an overview about
Yellowfin International Pty Ltd
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About Yellowfin

Global HQ: Melbourne, Victoria, Australia
Website: www.yellowfinbi.com
Global leader: Glen Rabie, CEO
Core activity: Business Intelligence software
Contact: www.yellowfinbi.com/YFContact.i4

Key customers:
- University of Konstanz
- Lancashire Care NHS Foundation Trust
- Honda France
- Xerox
- Aquent
- Internet Stores
- Lexis Nexis

History and purpose
Yellowfin is a global Business Intelligence (BI) software vendor passionate about making BI easy. Founded in 2003 in response to the complexity and cost associated with implementing and using traditional BI tools, Yellowfin is underpinned by five core principles: Usability; value; innovation; pervasiveness and flexibility. Yellowfin is a leader in data visualization, Location Intelligence, mobile, collaborative and embedded BI.

Yellowfin: Making Business Intelligence easy
Yellowfin is headquartered and developed in Melbourne, Australia, offering a cost effective, innovative and flexible 100 percent Web-based reporting and analytics solution.

Yellowfin’s mission is to build highly intuitive software that is easy to install, even easier to use, can respond to changing client reporting and analysis needs, and that offers superior Return on Investment through widespread end-user adoption.

With Yellowfin, the end-user is always front-of-mind. Anyone comfortable using a Web-browser can easily learn to take full advantage of Yellowfin’s broad range of world-class BI features. Customers are able to use Yellowfin within days and weeks, not months or years.

Product strengths
Our customers love Yellowfin because we’re continuously developing our product to meet and exceed their expectations.

We offer a fresh approach to BI, one which focuses on empowering the widest audience possible with the ability to consume, understand and act on fact-based insight.

Yellowfin is designed for the modern BI consumer. Our technology and licensing model are highly scalable, making pervasive BI deployments a reality.

Yellowfin is more than just highly interactive dashboards and intuitive data visualizations. It’s innovative end-user-oriented BI software that’s incredibly easy-to-use, with market leading features:

- Mobile BI: Empower your users to access the information they need to take action anywhere, anytime, on any device
- Collaborative BI: Your users can experience faster, better, more efficient fact-based decision-making
- Location Intelligence: Award winning mapping provides context to your business data, allowing you to identify your next big business opportunity
Yellowfin: A BI vendor on the rise

A world-leading BI solution

Gartner’s BI & Analytics Magic Quadrant
In 2014, Yellowfin debuted in Gartner’s Magic Quadrant for Business Intelligence and Analytics Platforms. The 2014 study evaluated 27 different vendors across 17 capabilities in the following categories: information delivery, analysis and integration. The 2014 report also cited an additional 31 “Interesting Vendors” that did not qualify for inclusion in the Magic Quadrant itself.

Yellowfin was identified as a ‘Vendor to Consider’ in Gartner’s 2013 BI & analytics Magic Quadrant.

Named a ‘Champion’ in Info-Tech’s 2014 Mid-Market BI Vendor Landscape report
Yellowfin was one of four vendors placed in the study’s BI ‘Champion’ category – the highest classification within the Info-Tech Research Group’s report – out of the 11 vendors selected for assessment. Yellowfin was also identified as an “Exemplary Performer” in Collaborative BI.

According to the study, vendors in the ‘Champions’ quadrant (top right): “Receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trendsetters for the industry.”

Top performing BI vendor in BARC’s The BI Survey 2012, 2013 & 2014
Yellowfin was identified as a top-performing BI vendor in the 2012, 2013 and 2014 versions of the Business Applications Research Center’s (BARC) The BI Survey – the world’s largest end-user BI study.

Yellowfin has been recognized as the top ranked Dashboard Vendor over the past three iterations of The BI Survey in: Cloud BI, Mobile BI and Innovation. Yellowfin also achieved the top ranking in the Ad-hoc Reporting Vendor Peer Group, over the past three versions of the study, for: Cloud BI and Innovation.

