Yellowfin

Making Business Intelligence easy

Easy to use and easy to deploy.
Delivering BI to everyone in your
organisation.

Summary

- Provide employees with access to critical business information when they need it in a format that simplifies the decision making process.

- Yellowfin is a flexible solution for web based reporting and analytics.

- Any report can be instantly published for end users to view, schedule, and share over the web.

Yellowfin® allows you to design feature-rich reports from multiple data sources, providing users with the specific information they need in the format that best helps them make more informed decisions.

For many organisations, the business intelligence (BI) system enables power users and skilled business users to report on and analyse business data so that organisations can reduce costs and increase revenues. Many companies and government agencies routinely use a BI system for strategic and tactical decision making.

For BI to reach its true potential within organisations it must become pervasive. BI tools must be easier to use and provide insights into business events as they happen. Yellowfin's goal is to bring the benefits of business intelligence to a broader population within an organisation. We achieve this through being:

- 100% Web based
- Having a low total cost of ownership
- Intuitive to use & easy to deploy

Yellowfin's Return on Investment

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

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 Ongoing IT Maintenance**

   Yellowfin is a low maintenance solution. Your IT department can be freed from having to respond to ad hoc business needs for information by allowing end users to create their own reports.

Intuative to use

Summary

- Quickly drill into or slice and dice data to gain new business perspectives on information.

- Refine reports by dragging and dropping new data elements onto the report.

- Other one-click functions such as table pivot, ranking, filters, and adding commonly used calculations help your users better understand their reports and ask ad hoc questions of their data — without resource intensive IT involvement.

Yellowfin lowers 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.
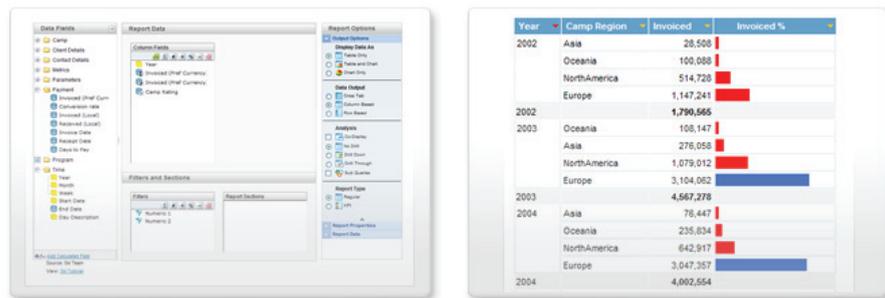
Intuitive Drag-and-Drop Report Creation

Regardless of role or technical experience level, users find Yellowfin intuitive to use. The use of wizards and standard web navigation means that anyone comfortable using a Web browser can navigate through the application and maximise the use of available functionality.

Users can easily design interactive reports, using the drag-and-drop interface, simply by dragging business attributes onto a blank page. Your users can quickly visualise 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, summarising, and formatting data. In addition, your users are presented with data in everyday business terms—not obscure database terminology. No knowledge of complex data structures or query languages is required.

Appropriate formatting assists users to better understand complex information. With its 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 Business Intelligence functionality by creating sophisticated reports containing calculations, filters, and drill analysis. User access can be personalised based on the needs, roles, responsibilities and skills of each user.

As a comprehensive reporting solution, Yellowfin includes the features and services users need to create and deliver reports. This includes a HTML interface for general report formatting and designing as well as an XML option for advanced presentation.

Dashboards & KPIs

Yellowfin's personalised and interactive dashboard improves business performance at all levels of the organisation.

The introduction of dashboards allows your business to enhance visibility of organisational strategy, align actions with that strategy, and allow your users to track KPIs, assign goals, and collaborate and share knowledge.

Summary

- Managers have access to a dashboard of KPI reports to assist them to make decisions quickly?

