

Don't let your
dashboards
slow you down.

Make better, faster
business decisions.





Dashboard platforms should be moving you forward, not holding you back.

Information is increasing by 2.5 quintillion bytes per day. Yet despite an abundance of data and all the new technology, BI and analytics projects still fail to help the wider business fully understand what's going on. Users struggle to discover, understand, and act on the business opportunities hidden in their data.

The issue is dashboards. Businesses consume most of their analytics through dashboards, yet study after study shows adoption rates of less than 20%. How can that be if they're the primary means for making business decisions?

The reality is dashboards are not that great for driving decisions. They're out of date the moment your strategy changes. They need to be used but their insights are rarely actionable. And because dashboards arrive without context or a narrative, they need to be figured out.

Dashboards are also limited in what they find. They can only deliver what they've been asked to look for, and nothing more. What are you missing that you need to be seeing?

So while dashboards may be great for monitoring data, they are quite poor at discovery and providing clarity that can be acted on. Which means you're not acting at the speed of business.



No more dashboards?

Dashboard platforms begin and end with data preparation, analysis, and dashboards. The dashboard is king.

But imagine if you could automatically analyze all of your business data and avoid dashboards completely. If there was a product that could discover and surface the most important changes as they happen so you can identify spikes and drops, volatility, trend or step changes instantly. Imagine if the findings were personalised based on user interests and needs, and correlated with other patterns across all your data sets. Imagine removing

human bias from your analytics. That's Yellowfin Signals. No dashboards required.

Now imagine an analysis product that embraces human interpretation. A product that invites users to provide context and a narrative.

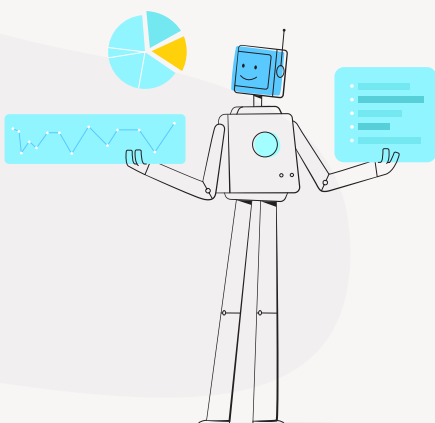
A product that makes it easy to share results and agree on action, and that lets users combine reports from most of the big name dashboard vendors. That's Yellowfin Stories.

Yellowfin Signals, for automated discovery and Yellowfin Stories, for informed context. Where dashboards fail, Yellowfin delivers.

The Suite Life

Yellowfin Stories and Yellowfin Signals are standalone components of the Yellowfin Analytics Suite, the only enterprise analytics suite that offers industry-leading automated analysis, storytelling, and collaboration.

Each component can be used individually or as part of the complete integrated suite. So, yes, we sell dashboards, too. That's the de facto standard for businesses today. But even our dashboards are better and help you find what you're looking for faster. More on that later.



The suite is comprised of:

- Yellowfin Dashboards
- Yellowfin Signals
- Yellowfin Stories
- Yellowfin Data Discovery
- Yellowfin Data Prep





Discover the unknown - automatically Yellowfin Signals

Yellowfin Signals operates in the background, monitoring business data and alerting users to critical changes in real time. It looks beyond the dashboard, searching for anomalies and data outliers that indicate something is different.



Yellowfin Signals is fast. Its alerts are automated and delivered as change happens. They arrive without human bias, without manual effort, without pause. Alerts keep business leaders informed and provide an early-warning system for analysts, helping them to deliver high-quality insights to the business.

Some people call what we're doing Artificial Intelligence and Machine Learning – it may be, but we just refer to it for what it is: a better alternative to dashboards.

The main features and benefits of Yellowfin Signals are:

- **Automated Analysis**
Automatically see all the changes to your business as they happen.
- **Continuous Analysis on Live Data**
Yellowfin Signals runs continuously on live data and can synchronise with data refreshes on a scheduled basis.
- **Time-Series Data**
Yellowfin Signals converts your metrics into time-series data and produces observations of these metrics at time intervals.
- **Personalization and Self Improvement**
Yellowfin Signals will send you only the most relevant and personalized signals for your data.
- **Correlation**
Yellowfin Signals will surface related patterns in your metrics and in all of your data, and then present it back to you.
- **Collaboration**
Your analytics team can share the same view for a Signal, start a discussion, attach content, tag other users, collectively decide on the next action, and be notified of updates.

