

## Case Study Volpara

### Summary

**Integrating Yellowfin's Business Intelligence (BI) platform into Volpara Health Technologies' cloud-based analytics product, VolparaEnterprise, has enabled Volpara to:**

- Take a proof-of-concept design and develop it into a completely rebranded and sales ready product in just a few months;
- Achieve considerable competitive advantage by delivering a world-first analytics product that improves decision-making to assist breast cancer prevention, detection and treatment; and
- Deliver actionable data-driven insights to a range of user types – from clinicians to business managers and scientists – to more effectively fight breast cancer.

### Company

Founded in 2009, Volpara Health Technologies is a software developer operating within the healthcare industry, headquartered in Wellington, New Zealand. Volpara also has offices in Australia, the US and the UK.

Volpara Health Technologies develops the VolparaDensity suite of quantitative breast imaging products. Volpara's breast imaging products are used in over 30 countries to provide accurate estimates of breast density, an important factor in determining a women's suitability for mammography and her lifetime cancer risk.

VolparaEnterprise, Volpara's cloud-based analytics product, plays an essential role in its suite of breast imaging services. VolparaEnterprise delivers the best possible data-driven insights to assist early breast cancer detection, giving clinicians the information needed to deliver the best possible patient outcomes.

### Challenge

To further cement its position as a market leader in its field, Volpara wanted to quickly advance and scale its breast imaging analytics product. Volpara's development team initially created a successful proof of concept (POC) using a Web-based dashboard and Microsoft SQL.

Feedback gathered during the POC phase of the process indicated that Volpara would benefit from integrating a third-party Business Intelligence (BI) platform into its analytics product, in order to revitalize its offering and get it to market fast.

"We wanted to deliver an analytics application of superior usability, functionality and appearance," said Volpara Technical Sales Manager, Paul Clancy. "Our goal was to create an engaging user experience that made it fast and easy for clinicians to independently access, understand and act on data to make the best fact-based decisions possible.

"We knew the Volpara Density suite of breast imaging products was producing a significant volume of valuable, actionable clinical data—we just needed something to quickly get this data in front of the right people, in a professional format."

After determining that integrating a third-party application—to deliver its revamped VolparaEnterprise analytics product—would enable Volpara to bring a superior product to market in a shorter timeframe, other important factors were determined.

"The third-party analytics platform needed to be easy to use for non-technical information consumers, with a modern and intuitive Web-based user interface," said Clancy. "At a more technical level, it also had to be cloud deployable to align with our strategic plan for Volpara's future products, while also having the capacity to be rebranded and 'white labeled'.

"We performed a review of a number of different products in the marketplace, but both our own testing and feedback from others in the industry determined that Yellowfin was the best fit for our needs."

### Solution

Volpara ultimately chose to integrate Yellowfin into its VolparaEnterprise breast imaging analytics product because its BI platform came highly recommended and met Volpara's selection criteria.

"An industry colleague suggested we assess Yellowfin," said Clancy. "It became immediately clear that its broad range of features and platform design would allow us to develop a market-leading product far quicker than using our own internal resources.

"The ability to completely rebrand and white label the product was essential, as was the fact Yellowfin was built from the ground up for seamless cloud deployment."

Opportunities to liaise with Yellowfin experts and network with existing clients finalized the selection, convincing Volpara that the partnership was a good cultural fit and that strong results would be quickly achievable.

"Meeting Yellowfin's team in person, and hearing from existing customers at a Yellowfin roadshow, sealed the deal," said Clancy. "We saw firsthand how passionate the Yellowfin team was about Business Intelligence and working with other software vendors to bring world-class solutions to market."

Volpara explained that its suite of breast imaging products generated and captured a large amount of useful data. This data needed to be presented to a diverse range of users—such as clinicians, business people and scientists—who wanted to analyze different aspects of the data and were used to consuming data analysis in different ways.

