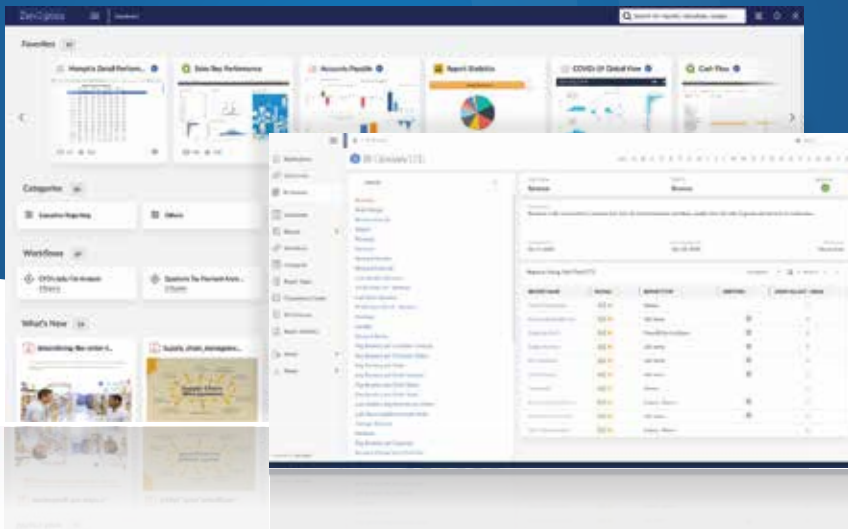


ZenOptics Unified Hub for BI and Analytics Assets

Deliver the Full Value of Your Existing Analytics Investments

The rapid growth of analytics assets, driven by self-service BI and analytics, has led to information spread across various tools – making it challenging to find accurate and reliable insights. The lack of a unified approach to governing the analytics pipeline and analytics consumption has resulted in information redundancy and a fragmented user experience.

ZenOptics unifies your business intelligence and analytics assets into a centralized Analytics Hub. Our platform, supported by a comprehensive BI portal and analytics catalog, empowers your organization to make data-driven decisions and leverage the full potential of your analytics and your people.



What is ZenOptics?

ZenOptics is designed to simplify the user experience when discovering, accessing, and interacting with analytics assets.

A user has a centralized access portal for all their analytics assets, as well as AI-driven search across all of the connected underlying source tools and applications, with the following features:



BI Portal for a single interface to search, access, and interact with enterprise analytic assets.



Analytics Catalog for unifying and organizing analytics assets with contextual metadata for increased understanding.



Analytics Workspace and Collaboration for simplicity and efficiency built-in collaboration and multi-view functionality.



Automated Workflows for streamlining recurring analytical business processes and sharing groupings of assets across teams or departments.



BI Glossary and Dictionary for standardization, certification, and improved discoverability of metrics and KPIs used to measure and assess business activities and performance.








Asset Certification and Governance for ongoing content management to create an environment consisting of only assets that are appropriate for use and drive user adoption.







Report Statistics for visibility across the entire analytics ecosystem, thereby enabling usage assessment, deduplication and rationalization, and analytics lifecycle management.

How Does ZenOptics Work?

-  **Smart Connectors:** ZenOptics connects to your underlying analytic and data source systems through proprietary smart connectors and integrations that automatically bring in reports and dashboards, as well as the relevant metadata.
-  **Security:** ZenOptics inherits the underlying permissions from the source, thereby eliminating the need for security rework when enabling end users.
-  **Single Sign-On Enabled:** ZenOptics is SSO enabled to streamline access to analytics from all underlying sources.
-  **Integrated Collaboration:** ZenOptics facilitates direct communication between business users and subject matter experts, maintaining the context alongside the asset.
-  **Search & Recommendation Engine:** ZenOptics' algorithms promote the relevant and most-used assets for easy discovery of information.

Primary Enterprise Use Cases

-  **Unified View:** Establish a single point of access for your analytics, enabling simplified discoverability and search across your entire ecosystem of BI tools and applications.
-  **Business Process Improvement:** Enhance process change, onboarding, and knowledge sharing through integrated collaboration and streamlined workflows.
-  **BI Tool Modernization & Migration:** Modernize your ecosystem and retire legacy silos by consolidating tools, standardizing reports, and improving analytics governance.
-  **Analytics Governance:** Support your process of governing your organization's analytic assets by certifying reports, establishing a KPI repository, identifying duplicates, and monitoring usage or lack of.

Real Stories of Success and Transformation



Janney

ZenOptics improved discovery and access of reports and dashboards for end users at Janney Montgomery Scott. Further, Janney realized increased analytics governance and standardization.

"Prior to ZenOptics, we didn't really have a way for colleagues to discover content, and those resources were isolated across multiple silos by application or department... We really wanted to simplify access for our users and essentially create one-stop-shopping. We needed a centralized catalog so users could find all our content, and we wanted to better manage and govern both our BI content and the underlying data terms, attributes, metrics, etc."

-Eric Seel, BI manager at Janney Montgomery Scott



illumina®

With ZenOptics, Illumina cleaned up and streamlined their analytics environment to create a centralized place for business users to find and access trusted assets.

"We had more than 10,000+ reports but no way to evaluate relevance, freshness, and reliable key reports over time. The project team was given a challenging task - to implement a one-stop-shop to search and browse reports and quickly find reliable key reports....that vision has come to fruition with an accessible platform along with a process that has identified the high-quality reports, now totaling just over 4,000 with 100+ key reports featured."

- Obay Mouradi, Director, Data Informatics, Illumina

Ignite Your Analytics Transformation Today!

Discover the power of ZenOptics in unifying your analytics, streamlining analytics workflows, and driving confident decision-making. Join the ranks of our satisfied customers and experience the transformative capabilities of our platform. Contact us today to schedule a demo and unlock the full potential of your analytics and your people with ZenOptics.

ZenOptics

www.zenoptics.com | info@zenoptics.com | (408) 420 7906

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