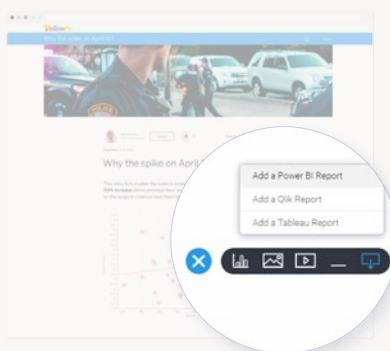
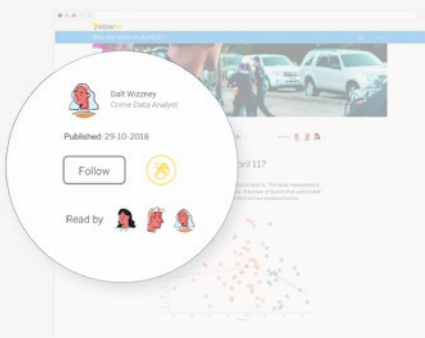


Get your story straight Yellowfin Stories

People relate to stories - there's a beginning, a middle, and an end.
Start big, get smaller, finish with a logical conclusion.

Yellowfin Stories work the same way. We start big because you can embed reports from most dashboard vendors. All the relevant data is now in one place, ready to be shared and commented on.

Then you invite in colleagues to offer interpretations, commentary, and points of view. You narrow it down to the key information, you agree on what the data are telling you, and then you align on the action to be taken. A happy ending if ever there was one.



The main features and benefits of Yellowfin Stories are:

○ Cross-vendor Embedding

Embed reports from other dashboard vendor tools into Yellowfin Stories and share the story that needs to be told.

○ Increased User Adoption

Stories increase usage and adoption of your analytics tools, helping to increase alignment across the organization and create a data-driven culture.

○ Frictionless Workflow

Instead of cutting and pasting reports into other tools (Word, Google Doc, Powerpoint, etc) and then emailing them out, Yellowfin storytellers can embed live or static reports, bookmarks, snapshots, external media (images and videos) into their published stories and share them as part of their analysis workflow.

○ Purposefully Simple User Experience

It doesn't matter if you are a data analyst or a business leader, it is very easy to create, design, and publish a story with your peers.

○ Authors, Editors, and Collaborators

As part of your Yellowfin Story authoring process, you can increase credibility and transparency by inviting editors and collaborators to refine the narrative.

○ Read Bys, Claps, and Shares

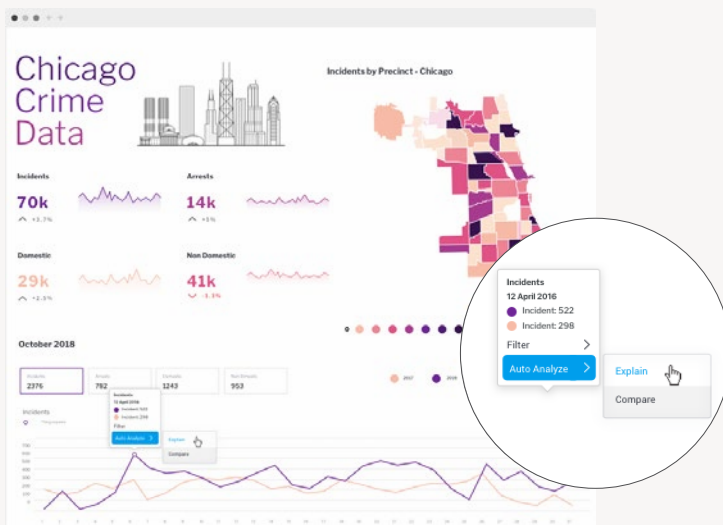
Track who reads your stories and how much it resonated with your peers by Claps received.





