

The BI Survey 18

The world's largest survey of BI software users

This product is a specially produced
summary of the headline results for

Yellowfin

 | **BARC**
A CXP GROUP COMPANY



KPI results

2 top-rankings
and
21 leading positions

in 4 different peer groups.

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Recommendation

100%

of surveyed users would **recommend*** Yellowfin.

* Based on the aggregate of "Definitely" and "Probably".

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Price-performance I

78%

of surveyed users chose Yellowfin because of its **price-performance ratio.***

* Compared to **38%** for the average BI tool.

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Price-performance II

86%

of surveyed users rate Yellowfin's **price-performance ratio** as **good** or **excellent**.

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Understanding

95%

of surveyed users rate the **ability** of Yellowfin **to understand their organization's needs** as **good** or **very good**.

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Operational BI

For the **5th** year in a row Yellowfin achieves **outstanding results** for **operational BI**.

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Peer Group
Data discovery-focused products

1. Top-ranked in
 Operational BI

Leader in
 Price-to-value
 Product satisfaction
 Ease of use
 Sales experience
 Data volume
 Location intelligence
 Embedded BI
 Innovation

Peer Group
Self-service reporting-focused products

1. Top-ranked in
 Embedded BI

Leader in
 Ease of use
 Operational BI
 Location intelligence

Top-ranked in **Leader** in
1 categorie **3** categorie
Peer Group
 Self-service reporting-focused products
 BI-SURVEY.com

Top-ranked in
Operational BI
Peer Group
 Data discovery-focused products
 BI-SURVEY.com

Top-ranked in **Leader** in
1 categorie **8** categorie
Peer Group
 Data discovery-focused products
 BI-SURVEY.com

Top-ranked in
Embedded BI
Peer Group
 Self-service reporting-focused products
 BI-SURVEY.com

BARC Summary

Yellowfin is a modern and business user-focused solution mainly used for dashboards and enterprise and ad hoc reporting, as well as analysis, which is reflected in the customer feedback received in this year's BI Survey. Yellowfin customers report a high level of ease of use for Yellowfin BI and often choose the software for this reason. However, the major attraction for buying the software is its price. An impressive 78 percent of respondents bought Yellowfin for its price-performance ratio compared to The BI Survey average of 38 percent. In terms of trending usage scenarios, the vendor remains true to its roots with strong results in the 'Operational BI' and 'Embedded BI' KPIs.



Peer Group
Embedded analytics-focused products

 **Leader in**

- Price-to-value
- Product satisfaction
- Ease of use
- Operational BI
- Location intelligence
- Embedded BI
- Innovation

Peer Group
Americas-focused vendors

 **Leader in**

- Operational BI
- Location intelligence
- Embedded BI
- Innovation



Customer Quotes

Excellent software. Very straightforward to use and doesn't require huge investment in staff training. Meets all our needs and support from the company has been excellent to date.

 BI-SURVEY.com

Deputy Director for Finance & BI, healthcare,
101-2,500 employees

Eine gelungene und vertrauensvolle
Kunden-Anbieter-Partnerschaft.

 BI-SURVEY.com

Person responsible/Project manager for
departmental BI, IT, 101-2,500 employees

Die Erfahrungen mit Yellowfin BI sind rundum positiv. Die Software ist extrem flexibel. Besonders hervorzuheben ist die Geschwindigkeit in der neue Releases veröffentlicht werden, die meist sehr wesentliche Verbesserungen enthalten. Weiterhin sind wir mit der Kundenpflege durch das Yellowfin Salesteam sehr zufrieden.

 BI-SURVEY.com

CEO, IT, <100 employees

It's an excellent SaaS BI solution.

 BI-SURVEY.com

CEO, education, >2,500 employees

I think it's a great tool, cost effective,
easy to use and looks great, suits well
as a presentation tool on top of our data
warehouse.

 BI-SURVEY.com

Head of department, insurance, <100
employees



Yellowfin overview

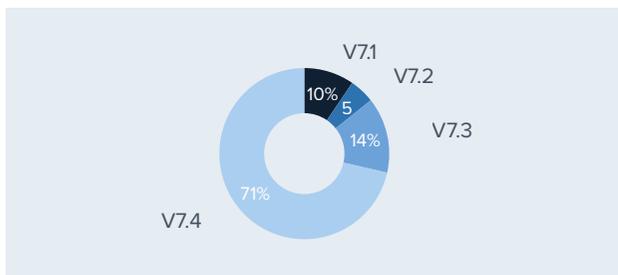
Started in 2003 with the belief that traditional BI had become too complex and too expensive, Australia based Yellowfin is focused on making BI as easy as possible for BI content consumers.

With more than 190 employees, the company's strategy of growing through local partnerships demonstrates success through customers distributed across over 70 countries. Today, more than 600 partners and resellers generate the major part of Yellowfin's revenues and serve as the company's primary go-to-market channel. Yellowfin has achieved double-digit revenue growth in recent years.

Yellowfin is a mature, user-friendly BI platform that has evolved from a successful reporting and dashboard product to support an emerging style of BI characterized by collaboration and augmented insights. It offers engaging visualization and storyboarding features that demonstrate the company's emphasis and experience in making BI content consumption as easy as possible while reaching as many users as possible.

Versions used

n= 30



Yellowfin customer responses

This year we had 30 responses from Yellowfin users. 71 percent of them used Version 7.4, 14 percent Version 7.3, 10 percent Version 7.1 and 5 percent Version 7.2.



