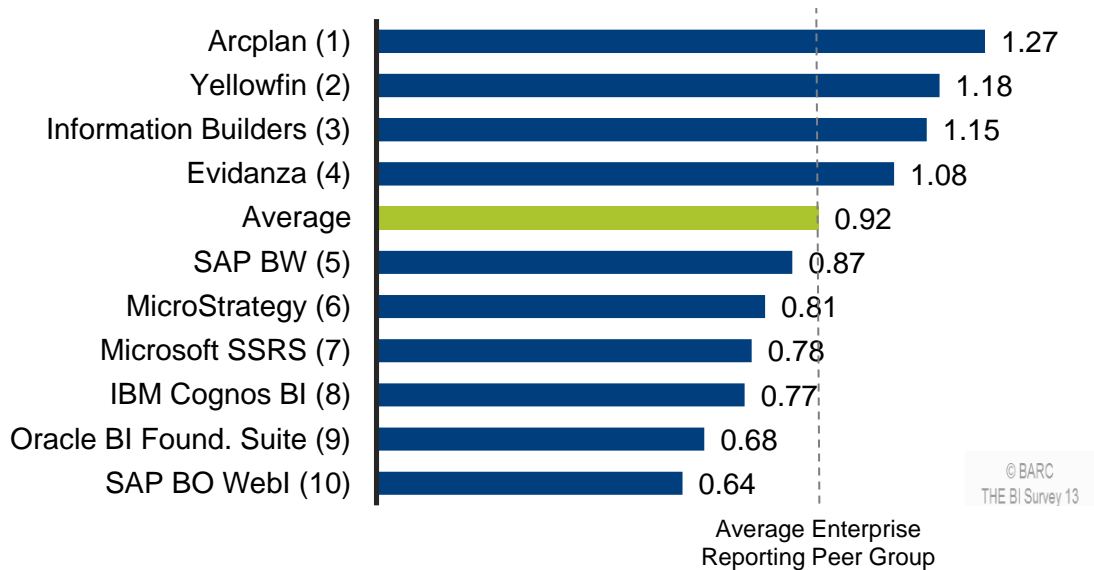
Leading Ad-hoc Analysis Vendor in vendor support

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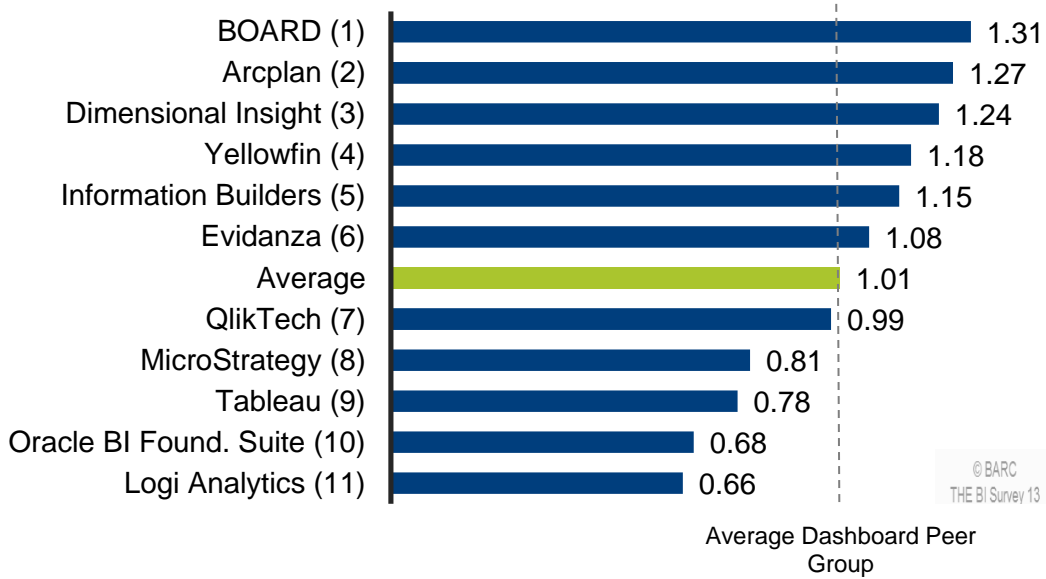
Leading Enterprise Reporting Vendor in implementer support