Additionally, Yellowfin has been identified as a top ranked or leading Dashboard Vendor during the past three years of The BI Survey for the following KPIs: Business benefits achieved, Recommendation, Collaboration, Performance satisfaction, Vendor support and Project length.

The BI Survey 14 also acknowledged Yellowfin as a “consistently outstanding Ad-hoc Reporting Vendor in Collaboration”, with leading scores for this innovative KPI over the past three years.
Yellowfin: A BI vendor on the rise

Continued...

Ranked No.1: Dresner Advisory Services
Yellowfin has been recognized as a leading world-class BI vendor, receiving the highest overall ranking in Dresner Advisory Services’ (DAS) 2012 and 2013 Wisdom of Crowds Business Intelligence Market Study. The studies compared 23 of the world’s leading BI vendors.

Yellowfin outscored all-comers, including traditional big name vendors Microsoft, IBM, Oracle, SAP Business Objects, SAS Institute and MicroStrategy. Yellowfin also outperformed other high profile vendors, including Information Builders, Actuate, QlikTech, Tableau, Tibco Spotfire, Pentaho, Dimensional Insight, Birst and Jaspersoft.

Nucleus Research Value Matrix for BI and analytics 2013 & 2014
Yellowfin was identified for its standout usability and collaborative capabilities in Nucleus Research’s 2013 and 2014 Technology Value Matrix for Business Intelligence and Analytics.

Principal Analyst for BI and analytics at Nucleus Research, Nina Sandy, said that Yellowfin’s ease-of-use, administrative support and single all-inclusive license type were critical for facilitating enterprise-wide deployments and strong ROI.

Yellowfin was placed in the ‘Facilitators’ quadrant of Nucleus Research’s Value Matrix for BI and analytics, along with Tableau, QlikTech, TIBCO Spotfire and Adaptive Planning.

“Vendors in the Facilitators quadrant have invested in making their applications intuitive and easy to use, driving rapid adoption with limited training requirements,” stated the report. “The Facilitator solutions are easy to implement, manage and use, which leads to large enterprise deployments over time.”

Stevie Award: Excellence in business applications
Yellowfin claimed a Stevie® Award for its BI solution in the Business Applications category at the 10th Annual International Business Awards during 2012.
**Mobile BI**

Yellowfin was named a “hot vendor” in Ventana Research’s 2014 *Value Index for Mobile BI*. The report awarded Yellowfin an overall rating of 90.5%, also lauding the vendor for its innovative integration of collaborative features and functions within its Mobile BI offering.

DAS identified Yellowfin as a leading solution in its 2011 and 2012 *Mobile Business Intelligence Market Study*, which analyzed and compared the world’s foremost Mobile BI providers. Yellowfin was also recognized in Gartner’s latest *Who’s Who in Mobile BI* report.

**Agile BI**

Analyst firm Gleanster identified Yellowfin as a leading vendor of Agile BI solutions in its 2012 benchmark report *Agile Business Intelligence*. The report compared 37 of the globe’s leading Agile BI solutions, identifying Yellowfin as a leader across all four of the study’s key comparative criteria: Ease of Deployment; Ease of Use; Features and Functionality; and Overall Value.

**Location Intelligence**

Yellowfin was announced the Ventana Research 2011 Leadership Award Winner for Location Intelligence (LI). The award recognized the Yellowfin and Macquarie University BI implementation as the best 2010/11 worldwide example of LI and the most likely to produce significant business value heading into 2012.

**Multinational presence**

With over 900 end-customers and 1,000,000 end-users, a rapidly growing international partner network and outstanding growth rate, Yellowfin is fast becoming the next big thing in the BI space.

Operating through a strong international network of over 250 channel partners, Yellowfin’s end-customers come from all major industries, including the telecommunications, financial services, education, retail, health and government sectors.