- The combination of Yellowfin dashboard and personalisation facilities gives your users the power to choose how they wish to access critical information to improve their productivity.
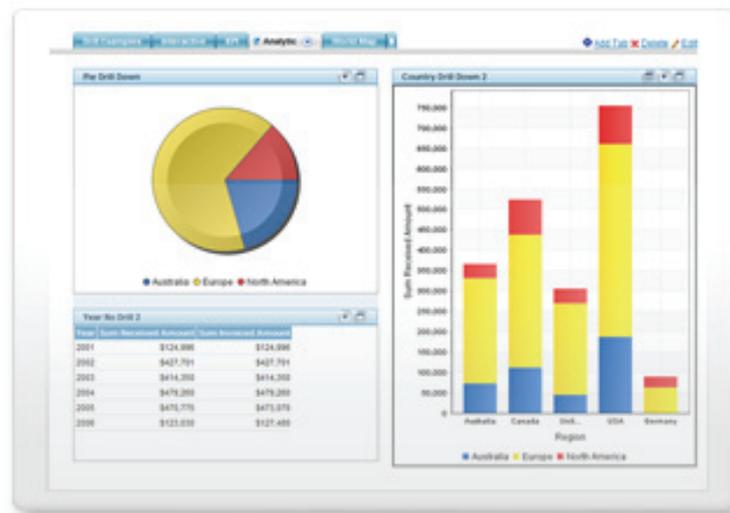
Dashboards are a proven tool used to align execution with strategic goals. Leveraging existing business intelligence (BI) infrastructure, dashboards are easy to build, use, and can support deeper analysis.

Management dashboards allow organisations to adjust the metrics, the underlying analysis, and the business rules as business conditions change.

Dashboards can help ensure that the entire enterprise monitors critical business areas through alerts as your data changes.

Dashboards can be used to monitor critical business metrics, thus enabling users anywhere to track the status of the business via KPIs. Combining the monitoring of large numbers of metrics with advanced proactive alerting improves management effectiveness by focusing attention on issues that need addressing. This means decisions can be made faster, saving your business time and money.

With the Dashboard Manager users do not have to scroll through lists of reports, which may have little to no relevance for the job they do, in an attempt to find the data that are looking for. Rather they can place reports on their dashboard for high visibility and continued access.

Personalisation and Customisation

Your users have different data and business needs. Yellowfin can be personalised to meet the needs of each individual user. Users can easily customise their dashboard reports, their favourite reports list and set alerts specifically for their data and business needs.

Schedule & Delivery

The top priority in building a BI system is to satisfy operational business needs resulting in greater organisational agility. This agility is achieved by building operational BI applications that meet the real-time needs of business users. Success is measured by an organisation's ability to get information to the people who need it to make decisions or take action. One of the most effective ways to achieve this is to deliver critical business reports to those decision makers via scheduled report delivery.

Summary

- With Yellowfin you can either broadcast or subscribe to reports.
- Delivery Rules prompt exception based reporting.
- Deliver reports via email of FTP in many formats.

Yellowfin enables straightforward access to the reports that users need via a number of delivery mechanisms. Delivery features include:

Push or pull delivery

Yellowfin supports both on-demand (pull) delivery where users request a report dynamically from the report server, as well as scheduled (push) delivery where subscribers receive reports automatically when a report's data is refreshed or on a specified schedule.

Subscriptions

This 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 spreadsheet delivered as an e-mail attachment.

Subscriptions are subject to the security model, so users can only subscribe to reports for which they have been granted permissions.

Data-driven subscriptions

In many large organisations, recipients for a report may change frequently as a result of staffing changes or re-organisations. Data-driven subscriptions enable users to create a dynamically generated list of recipients using pre-defined business rules. The reports can also be filtered and personalised using data from the database.

Easy Administration

Summary

- Easily integrate Yellowfin into existing applications
- Integrate data from a number of source systems and deliver that data to any number of web applications.
- Simplified management of data security and control over user access to sensitive information.

The Yellowfin Administrator is functionally rich – and provides you with all the tools you need to manage and monitor access to your critical business information.

Report Administrator provides your administrators with the ability to manage all aspects of the reporting life cycle, including: data sources, report execution and scheduling, report history, security, subscriptions, delivery, and report server administration.

Meta-data Layer

To enable report writers to see information in business terms, Yellowfin provides a metadata layer.

This tool allows an administrator to map physical data into a simplified business view. The administrator or analyst can define key properties about the data, such as field definitions, reference code lookups and properties (eg. dimension, measure, non-additive measure, etc). The analyst can also create custom calculations such as ratios, averages, etc.

Users interact with the meta data layer and as such do not have 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. Moreover, certain information may be sensitive, such that only certain users or groups can access it.

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.

You can access all of our functionality through web services so that you have complete control over report listing, processing, modification, viewing, and administration.

Find out more

Contact Yellowfin at www.yellowfin.com.au and ask for our proven roadmap to assist you to successfully implement Yellowfin into your organisation.