

# DataCurrent

Access Unstructured, NoSQL and  
Custom Data Sources from Yellowfin

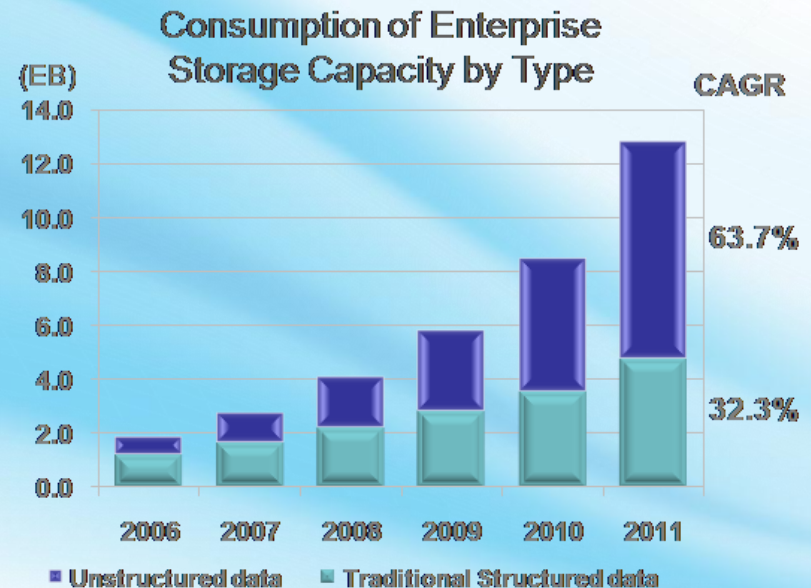
## About Blacklight Solutions...

- Software development and services company.
- Founded 2009 in Austin, Texas by technology executives.
- Embedded and deployed Yellowfin since 2007.
- Serving large and small customers with direct Yellowfin solutions as well as embedded.
- Largest Yellowfin reseller in North America.
- <http://www.blacklightsolutions.com>



## *Moving data into a reporting database is expensive, inefficient and frustrating*

- We are overwhelmed with data of various sources and types
- Point to Point Data Integration (ETL) Problems
  - High financial cost
  - High resource cost
  - Harms purpose-based systems (e.g. big data tools)
  - Often requires additional solution vendors
  - Creates multiple truth sources, generating confusion
- “Unstructured information accounts for more than 70-80% of all data in organizations”<sup>1</sup>.



Source: IDC

# The Problem is Growing Faster than the Team

- In a survey by Unisphere Research, 91% of the 446 data managers surveyed say that “unstructured information already lives in their organization, but many aren’t sure what to do about it”<sup>2</sup>.
- Structured data volumes continue to rise (20% CAGR) and unstructured data is growing at 15 times the rate of structured data<sup>3</sup>.
- “Valuable content is distributed across the enterprise, 95% of it in “unstructured” formats—that is, residing not in databases but in a variety of files that include email, documents, presentations, and much more.”<sup>4</sup>



# Effective Business Intelligence Investments Simplify Collaboration

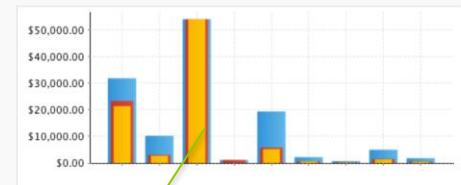
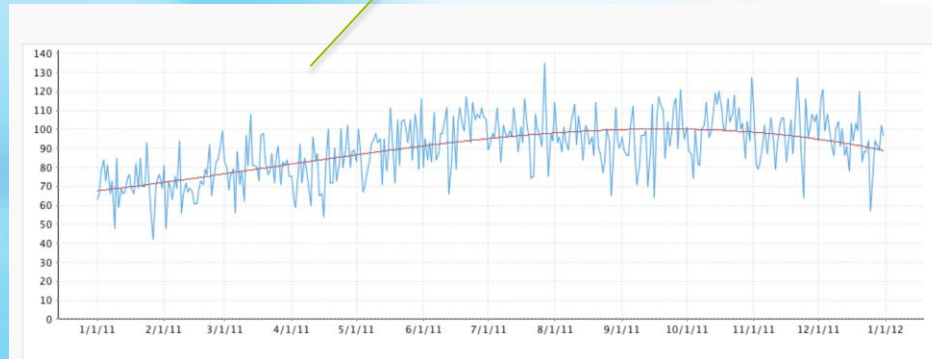
- Traditional BI platforms cannot present a unified view of relational and non-relational data.
- Users are frustrated and forced to use a hodge-podge of tools to answer critical business questions.
- Collaboration tool goes back to being emailing around Excel files.