Get your data ready Yellowfin Data Prep

Before analysis, data must come together and be transformed. Yellowfin Data Preparation has everything you need to connect and extract data from all your business sources including spreadsheets, Web APIs, and databases. It merges and enhances the data, making it accessible by any analytics tool the business uses. There's no proprietary lock-out.



Visualize performance Yellowfin Dashboards

Dashboards are currently the business user's analytics interface.

Yellowfin Dashboards are designed for visualisation, making them easy to understand, engaging, and informative. They make it simple to monitor KPIs and track business, team, or individual performance in real time.



TECH ALERT: Time to talk about metadata

People like to avoid talking about metadata. They think it complicates things. But data about data is at the heart of analytics.

Yellowfin unashamedly asks for a little more effort up front by combining data prep with the metadata layer to create a shared business layer on top of data structures. It's this extra layer that delivers governance and security, makes discovery repeatable, and delivers value through Yellowfin Signals and Assisted Insights. You'll thank us later, we promise.



Explore, discover, share Yellowfin Data Discovery

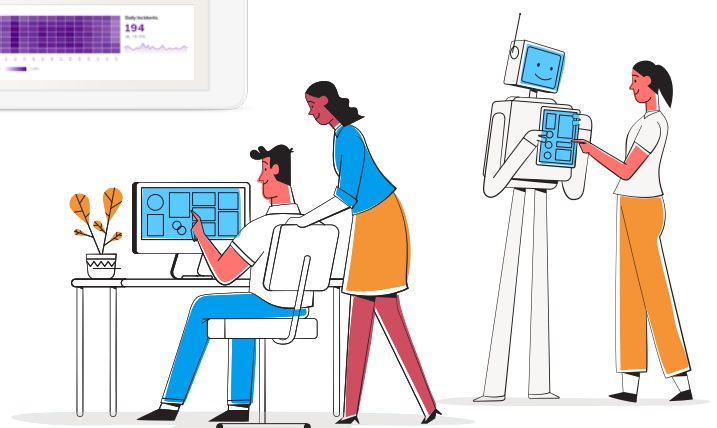
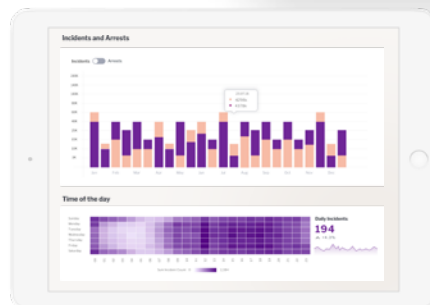
Discover, visualize, and share insights from your data with Yellowfin Data Discovery.

This 100% web-based product enables users to access and analyse data in situ using spreadsheet, database, or web applications. Assisted Insights uses machine-learning algorithms to automatically provide answers faster, saving users from having to manually dig through all the data themselves. With industry-leading collaboration capabilities, findings can be published and shared to many workflows, and reused in Dashboards, Stories, and Storyboards.

THE FOUNDATION OF THE Yellowfin Analytics Suite

Today, the individual pieces of our suite, when brought together in a single, integrated solution, are very impressive - in fact, Yellowfin is ranked as a Top 5 analytics solution across all 15 Gartner Critical Capabilities for Analytics and Business Intelligence Platforms.

The beauty of our suite is it allows you to pick and choose what you need without needing to buy everything. So you can add any of the components into your existing analytics environment.



Better answers faster.

Everything Yellowfin does is designed to help you get better answers faster. We're currently helping more than 27,000 companies in more than 75 countries gain true competitive advantage by providing the insight they need to make better informed decisions.

How can we help you get to the Why faster?



Most BI companies can tell customers what happened. Yellowfin tells them why it happened. Founded in 2003 in response to the complexity and costs associated with implementing and using traditional BI tools, Yellowfin delivers the only enterprise analytics software suite that offers industry-leading automated analysis, storytelling, and collaboration. In 2018, Yellowfin ranked in the Top 5 across all 15 Gartner Critical Capabilities for Analytics and Business Intelligence Platforms. More than 27,000 organizations, and more than three million end-users across 75 different countries use Yellowfin every day to get to the Why faster.

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