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Yellowfin Enhances Business Intelligence Reporting for Telecommunications Organisations throughout Asia Pacific

Business Intelligence software company, Yellowfin today announced its successful foray into the Asia Pacific telecommunications sector through its expanding partner network.

MELBOURNE, AUSTRALIA, October 14, 2008 **/24-7PressRelease/** -- Business Intelligence software company, Yellowfin today announced its successful foray into the Asia Pacific telecommunications sector through its expanding partner network. Two organisations, InterAcct Solutions and Utilibill have selected the Yellowfin web-based Business Intelligence (BI) reporting application as the front end presentation layer for their customer business reporting solutions throughout Asia Pacific.

The Yellowfin BI solution has been designed to address the issues surrounding the processing and analysis of vast amounts of complex data typically encountered by telecommunications operators, in the easiest possible manner. Yellowfin is a flexible 100 per cent Web-based solution for reporting and analytics, providing a full range of data access, presentation and information delivery capabilities.

"Yellowfin's focus is to support BI for the masses," according to Glen Rabie, Chief Executive Officer for Yellowfin. "Here at Yellowfin we approach BI differently - our solution is not limited to specialists - anyone in an organisation who is comfortable using a web browser can benefit from it as it's intuitive and easy to use."

Continuing on from its success in the United States telecommunications market, Yellowfin is targeting the Asia Pacific telecommunications market to provide detailed reporting solutions for operators requiring assistance with reporting on everything from SMS, billing, mobile payments and global roaming.

Yellowfin is now working with a range of innovative organisations that have identified that an easy, flexible solution like Yellowfin is more efficient and economically beneficial than one large, complex and unwieldy BI solution.

"We believe that this will be a key driving factor in the growth of the telecommunications sector for Yellowfin. We project that this vertical market will become 25 percent of our overall revenue," Rabie continued.

For InterAcct Solutions Group, the incorporation of the Yellowfin BI presentation layer into the organisation's pre-paid customer care service for a major Australian telecommunications operator is crucial.

InterAcct Solutions Group has deployed the Yellowfin BI solution in ten of the major telecommunications networks in Singapore, Malaysia, Thailand and China. The Yellowfin solution will provide the presentation layer for a suite of secure but flexible mobile payment solutions available for all customer handsets.

"The complexity and quantity of data most telecommunications operators manage on a daily basis is astounding. The presentation of this information to many layers of management within an organisation is key. There is no point in presenting reams of tables with indecipherable information; it must be graphical, easy-to-read and of high quality. We achieve this through our relationship with Yellowfin," outlined Chris Eyles, Group Chief Executive Officer, InterAcct Solutions Group.

In Australia, Utilibill has also incorporated the Yellowfin BI solution as its presentation layer for reporting for specific clients.

"With existing clients we have been able to streamline the presentation of a number of different billing applications into one business report. This has greatly increased the visibility of the business for both management and business owners and minimised any unnecessary development of internal applications. Yellowfin BI now collects the information for a wide range of uses within the organisation," commented Igor Green, CEO, Utilibill.

About Yellowfin

www.yellowfin.bi

Yellowfin is passionate about making Business Intelligence easy. Its leading web-based BI solution can be easily integrated into any third-party application or delivered as a stand-alone enterprise platform. Yellowfin is an innovative and flexible solution for reporting and analytics, providing a full range of data access, presentation and information delivery capabilities.

About InterAcct Solutions Group

www.iasgrp.com

InterAcct Solutions Group is a specialist, business-to-business, Unstructured Supplementary Services Data (USSD) solutions provider. The company was founded in 2001 having developed proprietary technology that facilitates the deployment of applications and services that utilise the benefits of USSD technology. InterAcct Solutions Group is headquartered in Sydney and is assisting network operators; financial institutions and third-party content providers deploy wireless data services in Australia, China, India, Indonesia, Malaysia, Singapore and Thailand.

About Utilibill

www.utilibill.com.au

Utilibill Pty Ltd was incorporated in 2005 and now supplies services to over 100 Service Providers. Utilibill's goal is to deliver software applications that are secure, reliable, predictable, user friendly and feature rich. Its systems base infrastructure has been built to provide its customers with increased efficiencies driven through modular design and automation of otherwise manual processes and procedures. Utilibill was built from ground up as a Telecommunications and Utility billing, rating, payment and provisioning system using today's technologies.

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Unlike many other traditional tools, Yellowfin is making BI easy. Yellowfin supports wider distribution across the organisation through three key philosophies. These include ease of use, ease of deployment and ease of integration into third party applications.

Head to the Yellowfin website to find out more information, take an online tour or request a demo. You will see how Yellowfin can help your business. www.yellowfin.com.au