The BI Survey 18 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2018. In total, 3,045 people responded to the survey with 2,569 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 18 examines user feedback on BI product selection and usage across 30 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness.

This document contains just a selection of the headline findings for Yellowfin. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).



User and Use Case Demographics

BARC Comment

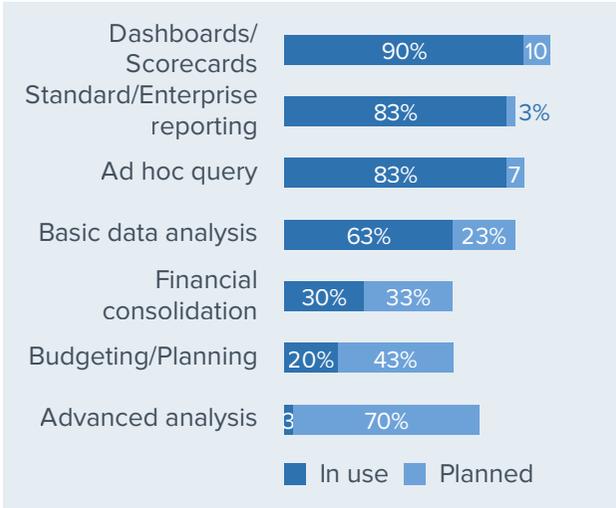
Yellowfin's usage statistics demonstrate the breadth of the solution, which provides capabilities for reporting, dashboarding and analysis. Yellowfin BI is a web-based solution strongly focused on supporting business users in the creation of BI content such as reports and dashboards. This strong emphasis on business users is underlined by feedback from our survey respondents, who frequently compared Yellowfin to other business user-focused products before choosing to deploy it.

Yellowfin BI is used by many OEM customers to provide embedded web applications. Viewing and navigating data are the two most commonly performed tasks with Yellowfin according to survey respondents.

Yellowfin has a strong footprint in mid-sized companies, and is used by an above average 21 percent of employees in its customer companies. This confirms that customers choosing the solution do a decent job in promoting it to users within the enterprise and the tool supports these efforts.

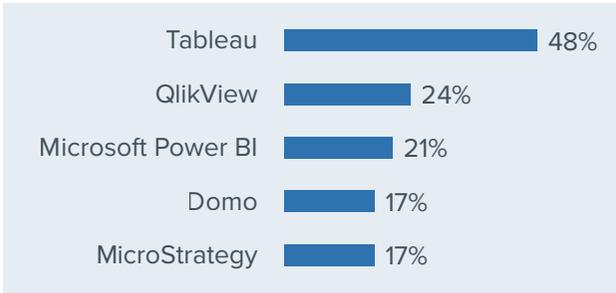
Current vs. planned use

n=30



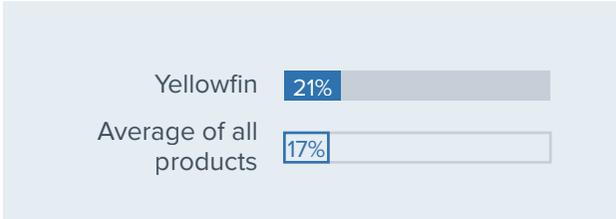
5 products most often evaluated in competition with Yellowfin

n=29



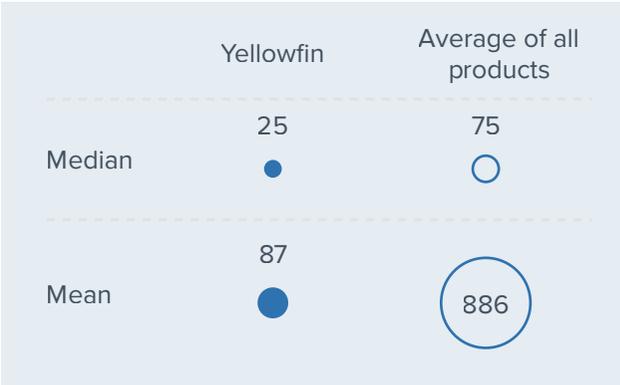
Percentage of employees using Yellowfin

n=29



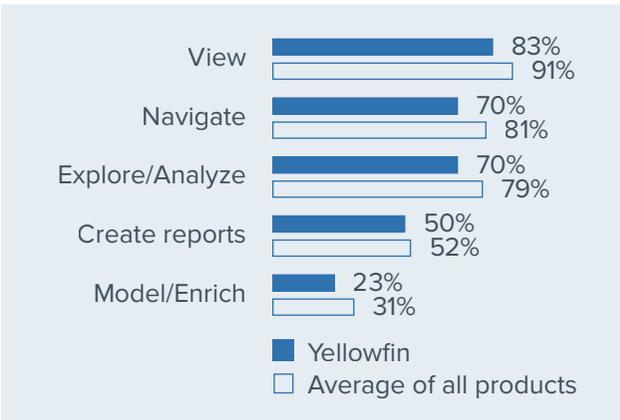
Number of users using Yellowfin

n=29



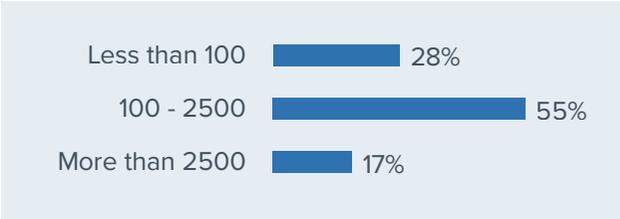
Tasks carried out with Yellowfin by business users

n=30



Company size (employees)

n=29



The KPIs

The BI Survey 18 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The BI Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI Survey 18 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.
2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

Yellowfin features in the following peer groups:

- Data discovery-focused products
- Self-service reporting-focused products
- Embedded analytics-focused products
- Americas-focused vendors

Peer Groups Overview

[*Large enterprise BI platforms:*](#) Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

[*Dashboarding-focused products:*](#) Includes products that focus on creating advanced and highly sophisticated dashboards.