# DataCurrent

*DataCurrent seamlessly extends Yellowfin so that business users can report on non-relational, local and cloud-based data*

- Simple and Lightweight
- Federated access to multiple types of data sources.
- Integrates seamlessly with Yellowfin.
- Users and IT staff don't need to learn new types of data sources or data access languages.
- Leverages features of Yellowfin
  - Security Model
  - Collaboration,
  - Dashboards
  - Mobile
  - Storyboards



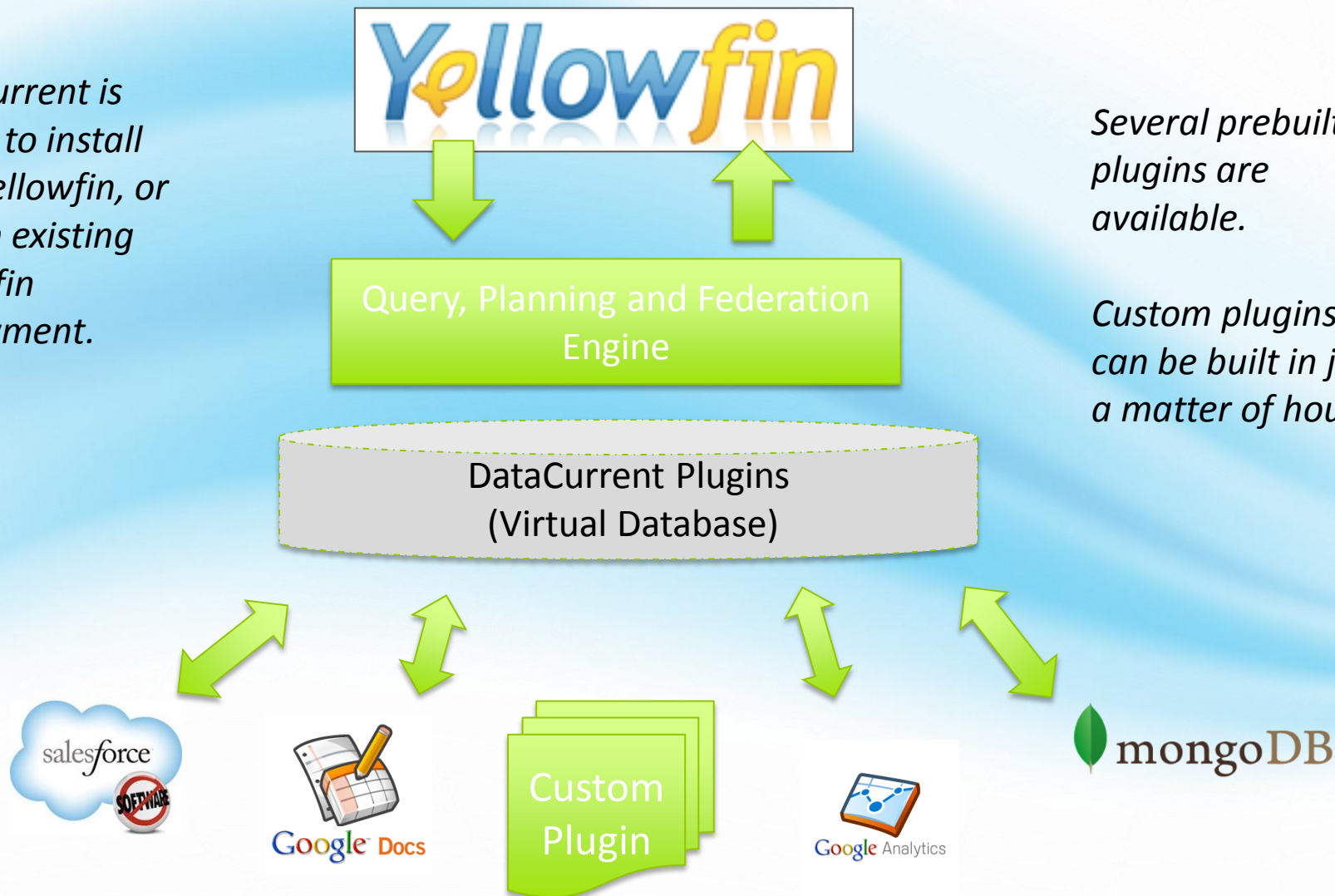
# Yellowfin and DataCurrent Architecture

Prebuilt plugins below already available  
Contact us to discuss custom plugins

*DataCurrent is simple to install with Yellowfin, or into an existing Yellowfin Deployment.*

*Several prebuilt plugins are available.*

*Custom plugins can be built in just a matter of hours.*



# Contact Us for a Demonstration

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# References

1. [Wikipedia – Unstructured Data.](#)
2. [Unstructured data ‘out of control’: survey](#)
3. Booz & Company - [Benefitting from Big Data: Leveraging Unstructured Data Capabilities for Competitive Advantage.](#)
4. HP Research Labs