



NUCLEUS
RESEARCH

YELLOWFIN ANNOUNCES SIGNALS AND STORIES

ANALYSTS

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THE BOTTOM LINE

Business intelligence (BI) software vendor Yellowfin announced two new augmented AI tools to simplify analytics and insights – Signals and Stories – to deliver early detection and resolution of anomalies, identify patterns and trends previously unfound, and improve collaboration with common understanding of the narrative. Deployment can boost net revenues by three to five percent by reducing workflow times from approximately five minutes to less than one minute, enabling users to focus on revenue-producing activities. The anticipated impact on productivity is due to automation, reducing user time to produce visualizations by three to four minutes.

OVERVIEW

Yellowfin Signals is the first automated analytics discovery solution that alerts users to critical business changes in real-time. Yellowfin Stories is a cross-platform solution that extracts data from multiple dashboard vendors. Stories creates a common understanding of the analytics by adding situational context to the narrative. Yellowfin's analytics platform uses a single product interface that focuses on three primary capabilities: dashboarding, visualization, and storyboarding. It has tools for data integration, preparation, and governance. Both Signals and Stories can be deployed either as a stand-alone tool or as a part of the Yellowfin Suite of solutions.

"Nucleus anticipates that the most substantial impact of Signals will be the reduced time-to-value, leading to greater efficiencies and revenues by three to five percent "

YELLOWFIN SIGNALS

Signals is an automated analytics discovery solution developed to identify critical changes as they occur, enabling quicker responses with continuous analysis of live data. Signals runs continuously in the background and does not require a dashboard remain open for discovery. Since the augmented analytics discovery process is fully automated, it eliminates the human-bias aspect that impacts some discovery methods, while identifying outliers and trends previously undetectable. Nucleus anticipates that the most substantial impact of Signals will be the reduced time-to-value, leading to greater efficiencies and revenues with:

- Automated analysis of live data
- Elimination of human biases
- Discovery of patterns and trends previously undetected
- Anticipated net revenue increase of three to five percent.

YELLOWFIN STORIES

Stories provides the context with the narrative produced by Signals, enabling end-users to interpret and utilize business data more thoroughly. Stories users can access multiple dashboard vendors to access live reports and combine them into a unified visual and narrative account. Stories can reduce the number of back-and-forth emails previously needed to interpret BI results and user frustration from app-toggling and deliver immediate feedback in real-time. Nucleus anticipates increased productivity of 50 to 60 percent as a

result from deploying Stories, since data is extracted automatically from multiple vendors:

- Create a shared understanding of the narrative with contextual information
- Pertinent data is displayed in a single shareable story
- Improving collaboration and data communication within the organization
- Anticipated increased productivity of 50 to 60 percent.

WHY DOES THIS MATTER?

For the past few years, the BI market focused its efforts on managing data volume in response to the exponential growth of the amount of information produced. Additionally, the European Union's General Data Protection Regulations (GDPR) forced BI vendors to invest in security measures that took time and money. Now that some of these issues are resolved vendors can refocus their resources on revenue-producing innovative AI.

Automated analytics with machine learning (ML) are the new standard expected by buyers such as C-suite decision-makers, to guarantee success in competitive markets. Yellowfin is a leader in the 2018 Analytics Value due to its automated functionality and usability. Customers Nucleus interviewed described Yellowfin as user-friendly with growing functionality that is innovative and responsive to customer requests.

Yellowfin has addressed one of the drawbacks of traditional BI dashboards – that advances in AI, machine learning, and increased data volume have surpassed the intent and capabilities of conventional dashboard design. Most dashboards aggregate, and sometimes average data to accommodate a single screen dashboard, rendering it unable to provide adequate visibility to the underlying metrics, even with additional filters and drill-downs. This process returns the burden back to the user to manage discovery and identify actionable insights.

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The automated analysis and discovery functions of Signals add value because it analyzes live data, eliminates human bias, shortens time-to-value, and uncovers patterns and trends previously undetected. Stories enables users to embed reports from multiple vendors with a contextual narrative in a single source. Nucleus expects that these offerings will deliver more usable insights and recommendations, benefitting current users and attracting more customers.