Measures user satisfaction with the level of the implementer's support for the product



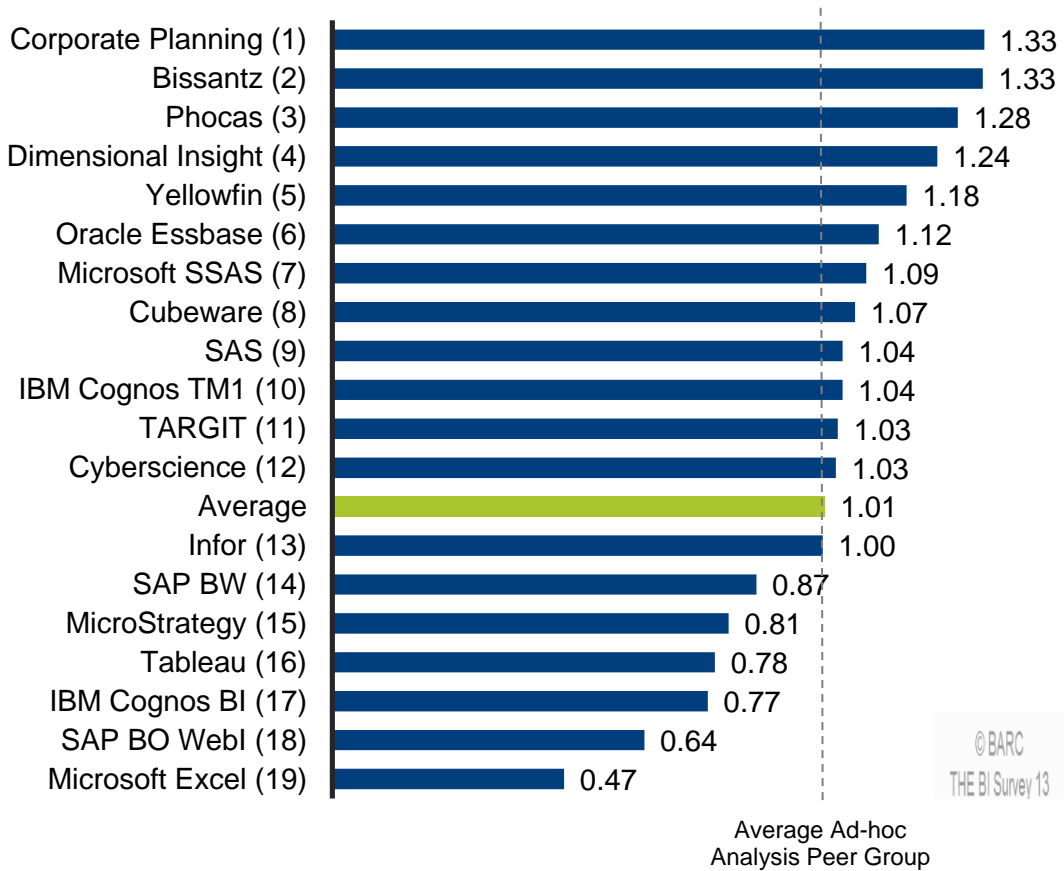
Leading Dashboard Vendor in implementer support

Measures user satisfaction with the level of the implementer’s support for the product