[*Self-service reporting-focused products:*](#) Includes products that focus on self-service reporting and ad hoc analysis.

[*OLAP analysis-focused products:*](#) Includes products that focus on analysis in dimensional and hierarchical data models.

[*Data discovery-focused products:*](#) Includes products that focus on visual data discovery and advanced data visualization.

[*Integrated performance management products:*](#) Includes products that provide integrated functionality for BI and performance management.

[*Large international BI vendors:*](#) Includes products from companies with annual revenues of \$200m+ and a truly international reach.

[*EMEA-focused vendors:*](#) Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

[*Americas-focused vendors:*](#) Includes products from vendors that have a significant presence in - and focus on - the Americas region.

[*Embedded analytics-focused products:*](#) Includes reporting and analytics products that can be embedded in other business applications.

Price-to-value

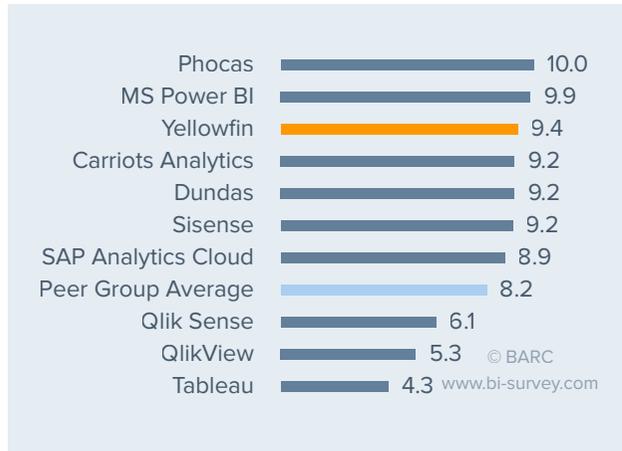


This KPI is based on how users rate their BI tool in terms of price-to-value ratio.

Price-to-value – Leader



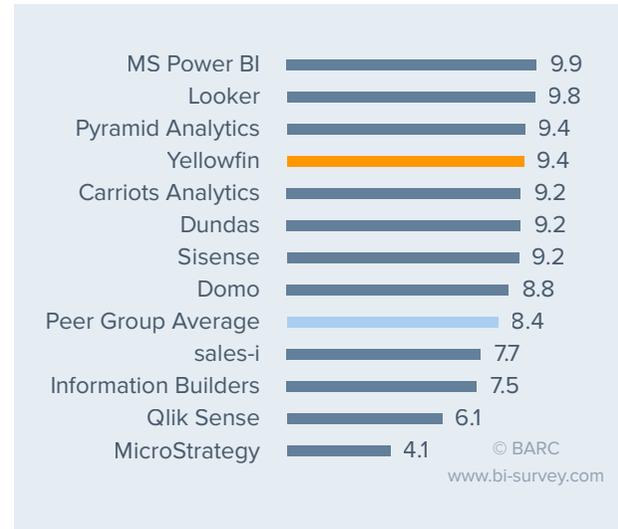
Peer group: Data discovery-focused products



Price-to-value – Leader



Peer group: Embedded analytics-focused products



Price-to-value



BARC Viewpoint

Yellowfin offers very clear and attractive licensing options. The vendor sells one license covering all product functionality and lets the customer decide which functions should be available for which user types at no extra cost. A staggering 78 percent of customers report that ‘Price-performance ratio’ is a major reason for choosing Yellowfin in this year’s BI Survey. This figure is double The BI Survey average of 38 percent and marks out Yellowfin as a leader in the ‘Price-to-value’ KPI in the ‘Data discovery-focused products’ and ‘Embedded analytics focused products’ peer groups. Organizations looking to get the best value with a limited budget should consider the Yellowfin platform.

Product satisfaction

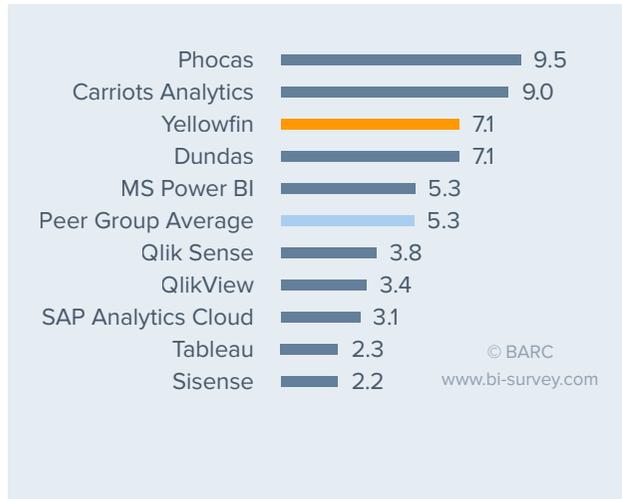


This KPI is based on the frequency of problems encountered with the product.

