Yellowfin Overview

Yellowfin® delivers world-class reporting and analytics that is incredibly easy to use and fast to deploy Yellowfin enables business users to report on and analyse business data so that companies can reduce costs and increase revenues. Many companies and government agencies routinely use Yellowfin for strategic and tactical decision-making. For Business Intelligence (BI) to reach its true potential within an organisation, it must become pervasive. For widespread adoption to occur, BI tools must be easy-to-use and provide insights into business events as they happen. Yellowfin is achieving this goal by making Business Intelligence easy.
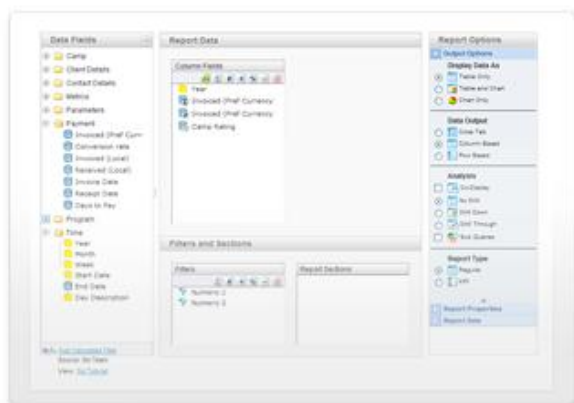
Yellowfin's Return On Investment

Yellowfin provides you with a comprehensive reporting solution for your entire enterprise. With Yellowfin, you can realize:

1. Increased Productivity Increase revenue and decrease business risk, by providing your decision-makers with access to critical business information when, and where they need it.

2. Reduced Cost of Deployment As a Java based application, Yellowfin can be easily deployed into an existing technical environment, with minimal impact upon existing infrastructure.

3. Low On-going IT Maintenance Yellowfin is a low maintenance solution. Yellowfin frees your IT department from having to respond to ad hoc business needs for information by allowing end-users to create their own reports.

Yellowfin reduces the complexity of your reporting environment

Yellowfin has been specifically designed to enable end-users to easily create and access reports via the Web. With Yellowfin, users can analyse data from multiple data sources - both relational and multidimensional. Users can leverage capabilities such as ranking, derived calculations, ordering, filtering, percentiles, variances, standard deviations, correlations, trending, statistical functions and other sophisticated calculations to assist them in their data analysis.
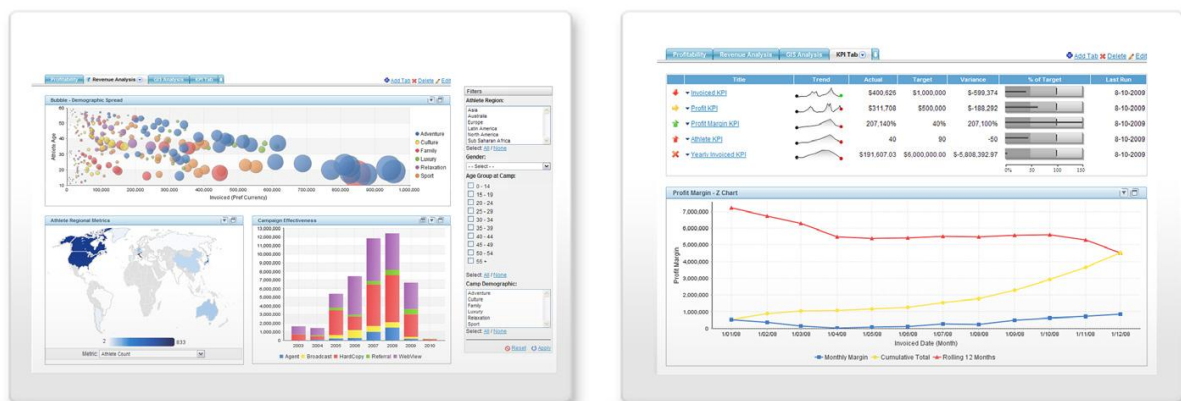
Intuitive drag-and-drop report creation

Regardless of role or technical experience level, users find Yellowfin intuitive to use. Yellowfin uses wizards and standard Web navigation, meaning that anyone comfortable using a Web-browser can navigate through the application, and take advantage of Yellowfin's full-range of features and functionality. With Yellowfin, anyone can easily design interactive reports using the drag-and-drop interface. Users simply drag business attributes onto a blank page. Yellowfin allows users to quickly visualize information by creating tables, charts and hyperlinks. The application guides users through common tasks such as connecting to the data source, linking fields and records, grouping, sorting, summarizing, and formatting data. In addition, users are presented with data in everyday business terms - not obscure database terminology. No knowledge of complex data structures or query languages is required. Further, appropriate formatting assists users to better understand complex information. With Yellowfin's flexible HTML user interface, report designers can create many different report types, including: replicas of existing reports and forms, charts and cross tab reports.

