

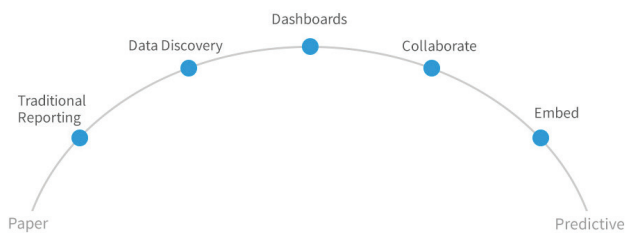
Yellowfin 7.2

Overview

Yellowfin 7.2 continues our mission to deliver Business Intelligence (BI) pervasively throughout the enterprise, with new ways of connecting people and data.

Designed to support a range of BI users and use cases, Yellowfin 7.2 delivers the broadest BI platform available today – from traditional reporting and dashboards, to Data Discovery and embedded BI, as well as analytical applications and forecasting. We know that Data Discovery capabilities alone aren't a solution to all your reporting and analytics requirements.

Yellowfin also recognizes that most BI tools simply focus on the needs of business analysts and content creators rather than business users. To address persistently low industry adoption rates for BI, we've thought about how business processes and business people can best use BI to make better decisions.



Main Enhancements

Yellowfin 7.2 contains major additions and improvements, including:

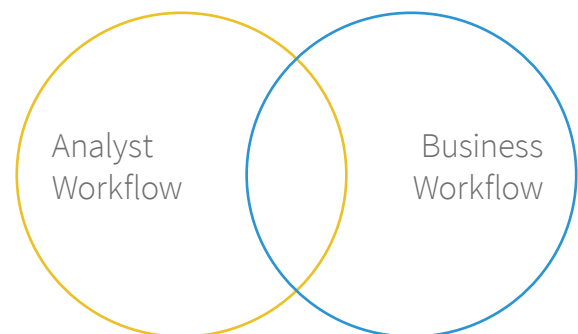
- **Business Workflow:** Enhanced collaboration to improve task management and analytic workflow in order to connect business users with analysts
- **Connectors:** API connectors for a range of third-party Web-based applications and data sources, including Salesforce, Google Analytics, Twitter and more
- **Forecasting:** Improved forecasting and trend analysis

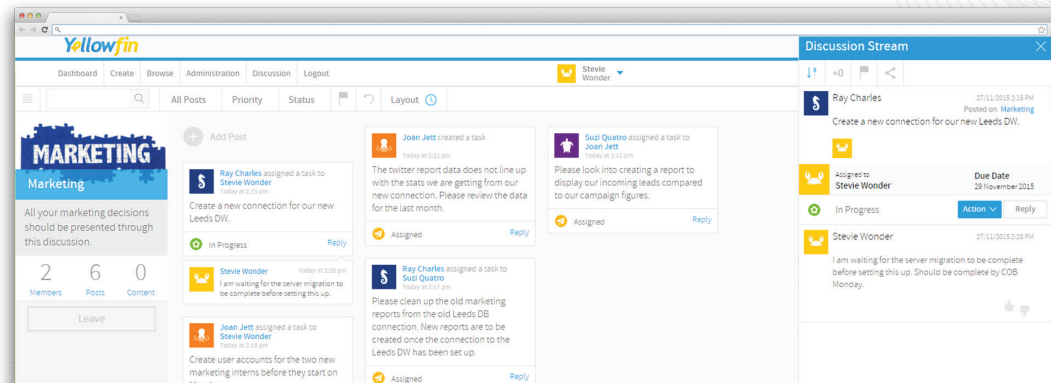
Business Workflow

Historically, BI tools have had low adoption rates. Research from TDWI suggests that, on average, around ten percent of people use BI within an organization. Yellowfin believes that BI is most powerful when shared broadly, and acted on extensively, to support organization wide decision-making. Results from BARC's *The BI Survey 15*, the world's largest annual survey of BI users, found the average proportion of employees using Yellowfin to be 39 percent – around three times the industry average.

Yellowfin 7.2 renews Yellowfin's business-user-oriented approach to BI, moving beyond the typical analyst only workflow of Discover – Create – Publish – Share. Yellowfin 7.2 introduces the Business Workflow: Need – Brainstorm – Discover – Create – Review – Publish – Share – Act.

The Yellowfin Business Workflow empowers BI consumers by enabling business users to quickly connect with the BI experts in their organization to raise trackable tasks, brainstorm ideas, collaboratively review content and act fast.





Task Management: Quickly and easily connect business needs with BI experts in your organization. Yellowfin's new Task Management system makes it easy for business users to raise and assign tasks from anywhere inside the Yellowfin platform. Quickly request content creation or analysis, assign 'to do', 'change request', 'delete content' and 'new user' tasks, as well as raise data quality concerns. Enjoy complete visibility over task progression by tracking tasks from creation through to completion in Yellowfin. Yellowfin Task Management empowers your business users to actively partake in the BI process, and request expert assistance where necessary, without trying to turn them into business analysts.

Brainstorm with Discussion Boards: In the real world, business analysts don't simply start discovering insights instantly. Ensure requests for content and analysis are met quickly and accurately by collectively brainstorming responses to tasks with Kanban style Discussion Boards. Kanban boards in Yellowfin allow you to visualize and organize workflow into activity streams to boost transparency, enabling you to easily monitor and communicate progress.

Task review cycle: Meeting business needs with BI can be like hitting a moving target. Information originally requested may become irrelevant as business requirements change, insights generated from requested content may prove

unhelpful, or business analysts might simply misinterpret a request or the data itself. Built-in review cycles allow you to evaluate a task once complete to ensure its usefulness before sharing and acting on it.

Smart Tasks prompt action: Turn insight into action with Yellowfin Smart Tasks. Smart Tasks can automatically generate tasks from Yellowfin broadcasts: If data falls outside predefined thresholds, such as certain stock-on-hand levels in a retail environment, a task is instantly created, assigned and given a deadline for completion. Take timely action and improve accountability with Yellowfin Smart Tasks.

Connectors

Yellowfin 7.2 ships with an open connector framework, enabling you to connect to any third-party Web application. Create, share and act on analytical insights from your most important applications quickly, easily and broadly with Yellowfin's open connector framework.

Prebuilt connectors and content: Experience instant insight with out-of-the-box API connectors and pre-built content for Salesforce, Xero, Google Analytics, Google Sheets, LinkedIn, Twitter, YouTube and more.

Add your custom connectors: Yellowfin's 'open' connector framework means it's simple to build your own connectors for any third-party API, then create, visualize and act on your analytical insights in Yellowfin.

More to come on Marketplace: Yellowfin will make additional connectors available, free of charge, on the Yellowfin Marketplace over time.

Forecasting and Trends

Enhanced forecasting and trending extend the breadth of Yellowfin's analysis capabilities, making it easier for you to conduct better, faster data analysis without the need to perform advanced calculations.

Forecasting: New forecasting capabilities offer enhanced flexibility, allowing you to set the parameters used to create a model, enabling you to conduct faster and more accurate forecasting.

Trending: Easily plot the relationship between two variables on a chart to instantly identify a trend.

Averages: Automatically plot an average value on a chart by simply selecting to show an average for a particular metric.



Find out more

www.yellowfinbi.com