[SenPhi Signs Reseller Agreement with Business Intelligence Vendor Yellowfin](#)

SenPhi Technologies Limited, a leading provider of design and implementation services for management systems that enhance business performance, announced today that it has signed reseller agreement.

Online PR News â€" 26-March-2014â€" Melbourne, VIC, Australia, March 26, 2014 -- The agreement will see SenPhi headquartered in Wellington, New Zealand provide Yellowfins easy-to-use BI solution, and associated suite of professional services, to its clients throughout New Zealand.

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SenPhis Managing Director, Esteban Fernandez Drovetta, said that Yellowfins ease-of-use and collaborative capabilities would meet bourgeoning demand for consumer-oriented BI in New Zealand and aligned with its approach to the management systems market.

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As an organisation, SenPhi is focussed on people and the business areas where people are integrally involved, said Fernandez Drovetta. Yellowfins focus on delivering a collaborative business intelligence system that is balanced, simple, and friendly to business users made it an easy decision and a logical fit for our own strategy. Nowadays, organisations are very reliant on their information and how it is transformed and presented. Organisations invest millions on their intelligence and rely in that information to make sound decisions addressing critical issues. Many of these organisations have not been able to focus on the results of this information transformation process because of the daunting implementation process of traditional BI tools. Yellowfin provides a simple, easy to implement solution, which addresses this issue. We look forward to satisfying the emerging needs of New Zealands business analytics market in partnership with Yellowfin.

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General Manager for Asia Pacific at Yellowfin, Patrick Elliott, said the partnership with SenPhi would add significant value to the vendors distribution channel in New Zealand.

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In everything that SenPhi does, relevant and quality information has been an integral part of their focus, said Elliott. With this background, and their experience across business solutions, we see SenPhi as a long-term strategic partner that will assist Yellowfin to expand its presence in the New Zealand marketplace.

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About SenPhi:
 Established in Wellington in 2009, SenPhi is located in the Wellington Region, and operates nationally. The company provides innovative management systems services in the areas of Data Management, Stakeholders Management, Human Resources, Process Improvement and Business Performance management across all industries including, for example, manufacturing, IT, energy and Not-for-Profit organisations.
www.senphi.com

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About Yellowfin:
 Yellowfin is a global Business Intelligence (BI) and analytics software vendor passionate about making BI easy. Founded in 2003 in response to the complexity and costs associated with implementing and using traditional BI tools, Yellowfin is a highly intuitive 100 percent Web-based reporting and analytics solution. Yellowfin is a leader in mobile, collaborative and embeddable BI as well as Location Intelligence and data visualization. For more information, visit www.yellowfinbi.com

 For further media information, interviews, images or product demonstration, please contact:

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For regular updates and news, follow Yellowfin on Twitter (@YellowfinBI), LinkedIn (Yellowfin Business Intelligence) or email pr@yellowfin.bi to subscribe to Yellowfins free e-newsletter.

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