Leading Ad-hoc Analysis Vendor in implementer support

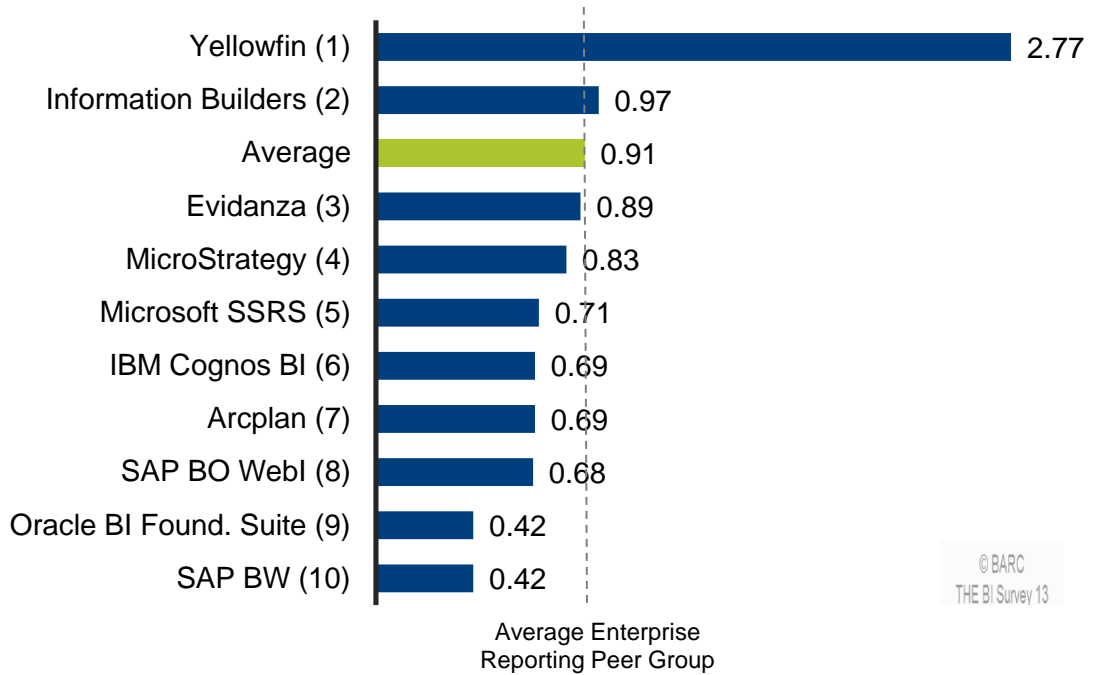
Measures user satisfaction with the level of the implementer’s support for the product



The company only sells direct in Australia, being supported by partners elsewhere in the world.

Top ranked Enterprise Reporting Vendor in project length

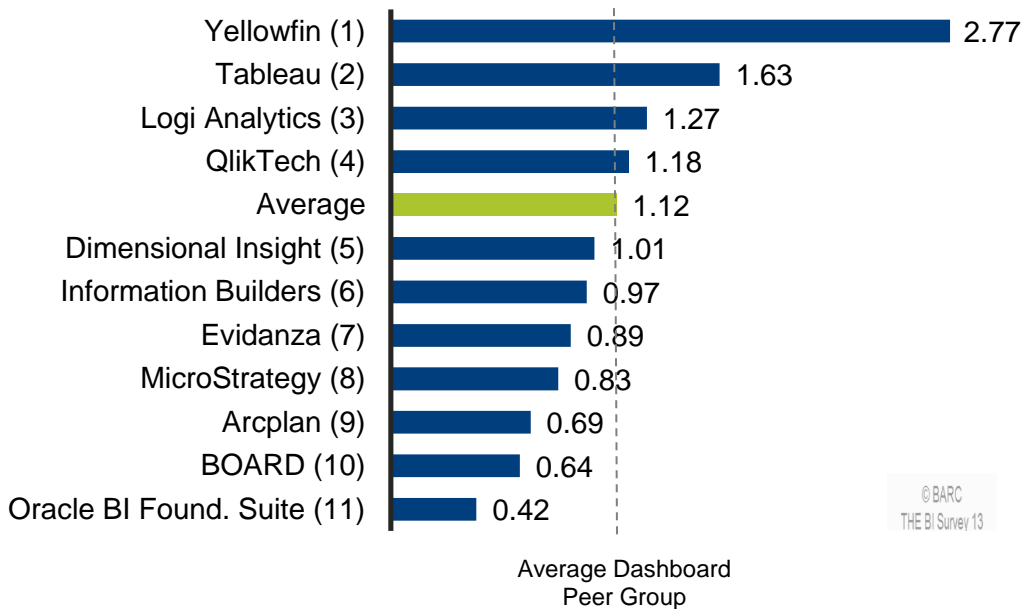
How long it takes to implement the product



