# Yellowfin Introduces New AI and Storytelling Products

## Abstract

In October 2018, Yellowfin, a business intelligence (BI) software vendor headquartered in Melbourne, Australia, debuted Yellowfin Signals and Yellowfin Stories. Signals uses artificial intelligence (AI) to find relevant insight in data without human intervention. Stories is a blog product where users can tell the story behind the data. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) impact brief covers the release and identifies Yellowfin as an innovator in the BI space, with an emphasis on AI and storytelling.

## Yellowfin Automates Insight with AI and Delivers Data Context to Decision Makers

On October 30, 2018, Yellowfin Signals and Stories officially launched and is generally available. Signals is artificial intelligence working behind the scenes to automatically identify insight to business users. Machine learning algorithms run continually, looking for trends, outliers, and thresholds, notifying users via alerts in a fully automated system. The results are relevant to the user and widely correlated. The more information workers use the intelligence in these alerts, the smarter the system becomes for the entire organization. Companies advancing to the use of AI in their business intelligence initiatives can expect significant gains in productivity, speedier time to decisions, and discovery of insights left hidden without the use of learning algorithms.

The newly released Stories is a fully integrated blogging platform designed to add meaning to data and guide organizations to action. Because this internal blogging platform is part of Yellowfin's modern analytics suite, users can embed visualizations and data sets, specify the context of the data, and engage in meaningful conversations around the data. For companies with multiple BI tools, users can also embed other third-party analytics tools like Tableau. To expand the usability of the familiar blogging function, users can publish Stories directly from Yellowfin Signals. Once the story is published, users can share and discuss the content via their social timeline. This new release continues to make information more consumable by non-technical users and make the self-service model more viable. Companies adding context to their distribution of insight can expect deeper penetration of business intelligence into the business user community.

Yellowfin CEO, Glen Rabie, said, "The analytics and BI markets have relied too heavily on dashboards alone for too long. The exponential growth in data has made it impossible for dashboards to keep up in real time with all that's happening to a business. Yellowfin Signals provides the best way for businesses to avoid missing critical changes as they happen. In addition, dashboards today rarely provide the context required for a business to understand what's happened and the actions that need to be taken. Yellowfin Stories allows users to embed analysis from multiple providers and write a shared narrative to get everyone on the same page."

Founded in 2003, only Yellowfin delivers the combination of automated analysis and cross-vendor storytelling products in its suite of analytics tools. The company currently has over three million users and 27,000+ customers in over 75 countries spanning financial services, retail, telecommunications, logistics, professional services, and government.

For more detailed information on Yellowfin Signal and Stories, go to:

www.yellowfinbi.com/products/stories and www.yellowfinbi.com/products/signals

## Key Observations

The use of AI in business intelligence is an emerging trend that automates the discovery of insight, speeding decisions and making valuable information available to business users without expertise in BI tools. With this new product, Yellowfin offers automated insight with AI that runs continuously in the background on live data, alerts users to changes in their data, visualizes the data, explains what is in the visualization, and finds correlated information from other databases. Yellowfin previously released assisted insight, with AI-based recommendations built into dashboards and report creation.

Data storytelling is also emerging as necessary to the decision-making process. Data without context can be misleading. The story behind the data is traditionally communicated via external media, such as email or slide presentations. Yellowfin offers a fully integrated blogging function within their BI suite, enabling users to embed visualizations and elaborate on the context, history, and meaning of the data. Yellowfin previously released Storyboards, a slide presentation function within their modern data integration platform.

While dashboards continue to be the preferred method of consuming data, they also stand in the way of self-service BI and user penetration in organizations. The data analyst-intensive nature of the BI development process will continue to hinder both consumption and penetration of data. The combination of automated insight and contextual data storytelling will not replace dashboards, but they will offer a new path toward the insight-driven business culture.

EMA identified four key Yellowfin innovations:

- **Assisted Insight**: AI and machine learning are embedded in dashboards, so users can click on specific points or datasets, activate algorithms, and return relevant results.
- **Automated Insight**: Yellowfin Signals, consisting of AI and machine learning running behind the scenes, offers up alerts regarding new insight for both business users and data analysts.
- **Contextual Data Storytelling**: Yellowfin Stories, including built-in blogging and presentation functionality, enables business users and analysts to surround data and visualizations with meaningful content.
- **Social Communication and Collaboration**: Timelines and user connections provide an alternate means of communicating information and collaborating on decisions.

## EMA Perspective

EMA is following three shifts in the business intelligence market that align with the Yellowfin announcement:

- The use of AI and machine learning in business intelligence is now table stakes. This should be on the list of must-have features in any modern business intelligence platform.
- Built-in blogging, presentation builders, and social feeds have been marginally accepted in the past, but they will increase in adoption because of their ability to drive deep penetration into business user communities.
- The value of AI and machine learning in modern BI platforms can be measured by the savings of time, resources, and money, but the greatest value will be on timely access to insight that would have remained hidden without machine-generated assistance.

EMA considers Yellowfin to be a leader in the use of AI, machine learning, contextual storytelling, and social communication for business intelligence. Yellowfin has experienced success in the mid-market and embedded market. The innovations of these products make them competitive against some of the larger BI vendors in the enterprise market. For companies that want to speed time to insight, move toward self-service models, and penetrate the use of business intelligence in their organizations, Yellowfin is a company to watch.