Product satisfaction – Leader



Peer group: Data discovery-focused products



Product satisfaction – Leader



Peer group: Embedded analytics-focused products

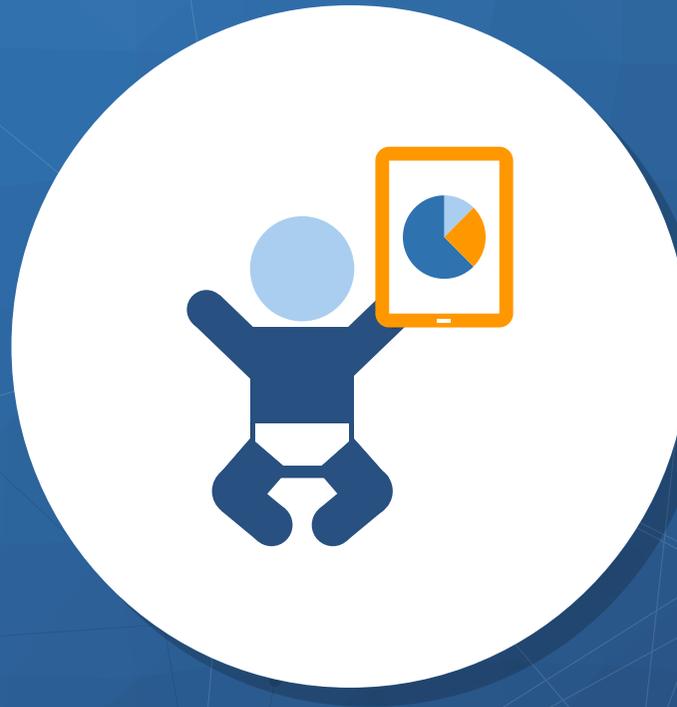


Product satisfaction



Yellowfin achieves good 'Product satisfaction' results, which are measured according to the frequency of product-related problems experienced by users. In general, 47 percent of customers say they have no significant problems with the software, compared to The BI Survey average of 39 percent. Some of the results for particular product-related problems are also impressive: Not one of our surveyed customers reported missing key product features, facing security limitations, or finding the software too difficult to use or not flexible enough. Fewer problems lead to greater satisfaction with a product, which is demonstrated in this KPI with Yellowfin occupying leader positions in the 'Data discovery-focused products' and 'Embedded analysis-focused products' peer groups.

Ease of use

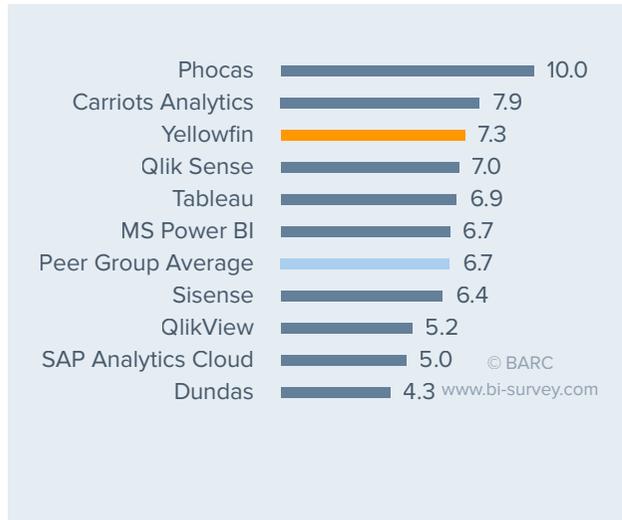


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of use – Leader



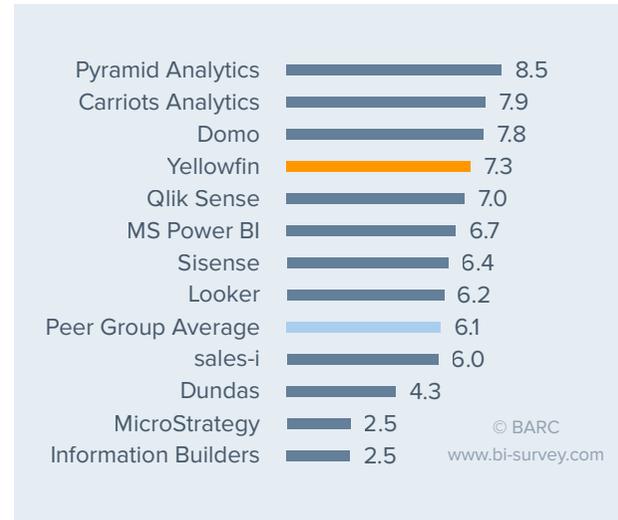
Peer group: Data discovery-focused products