Yellowfin has experienced phenomenal growth for each of the past four financial years. Yellowfin’s major export destinations include: The US, Canada, Latin America, Central America, Brazil, New Zealand, Japan, China, India, Thailand, Malaysia, Philippines, the UK, France, Italy, Germany, Spain, Ireland, Netherlands, South Africa and Israel.
Industry recognition

What industry experts, media and analysts have to say about Yellowfin

• **DBTA 100**
  Top 100 companies that matter most in data globally, compiled by *Database Trends and Applications* magazine

• **40 vendors to watch**
  List of the world’s 40 most innovative enterprise software solutions, *InformationManagement.com*

• **MIS Strategic 100**
  Named among the top 25 technology companies that CIOs must know, *MIS* magazine

• **Stevie Award: Excellence in business applications**
  Yellowfin claimed a Stevie® Award for its BI solution in the Business Applications category of the International Business Awards

• **DBTA trend-setting products in data**
  List of the world’s most influential, innovative and important companies in data analysis, compiled by *Database Trends and Applications* magazine

“Elevating BI usefulness while keeping it simple is where the industry is going, and Yellowfin is gathering a reputation for both.”
  – Jim Ericson, Editorial Director, *InformationManagement.com*

“If you are looking for a user-friendly tool with collaborative and mobile capabilities that I refer to as the next generation of BI software, take a look at Yellowfin”
  – David Menninger, VP & Research Director, Ventana Research

“Yellowfin is probably the best-kept secret in the BI space, with many of the good things of SAP Business Objects, IBM Cognos, and Microstrategy, but without the flaws, integration problems and hefty price tags”
  – Jos van Dongen, independent BI analyst

“(Yellowfin offers) BI for the new generation of data consumers”
  – Fredrik Tunvall, Senior Analyst, Ovum

“Very excited about Yellowfin – the most #SoMoClo analytics solutions that I have seen”
  – Hyoun Park, Principal Analyst, Nucleus Research

“I wrote a report recently on self-service BI, and boy, Yellowfin is positioned very nicely for that”
  – Claudia Imhoff, independent BI analyst

“Yellowfin offers a functionally rich and highly intuitive platform for mobile reporting and analytics. Combined with its innovative collaborative features and ability to push BI to any device or platform, Yellowfin delivers a Mobile BI solution that meets the needs of modern BI consumers, business analysts and IT.”
  – Tony Cosentino, VP & Research Director, Ventana Research

“Yellowfin is a BI application that supports pervasive analytic implementations. Firstly, it’s highly intuitive – easy to use, deploy, integrate and manage. Secondly, Yellowfin’s all-inclusive per annum licensing model ensures that clients only ever use what they require; meaning strong ROI is always attainable. There are no separate charges to utilize Yellowfin’s Location Analytics, collaborative capabilities, or native apps for iPad, iPhone and HTML 5 app for Android devices.”
  – Nina Sandy, Principal Analyst for BI & Analytics, Nucleus Research
Customer recognition

What our customers have to say about Yellowfin

“With Yellowfin, services staff can enhance the care they provide, by independently accessing personalised patient and performance data from their tablet devices in real-time, wherever and whenever necessary. Like Gartner, I can see this emerging technology going far in the market; that’s why we’ve decided to back it early.”

– Mark Singleton, BI Manager, Lancashire Care NHS Foundation Trust

“The ease of doing business with Yellowfin was the deciding factor for us to partner with Yellowfin.”

– Leon McNamara, CEO, Latitude

“When we looked at Yellowfin, we saw something simpler than the alternatives. It’s highly intuitive and 100 percent Web-based, so it’s easier to consume, but without compromise. Ease of use is crucial.”

– Marc Bailey, CIO, Macquarie University

“Yellowfin is the only BI application we found that delivers on the promise of ‘actionable insight’, makes BI more intuitive, is collaborative and is so compatible on mobile devices.”

– Matt Cowie, Sales Director, ecommbi

“Yellowfin has provided us not only with an outstanding Business Intelligence application, but also exceptional support and assistance to help us bring our BI module to market.”

– Mike Giuffrida - NGA.NET