Advanced report formatting

Advanced users can leverage powerful BI functionality by creating sophisticated reports containing calculations, filters, and drill analysis. User access can be personalized based on the needs, roles, responsibilities and skills of each user. As a comprehensive BI reporting solution, Yellowfin includes the features and services users need, to create and deliver reports. These features include an HTML interface for general report formatting and designing as well as an XML option for advanced presentation.

Yellowfin's personalised and interactive dashboard improves business performance at all levels of the organisation Management and analytic dashboards allow your business to enhance visibility of organisational strategy and align actions with that strategy. Users can also track KPIs, assign goals, collaborate and share knowledge.

Users with your organisation have different data needs depending on their business role(s). Yellowfin can be personalised to meet the needs of each individual user.

Dashboards are a proven data reporting tool. They are able to align execution with strategic goals. With Yellowfin, dashboards are easy to build, use, and can support deeper analysis and better business decisions.

Yellowfin is also fast to deploy, fast to connect with your data sources, and can perform even faster data analysis with its in-memory database. All this means is that with Yellowfin, you see a faster Return On Investment (ROI).

Dashboards are used to monitor critical business metrics, enabling users to track the status of the business via personalized, scheduled KPI reports.

This empowers people across your organisation with the insights they need to make faster, more accurate decisions, saving your business time and money.

Mobile BI delivers KPI's anywhere, anytime

Yellowfin for the iPhone and iPad provides business professionals with the flexibility and security they require to access business critical information, wherever they are, and wherever they need it. Yellowfin for the iPhone and iPad is designed to sharpen the focus on those KPIs that are critical to the success of a business and its leadership team. The iPhone and iPad applications have been designed to highlight those strategic KPIs, which are of the greatest concern, as well as drive action through proactive alerts and exception reporting with all of the industry leading ease of use and analytic capabilities now expected by Yellowfin's customers.

- Yellowfin for the iPhone and iPad makes mobile business intelligence easy.
- Yellowfin delivers quality maps into your reporting Summary
- With Yellowfin, you can either broadcast, or subscribe to reports
- Yellowfin gives you access to integrated Location Intelligence
- Deliver reports in multiple formats via email or FTP

Push or pull delivery & subscriptions

Yellowfin supports both on-demand (pull) delivery, where users request a report from the report server, as well as scheduled (push) delivery, where subscribers receive reports on a specified scheduled basis, or automatically, when a report's data is refreshed.
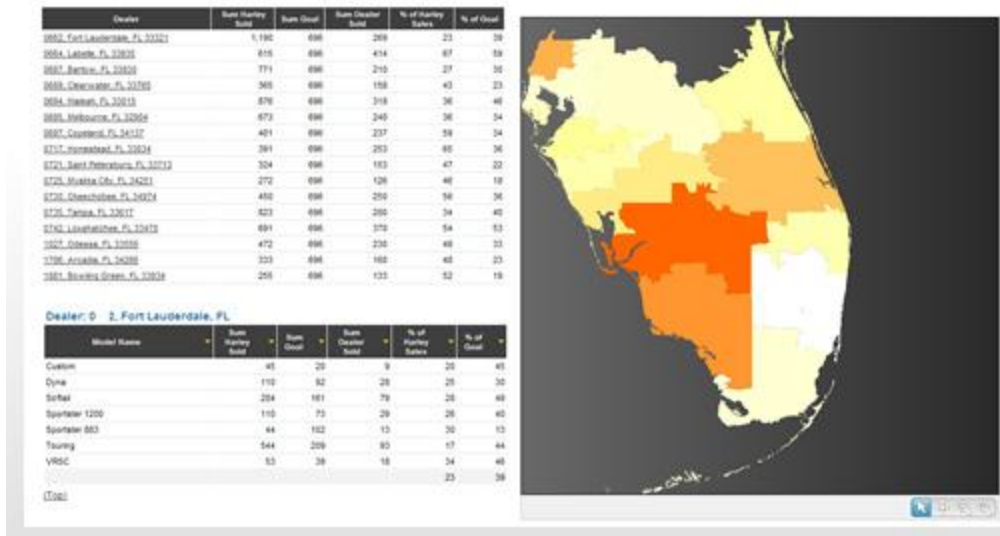
Yellowfin's report subscription feature allows users to request a regular report email and specify the preferred delivery format.