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## Solution

“Yellowfin allows us to easily design the right reports, charts and dashboards for each kind of user,” said Clancy. “For example, business people can easily see their high-level statistics, while scientists and deep-data lovers can quickly analyze detailed data, drilling all the way down to the level they desire.”

“Within a few short weeks, our development team was up to speed and building really comprehensive, personalized content for different user types and screen sizes—even mobile devices.”

Volpara also cited easy configuration and simple integration with its SQL database, as well as the ability to translate both system information and content in Yellowfin, as technical reasons underpinning the partnership decision.

“Being able to drop in a language pack to translate the entire system to another language is invaluable, and will allow us to launch VolparaEnterprise in Japan, Korea and Europe,” said Clancy.

To fit in with its future product strategy, Volpara has deployed Yellowfin as a hosted solution on Microsoft Azure. Volpara’s on-premise server sends data in XML form to an SQL database, which is read by Yellowfin.

“We have designed our current on-premise software to leverage Azure’s blob storage, SQL database and cloud upload technology,” explained Clancy. “What makes Azure even more attractive is that Yellowfin has a preconfigured virtual machine available in the Azure Marketplace.”

“This means that a Yellowfin virtual machine can be deployed literally in seconds, and the on-premise solution can easily be connected to begin processing mammograms. This allows us to scale up swiftly and deploy solutions to our clients without issue or complexity.”

Clancy added that Yellowfin’s cloud-ready architecture, multi-tiered security permissions and multitenant capabilities delivered a reliable robust environment that could be rolled out securely to multiple customers.

## Results

Ultimately, Volpara’s aim is to boost the early detection of breast cancer and enhance clinical decision-making, enabling medical practitioners to quickly take the best course of action to save lives.

“Integrating Yellowfin’s BI solution into the VolparaEnterprise analytics product delivers a huge amount of useful data in highly intuitive formats,” said Clancy. “These data-driven insights allow clinicians and managers to make important decisions, enabling them to deliver the best possible treatments and patient outcomes.”

The VolparaEnterprise solution, powered by Yellowfin’s BI platform, offers users a complete overview of their mammography practice—from the patients with whom they consult, to the quality of mammograms taken and how their machines and operators are performing. Users can even drill down to determine the quality of individual mammograms.

“Hospitals, clinics and breast screening programs all over the world will be able to use our solution to directly impact the health of their patients, by improving efficiency, spotting potential quality issues and making sure their operators and machines are working to peak performance,” said Clancy. “For the women who attend screenings, they can now do so with the confidence that the clinic is using the optimum compression required to capture a high-quality mammogram, while also using the smallest dosage of radiation necessary.”

From a company perspective, Clancy said that integrating Yellowfin into its VolparaEnterprise analytics product had empowered Volpara to deliver a world-first cloud-based service.

“Yellowfin has allowed Volpara to take a proof-of-concept design and make it into a fully-fledged, cloud-ready and completely white-labeled sales-ready product—all in the space of months, not years,” said Clancy. “It has enabled us to punch significantly above our weight and achieve considerable competitive advantage, delivering a world-first product to our global network of customers. We’re also very excited about the potential to roll the product out into non-English speaking markets, such as Japan.”

Clancy added that the support Yellowfin was able to offer Volpara throughout the engagement process was another critical factor that enabled them to deliver on an ambitious product vision in a short timeframe.

“Since day one, Yellowfin has engaged us properly to find answers to our challenges,” said Clancy. “Through roadshows, Webinars and one-on-one training, our developers and applications engineers could quickly learn Yellowfin, and have technical questions answered promptly.”

“We are confident that our partnership will continue to grow to the mutual benefit of both companies, and will help deliver better patient outcomes in the fight against breast cancer.”

“Hospitals, clinics and breast screening programs across the globe can now easily assess the quality of their mammograms to improve decision-making and catch breast cancer early.”

- Volpara Technical Sales Manager,  
Paul Clancy

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