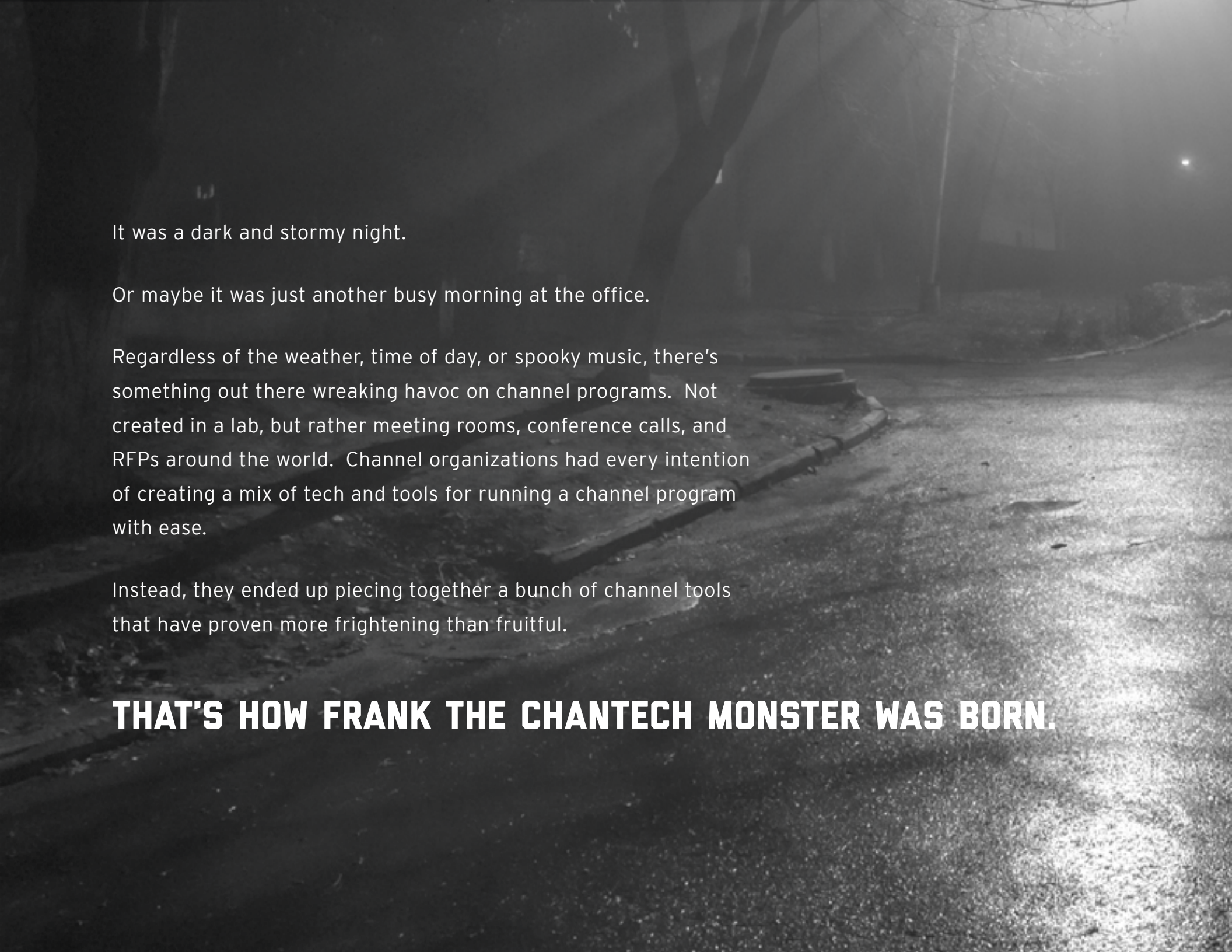


A dark, abandoned hospital room with a bed, a monitor, and a surgical light. The room is dimly lit, with a large surgical light fixture hanging from the ceiling. A hospital bed is in the foreground, and a monitor on a stand is visible to the right. The walls are tiled and show signs of decay.

THE **MIS** ADVENTURES OF  
**FRANK THE CHANTECH  
MONSTER**

Zift**ONE**<sup>™</sup>

A dark, foggy street at night. A large tree is on the left, and a building is visible in the background. The ground is wet and reflective. The overall atmosphere is mysterious and eerie.

It was a dark and stormy night.

Or maybe it was just another busy morning at the office.

Regardless of the weather, time of day, or spooky music, there's something out there wreaking havoc on channel programs. Not created in a lab, but rather meeting rooms, conference calls, and RFPs around the world. Channel organizations had every intention of creating a mix of tech and tools for running a channel program with ease.

Instead, they ended up piecing together a bunch of channel tools that have proven more frightening than fruitful.

**THAT'S HOW FRANK THE CHANTECH MONSTER WAS BORN.**

**SYSTEM 2**

Learning Management

**SYSTEM 1**

Partner Relationship Management (PRM)