For example, one user might prefer an HTML version of a report, while another prefers a spread sheet delivered as an email attachment.

Yellowfin's data security model ensures that only authorised users can receive or request certain reports. Users can only subscribe to reports for which they have been granted permission to access.
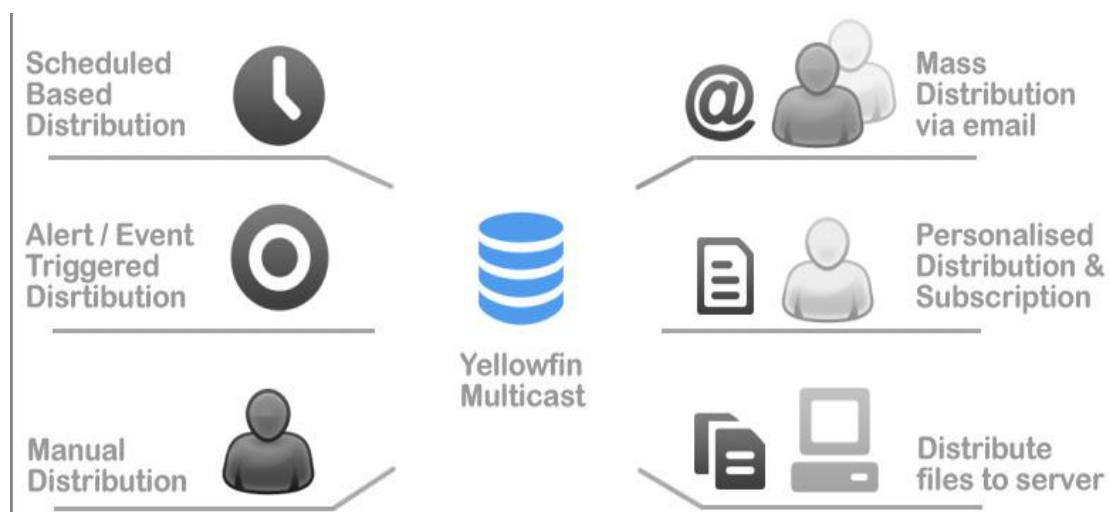
With Yellowfin, you can effortlessly merge your reporting data, in a wide variety of mapping formats - from basic Google maps, GIS data sets, to Web Map Services (WMS).

Yellowfin provides you with layered maps, enabling deep analytical insight. Via WMS, Yellowfin lets you rapidly integrate or create mashups using your existing GIS tools, such as ESRI or MapInfo.

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The Yellowfin Administrator has full-access to Yellowfin's world-class range of features and functionality, enabling them to manage and monitor access to your critical business information.

With Yellowfin Report Administrator, you can manage all aspects of the reporting life cycle including:

Data sources, report execution and scheduling, report history, security, subscriptions, delivery, and report server administration. With Yellowfin, you have complete control over who has access to what data within your organisation.

Meta-data Layer to enable report writers to see information in business terms, Yellowfin provides a meta-data layer. This tool allows an administrator to map physical data into a simplified business view.

Yellowfin reports from:

- **Excel**
- **Relational databases**
- **OLAP cubes**
- **Yellowfin's In-Memory database**

The administrator or analyst can define the key properties of the data, such as field definitions, reference code lookups and properties (e.g. dimension, measure, non-additive measure, etc.). The analyst can also create custom calculations such as ratios and averages.

Users interact with the meta-data layer, eliminating the need to understand the complexity of the underlying data or database. They view data in simple business terms.

Role-base security

The information needs of your users will vary based on their job role, department, specific projects, and other factors. Additionally, you will want to protect sensitive information, and restrict access to that information. Yellowfin provides a robust security model that can integrate with your existing security and authentication systems, so that users can only access the reports and information intended for them.

Ease of integration

Yellowfin provides a full range of data access, presentation, and information delivery capabilities that can be integrated into any Web application or Web portal.

You can access all of Yellowfin's functionality through Web services, allowing you to have complete control over report listing, processing, modification, viewing, and administration.

Contact Us

For more information, a presentation or a demonstration of the Yellowfin Solution at your organisation please contact Infinite Execution at info@infiniteexecution.com and one of our consultants will get back to you.