



## **icon signs international cooperation agreement with Braintribe**

**icon enhances its solution portfolio to include the Braintribe Content Service Platform for the company-wide integration of information**

**[Stuttgart/Vienna, May 31<sup>st</sup>, 2012] – icon and Braintribe have entered into a strategic partnership: The cooperation agreement concluded provides for the worldwide marketing and distribution of the Content Service Platform by icon.**

According to a study carried out by the IT consulting company IDC, the overwhelming majority of executive officers think that quick and easy access to information is a prerequisite for optimising decision-taking processes, while saving time and nerves and helping avoid duplication within a company. However, information is mostly distributed over individual departments or in individual IT systems and can hardly be used by correspondence systems, or not at all. The integrated provision of all pieces of information enables customer service centres to increase productivity by 30% on average.

With the cooperation agreement concluded, icon increases its own product portfolio: The Content Service Platform marketed under the name “icon/CSP” stands for holistic, enterprise-wide integration and availability of all information and content. icon/CSP makes available any business critical content precisely where it is needed: with the employees, applications and business processes. To reflect this strongly growing domain, icon established a new business unit headed by Roger Illing in early May. Before working for icon, Roger Illing was Executive Vice President Sales at Braintribe responsible for the global sales of Braintribe products and Managing Director of Software AG Deutschland GmbH for several years.

### **Cooperation is advantageous for both partners**

“The products of Braintribe are an ideal supplement to our own solution portfolio,” says Uwe Seltmann, CEO at icon. “Thanks to our partnership, we can offer our customers an even greater number of tailored one-stop solutions, while targeting new customers and industries.”

“We are glad that we have gained icon as the partner for marketing our products as icon is a highly renowned and well-established company,” adds Stefan Ebner, CEO of Braintribe. “icon’s customers will get a 360-degree in-depth view of the underlying business processes for generating customer correspondence, integrating all sources of information available in the organisation.”

## icon press release

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### **About Braintribe IT-Technologies GmbH**

Braintribe solutions help companies to better capture, manage and distribute business data in the long term, independently of where it is stored or preserved.

No matter whether office documents, e-mails, groupware, document archive or content from business applications are affected – the Braintribe products provide enterprise critical content precisely where it is needed. The Braintribe Content Service Platform (CSP), developed from years of aggregated customer requirements and information, forms the basis of the technology concept.

### **About icon Systemhaus GmbH**

icon Systemhaus GmbH has offered comprehensive customer correspondence solutions to renowned insurance undertakings, banks, utilities and industrial enterprises for more than 16 years. The icon suite covers the complete range of high-volume, interactive and process-oriented functionalities and is also used for the most sophisticated types of customer communication.

Currently more than 50 customers from German-speaking countries rely on icon as their competent innovation partner and advisor who supports them when it comes to maximising their strategic customer communication.

The icon Suite is far more than just a correspondence solution. The icon community represents a strong network of top experts consisting of customers, partners and specialists. Together they contribute to further developing the icon suite. In its Stuttgart headquarters, icon Systemhaus GmbH employs more than 90 highly qualified specialists.

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