Ease of use – Leader



Peer group: Embedded analytics-focused



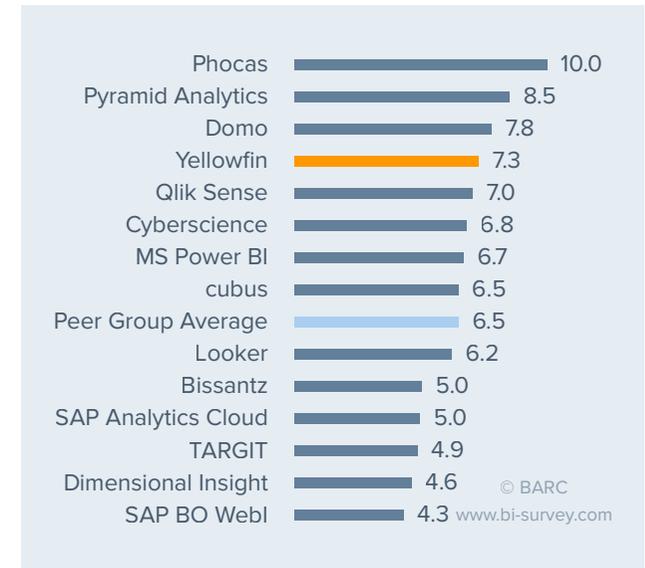
Ease of use



Ease of use – Leader



Peer group: Self-service reporting-focused products



BARC Viewpoint

From the very beginning, Yellowfin has put great emphasis on producing its software with business users in mind. They can create reports, dashboards and analyses. In recent versions, the vendor has added features such as data preparation for business analysts. Moreover, Yellowfin offers quite unique collaboration features. Using tasks, chats or other functions, business users are able to communicate with IT to speed up data loading or other processes. These features clearly convince customers to buy the software as 44 percent of respondents say ease of use for report designers was a primary reason for buying the software, while 59 percent cite ease of use for report recipients.

Sales experience

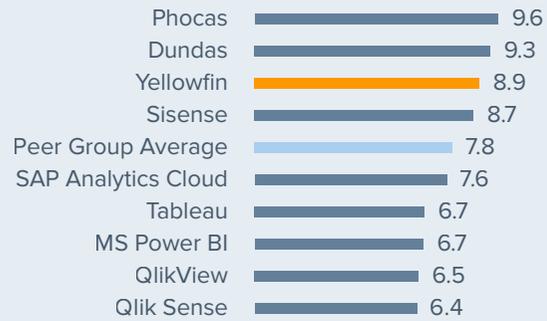


The 'Sales experience' KPI is based on how respondents rate the sales/purchasing experience with the vendor.

Sales experience – Leader



Peer group: Data discovery-focused products



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Sales people are often the first point of contact for a customer. This experience lays a base for the further relationship. Customers report a good experience with sales people from Yellowfin throughout the purchasing process. As already indicated by respondents, price is an important reason to buy the software. Besides its customer-centric licensing model, prospects seem to experience good pricing and contract flexibility with the vendor during negotiations. The vendor also convinces through its timely and thorough response to questions as well as its positive conduct in general. With that, especially compared to other data discovery-focused products, Yellowfin achieves a leading position in this KPI.

Operational BI

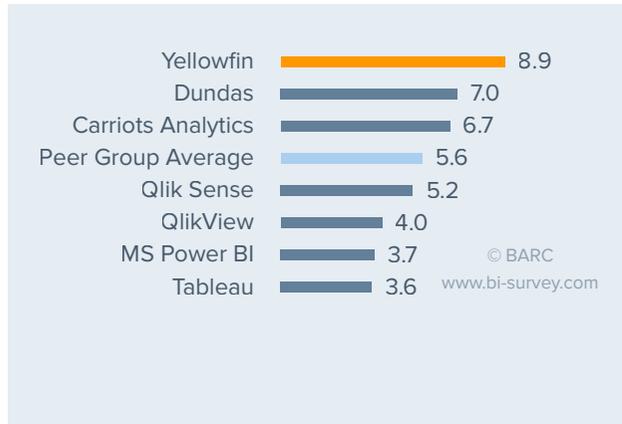


This KPI is based on how many sites currently use real-time data from transactional systems with their BI tool.

Operational BI – Top-ranked



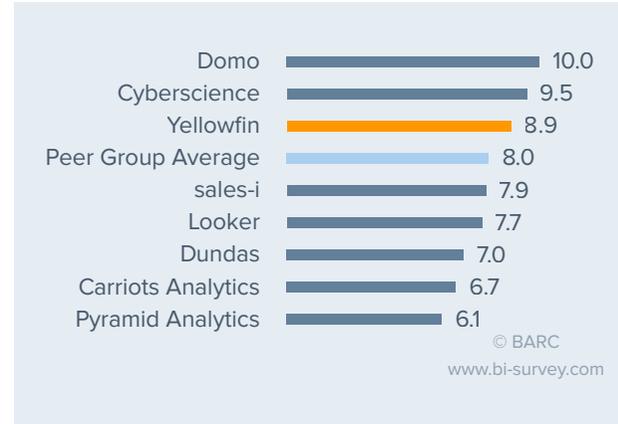
Peer group: Data discovery-focused products



Operational BI – Leader



Peer group: Americas-focused vendors



Operational BI – Leader



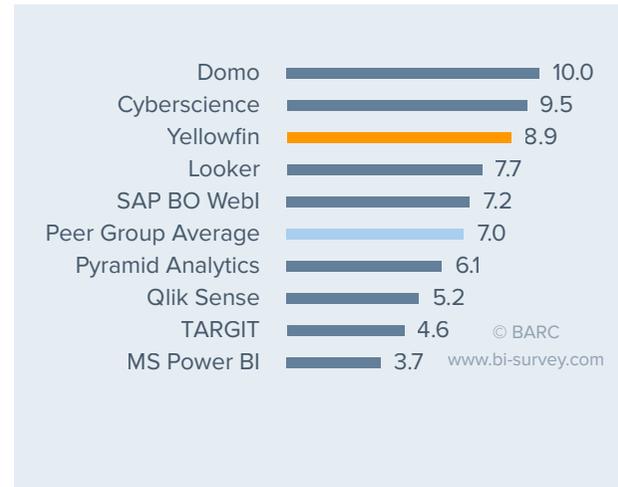
Peer group: Embedded analytics-focused products



