[Capterra Names Yellowfin Among Top 20 Business Intelligence Solutions](#)

Global Business Intelligence (BI) and analytics software vendor, Yellowfin, has been named among the worlds 20 most popular BI solutions in an industry

Online PR News â€" 17-December-2014â€" Melbourne, Victoria, Australia, December 17, 2014 -- The review, compiled by independent industry research conducted by Capterra in conjunction with vendor-issued information, ranked vendors popularity based on the number of customers, active users and social media presence of each product.

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Director of Marketing at Capterra, Katie Hollar, said that in a crowded BI market, it was important to find the right software to fit the data needs of your company.

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We think [Capterras popularity and usage figures] are the best estimates currently available to the public, and a better representation of the BI market than looking at revenue alone, said Hollar.

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Yellowfin CEO, Glen Rabie, echoed Hollars sentiments, stating that BI success and marketplace influence were made up of multiple factors.

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While Yellowfins business has experienced substantial growth in 2014, its important to look at the reasons behind that success, said Rabie. Weve been able to win new customers and impact the BI market by delivering both a customer-centric product and a flexible and transparent approach to doing business. A company culture that puts satisfying our clients BI objectives first.

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With over 1.5 million active users, and a 60 percent growth rate in net new customers for calendar year 2014, Yellowfin is quickly becoming a global force in the Business Intelligence industry, said Rabie. Our more than 10,000 customers, spread across all major industries and geographies, do business with us for our consumer-oriented approach to BI, and ability to deliver market-leading Collaborative BI, Mobile BI and location analytics capabilities.

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View Capterras resultant Top 20 Business Intelligence Software infographic here: http://www.capterra.com/business-intelligence-software/#infographic

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An explanation of how Capterras industry research was conducted can be found here:

http://blog.capterra.com/popular-business-intelligence-solutions-infographic/

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Yellowfin has received significant independent industry and analyst recognition in 2014, including:

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-Debuting in Gartners 2014 Magic Quadrant for Business Intelligence and Analytics Platforms
 -Being identified as a top-performing Dashboard and Ad-hoc Analysis vendor in BARCs The BI Survey 14 the worlds largest study of BI end-users
 -Being named a Champion in the Info-Tech Research Groups 2014 Mid-Market Business Intelligence Vendor Landscape Report

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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

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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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