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Top ranked Dashboard Vendor in project length

How long it takes to implement the product

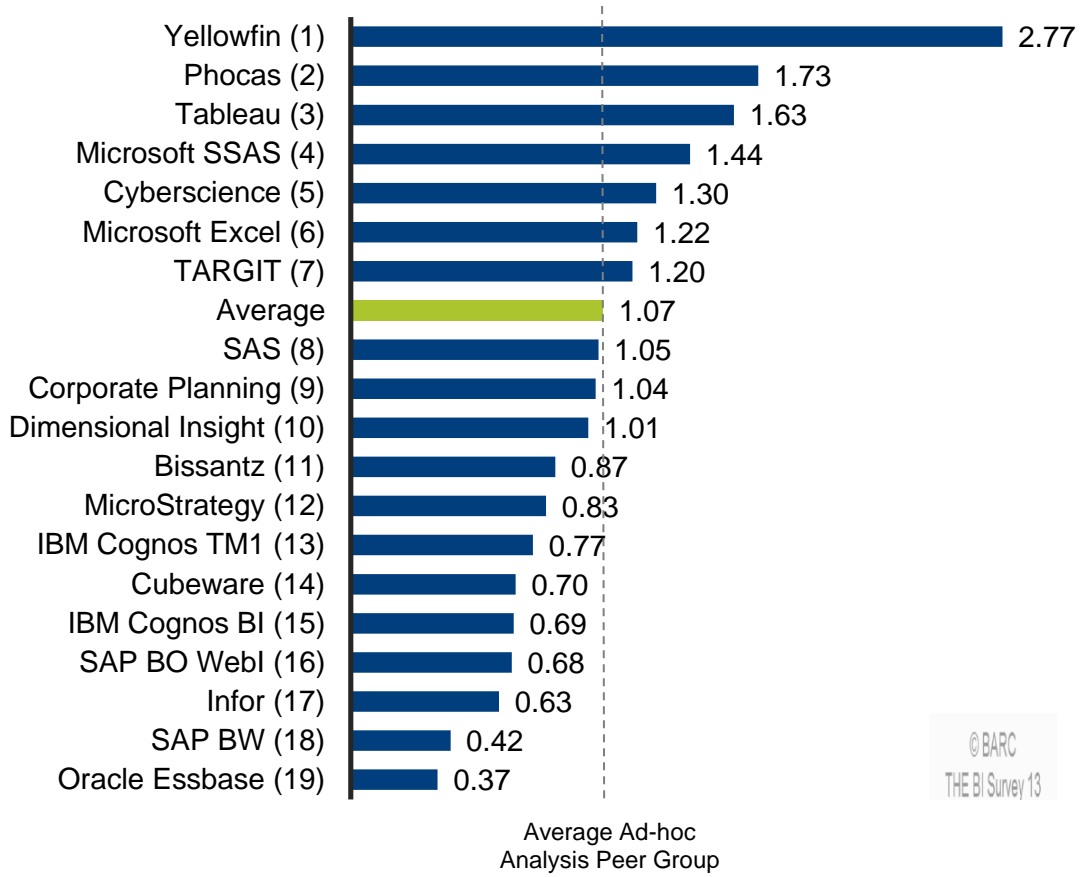


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This is a single tool that is easy to set up. Short projects are key to achieving business benefits and Yellowfin shows leading results here.

Top ranked Ad-hoc Analysis Vendor in project length

How long it takes to implement the product



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Summary

Yellowfin has achieved an excellent set of results in The BI Survey 13. Its customers gain business benefits and rank Yellowfin as the top vendor in many important categories in the Dashboard, Ad-hoc Analysis and Enterprise Reporting peer groups.

It achieves outstanding results in mobile and cloud BI, underlining its achievement as an innovative vendor.

Yellowfin's competitive win rate is excellent and companies also often choose it as their standard solution for BI. Customer satisfaction with performance and vendor support are rated excellent.

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