Operational BI – Leader



Peer group: Self-service reporting-focused products



Operational BI

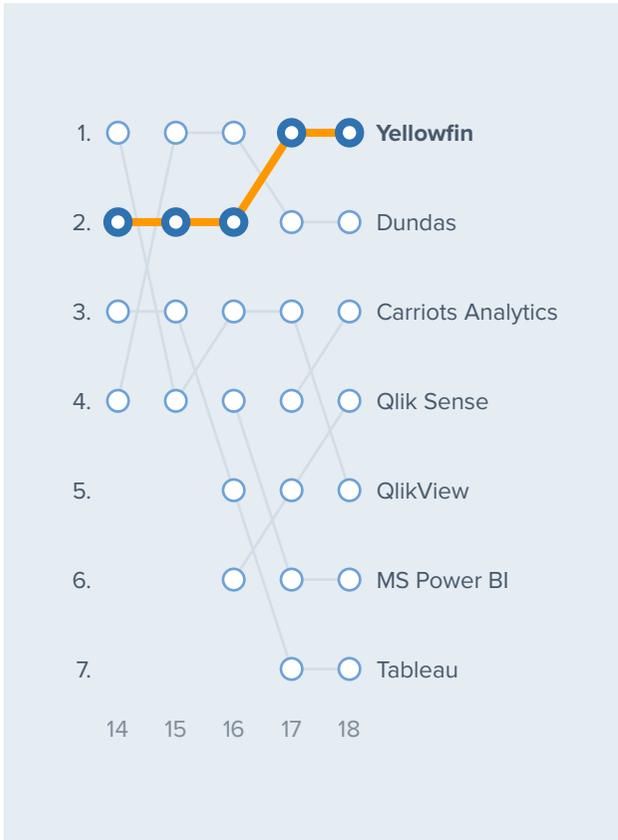


BARC Viewpoint

Yellowfin has always placed an emphasis on operational BI scenarios. The solution was designed as an embeddable web-based application to serve these needs. Yellowfin offers an integrated metadata layer, which connects to data sources and offers a single point of access to data. Data can be queried directly without replication, which works well in operational scenarios where data does not necessarily have to be transferred. Broad collaboration functionality with chats, tasks and workflows also combines well with Yellowfin's strength in operational scenarios. As a result, Yellowfin earns outstanding customer feedback in all of its peer groups for the 'Operational BI' KPI and is the top-ranked data discovery-focused product in this area.

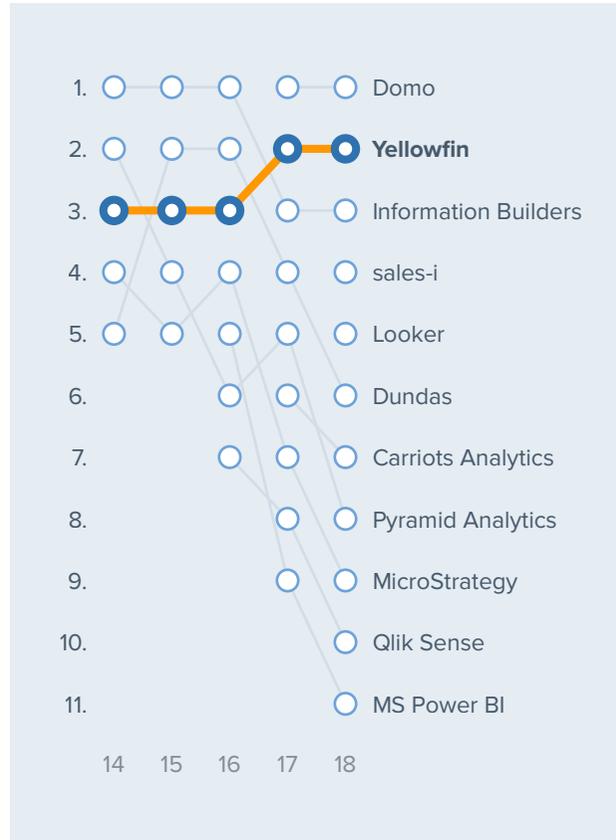
Consistently outstanding in operational BI

Peer group: Data discovery-focused products



Consistently outstanding in operational BI

Peer group: Embedded analytics-focused products



Location intelligence

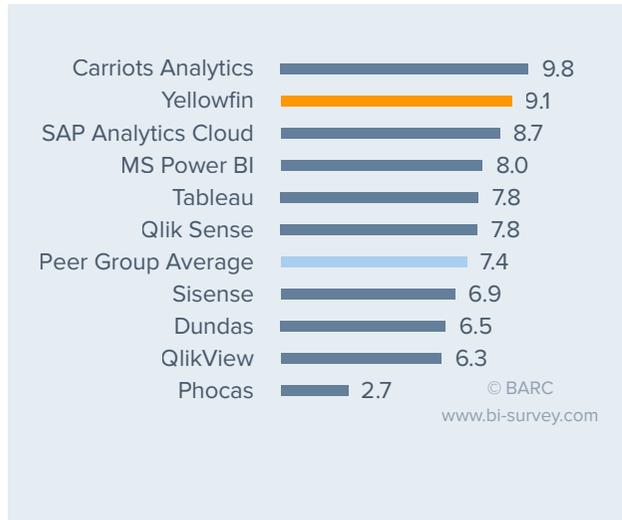


This KPI is based on how many sites currently perform spatial/location analysis with their BI tool.

