



## **The Icon Group forms strategic partnership with ZenOptics**

Singapore, August 2020

The Icon Group, a leading IT solutions and consulting organization headquartered in Singapore has announced a strategic partnership with ZenOptics, an analytics catalog application provider, based in San Jose, California.

ZenOptics provides a platform that aggregates BI, data and analytics tools in a unifying portal, allowing users to access, share and report data – even when using different reporting and analysis tools.

The Icon Group will help to kick-start consulting, sales and implementation of ZenOptics solutions in the Asia – Pacific as a Master Reseller for ASEAN and India.

The Icon Group is regarded as one of the most experienced BI solution providers in the Asia Pacific region, and has been providing business analytics solutions and services for nearly two decades. It has helped hundreds of companies across multiple industry verticals to derive meaningful insights from their data.

This partnership brings a lot of synergy to Icon's existing analytics portfolio offerings and resonates well with ZenOptics core mission of maximizing value from customers' existing analytics investment.

*"We are pleased to forge this alliance with ZenOptics and look forward to a great partnership ahead" said Mr. Chandan Roy, Group Director – Sales & Marketing, The Icon Group.*

*"We are excited to offer our customers this value added product which will help them to effectively manage all reports from different analytics tools and assets through a single, collaborative, easily managed web application. This solution is designed to reduce the total cost of analytics infrastructure, thereby helping our customers to optimize their analytics tool investment."*

*We are thrilled with the opportunity to work with Icon Resources and their customers. Knowing first-hand the issues that are faced by companies trying to manage multiple reporting environments puts Icon Resources in a unique position to offer value to their customers. Icon Resources plus ZenOptics equals cost savings and operational efficiency with an almost immediate ROI said Mr. Joe Draheim, Senior Director- Alliances, Zenoptics*

### *About Icon*

The Icon Group is an established IT consulting partner for business solutions and services across the Asia Pacific. We empower organizations to enhance their business efficiency through innovative business solutions and services.

With nearly 20 years of experience and a myriad of satisfied customers across Asia, we take pride in delivering “real” business value to our clients. We specialize in providing solutions and services in the areas of Business Analytics and Enterprise Performance Management.

We are headquartered in Singapore with offices in Delhi NCR, Mumbai, Chennai, and Bangalore. We currently partner with 300+ global corporations, enabling them to become more efficient, integrated and innovative enterprises.

### *About ZenOptics*

*ZenOptics mission is to help customers maximize the value and increase the effectiveness of their existing analytic investments, by aggregating all their analytic assets into a single, collaborative easily managed web application. Its web application is designed to provide increased ROI through user productivity enhancements and by reducing the total cost of analytic infrastructure.*

*ZenOptics uniquely offers knowledge worker efficiency, promotes self-service report governance and an automated path to optimizing analytic infrastructure investments.*