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## BBBT Roundup



### Yellowfin

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**Twitter:** [#YellowfinBI](#) [@YellowfinBI](#)  
**Event Date:** July 19, 2013  
**Event Type:** In person Event  
**Podcast:** [Audio](#) [Transcript](#)  
**Video:** [Event Video](#)  
**Press Release:** [Press Release](#)

**Company Short Profile:**

At Yellowfin, we are passionate about making Business Intelligence easy. And by easy, we mean easy for everyone. Yellowfin has been developed to satisfy a range of BI needs, from small businesses, to massive enterprise deployments and software vendors.

Founded in 2003 in response to the complexity and costs associated with implementing and using traditional BI tools, Yellowfin is a leader in mobile, collaborative and embeddable BI as well as Location



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Intelligence and data visualization. For more information, visit [www.yellowfinbi.com](http://www.yellowfinbi.com)

**Presentation Topic:**

**Collaborative BI and the BI Consumer**

Yellowfin will explore collaboration as a driver for BI adoption amongst BI consumers and discuss the evolution of the collaborative functionality within Yellowfin.

**Presenter(s):**

**Glen Rabie**, CEO

**Case Studies:**

[NHS](#)

[University of Konstanz](#)

[Solutions360](#)

[Macquarie University](#)

**Pricing Model:**

\$600 per named user per annum, with quantity discount tiers.