Location intelligence – Leader



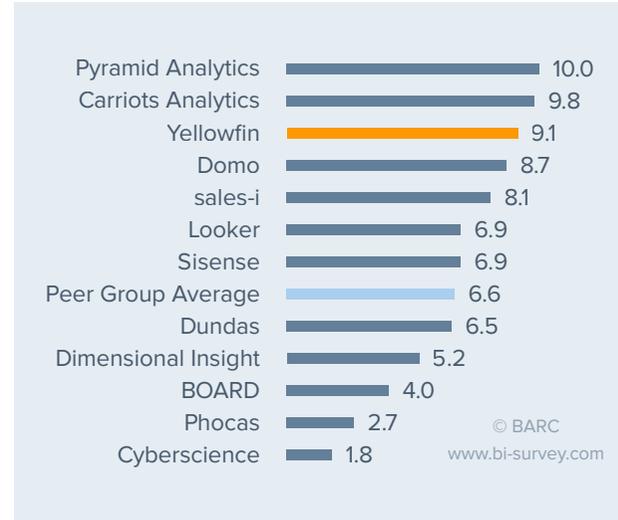
Peer group: Data discovery-focused products



Location intelligence – Leader



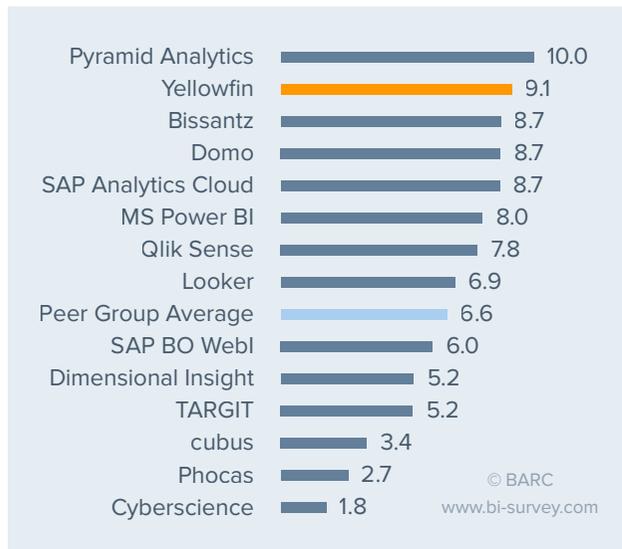
Peer group: Americas-focused vendors



Location intelligence – Leader



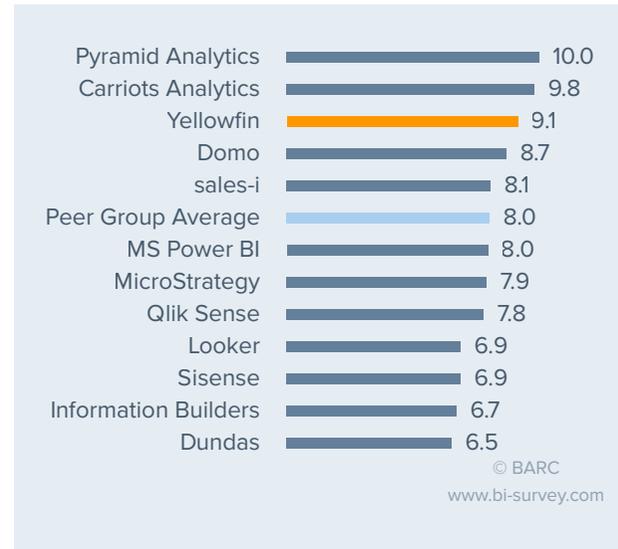
Peer group: Self-service reporting-focused products



Location intelligence – Leader



Peer group: Embedded analytics-focused products



Location intelligence



BARC Viewpoint

As data analysis in general gains in importance for companies wanting to gain competitive advantage, location intelligence is one of the use cases whereby insights can be gathered from data. Location information is available in many data sets. Companies using it often implement customer-based analyses or use cases to improve traces or roots for example. Yellowfin supports customers with a variety of location intelligence features incorporated into its BI solution. As an example, various mapping options are available, with the option to load additional WMS layers into the software. Besides geo visualization, Yellowfin provides GeoPacks to join customer data with additional geo and census information.

Embedded BI

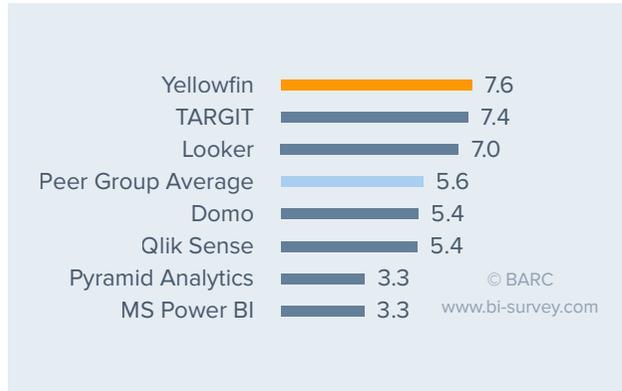


This KPI is based on how many survey respondents use embedded BI.

Embedded BI – Top-ranked



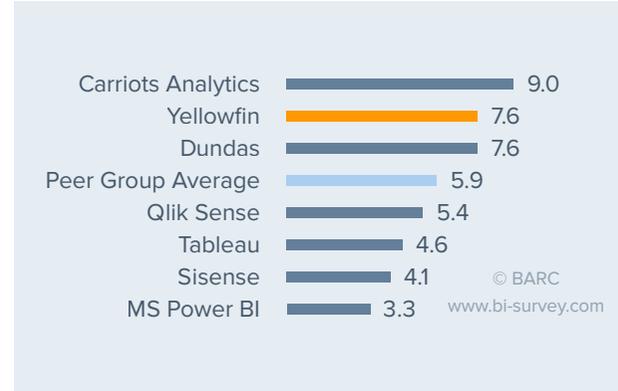
Peer group: Self-service reporting-focused products



Embedded BI – Leader



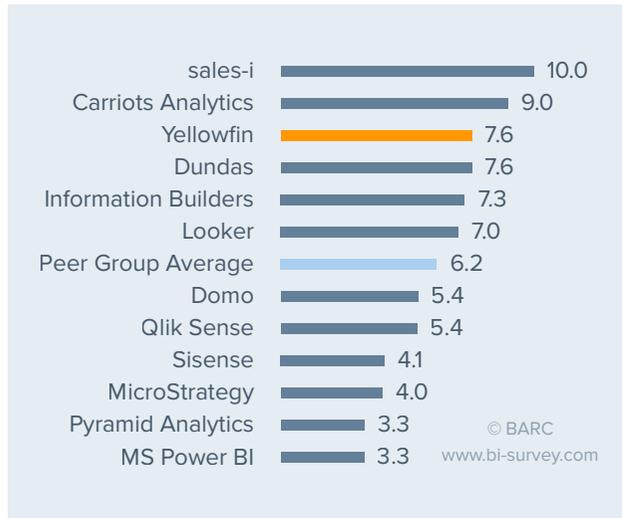
Peer group: Data discovery-focused products



Embedded BI – Leader



Peer group: Embedded analytics-focused products



Embedded BI – Leader



Peer group: Americas-focused vendors



Embedded BI



BARC Viewpoint

As with operational BI, Yellowfin achieves outstanding results for the 'Embedded BI' KPI in this year's Survey. The vendor ranks as a leader in three of its peer groups and earns a top rank in the 'Self-service reporting-focused products' peer group. Yellowfin BI was designed from the very beginning to support embedded BI and white labeling scenarios. Customers are provided with multiple options such as Javascript API, Web Services, implementation of single sign-on and DashXML. The latter is a Java web application which enables the programming-free creation of individual applications. This functionality is especially used by a high number of OEM customers, who were the vendor's original target market.

Innovation

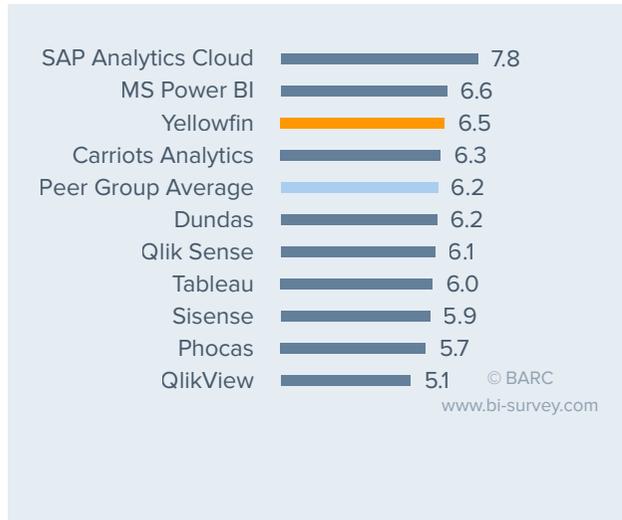


This KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence', 'Visual design standards' and 'Data preparation' KPIs to measure the product's level of innovation.

Innovation – Leader



Peer group: Data discovery-focused products



Innovation – Leader



Peer group: Embedded analytics-focused products



Innovation



Innovation – Leader



Peer group: Americas-focused vendors



BARC Viewpoint

Yellowfin can generally be said to be an innovative vendor. Rather than blindly following market hype, Yellowfin keeps a close eye on current trends and works to provide new and well thought-out innovations and features for its users. With outstanding results in ‘Embedded BI’ and ‘Operational BI’, as well as broad usage of mobile BI and location intelligence, Yellowfin achieves leading positions in three of its peer groups in the ‘Innovation’ KPI. This KPI combines the ‘Embedded BI’, ‘Cloud BI’, ‘Visual analysis’, ‘Mobile BI’, ‘Operational BI’, ‘Location intelligence’, ‘Visual design standards’ and ‘Data preparation’ KPIs to measure the product’s level of innovation.

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

Along with CXP and Pierre Audoin Consultants (PAC), BARC forms part of the CXP Group – the leading European IT research and consulting firm with 155 staff in eight countries including the UK, US, France Germany, Austria and Switzerland. CXP and PAC complement BARC's expertise in software markets with their extensive knowledge of technology for IT Service Management, HR and ERP.

For further information see: www.cxpgroup.com

Other Surveys



The BARC **BI Trend Monitor 2018** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. [Download here.](#)



The Planning Survey 18 is the world's largest survey of planning software users. Based on a sample of over 1,400 responses, it offers an unsurpassed level of user feedback on 17 leading planning products. Find out more at www.bi-survey.com

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