**SYSTEM 5**

Channel Data Management

**SYSTEM 4**

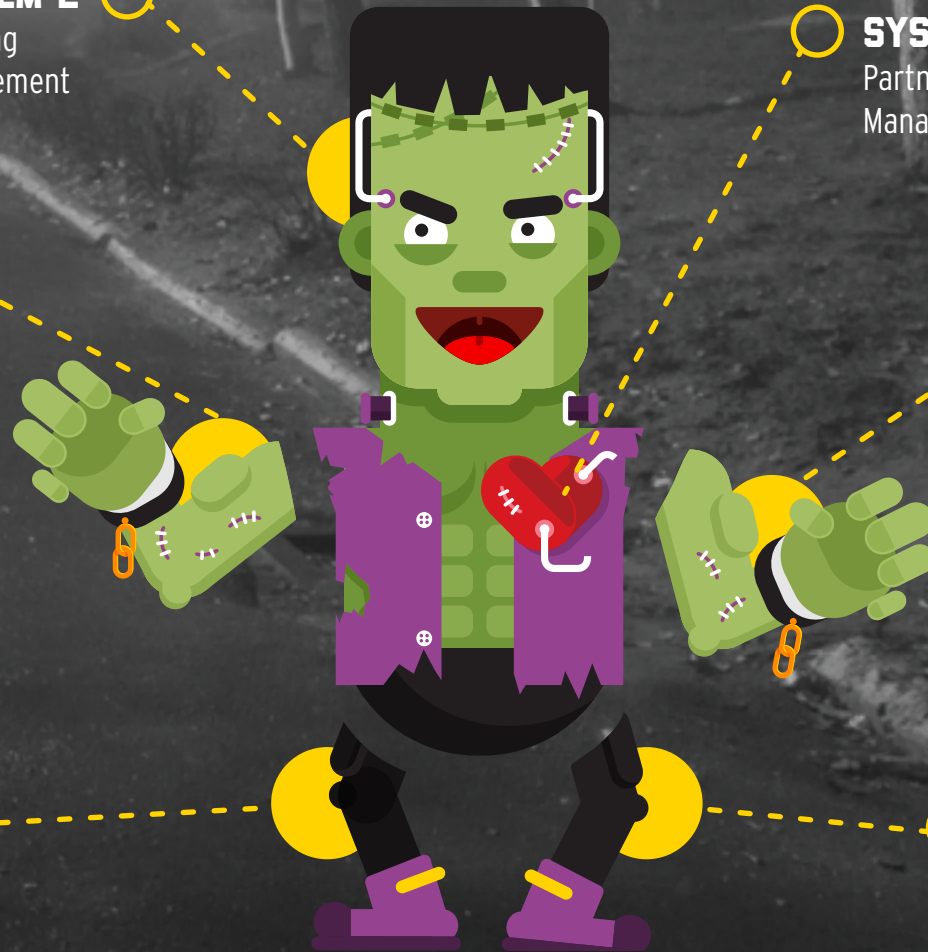
Incentives Management

**SYSTEM 3**

Channel Marketing & Management (CMM)

**SYSTEM 3**

Channel Marketing & Management (CMM)



# THE MONSTER MASH

It's a tale as old as time. You likely started with the heart of your program and implemented a partner portal or a more formal Partner Relationship Management (PRM) solution. Next, you wanted to train partners, so you added a brain for learning management and then tacked on some arms to incent partners to use the tools. But you also needed to give your program legs to drive demand, so maybe you bolted on a Channel Marketing and Management (CMM) solution.

You hoped these solutions would all talk to each other (and even connect with your CRM and the other baked-in systems you use every day). Everyone needs access to the data in each system, right? But too often, point solutions selected individually are not integrated or even interoperable. Instead of a friend, you've got a real monster mash of channel technology on your hands.

Let's break down some of the most common nightmare scenarios Frank stirs up. Do any of these look familiar to you?

LOCK THE DOORS, TURN ON THE LIGHTS, AND TURN THE PAGE.



PARTNER  
ENGAGEMENT  
←



NIGHTMARE SCENARIO  
NO. 1



# FRANK CURSES PARTNER ENGAGEMENT

First impressions matter. Initial engagement and onboarding new partners needs to be beautiful, tempting, and continually pleasant. None of these are Frank's strong suit.

Instead of engaging partners with seamless technology and a world-class experience, Frank scares partners away from the start... and that should scare you. Partners, VARS, distributors, and increasingly MSPs (aka your primary revenue drivers) have a ton of options. Introduce them to Frank and his mishmash of disconnected solutions at the front door, and your partners will turn and run screaming from your program. With Frank behind the scenes and pulling the levers of your engagement experience, you're doomed from the start.

UP NEXT: FRANK MAKES A MESS



**NIGHTMARE SCENARIO  
NO. 2**



# FRANK MAKES A MESS

Your solutions as well as your channel program have to advance, not hamper, your partners' business processes. Everything in your channel technology stack must work together seamlessly to lift the burden of manual tasks from you and your partners. If Frank impedes or breaks processes or upends the systems and solutions your partners already rely on, they will kick Frank and you out the door. To put it simply, Frank is a klutz. He fails to enable partners. Don't let Frank keep you from getting your partner engine running.

UP NEXT: FRANK SCARES ALL THE DATA AWAY

NIGHTMARE SCENARIO  
NO. 3



# FRANK SCARES ALL THE DATA AWAY

We've established that Frank scares away partners and is quite clunky when it comes to enabling channel success. But another thing Frank is known for? He has terrible vision. Like really bad.

When things are a challenge in your channel, one thing you need to be able to count on is proper visibility. You must know where you're winning and where you're falling behind, so you can make informed decisions and take the right actions. To do that, you need clear and immediate access to your collective program data. But with Frank running the show, you're more likely to get miserable excuses than exceed expectations when it comes to accessing and leveraging the channel data you know you have on hand. The fact is, Frank can't tell you what happened to new leads he was supposed to deliver, he has no idea what partners are doing, which campaigns are crushing it, and he struggles to remember where all those marketing development funds (MDF) went – or if they were properly used at all. With Frank on hand, you simply can't find or rely on the data channel leaders need to make better decisions and measure ROI.

UP NEXT: FRANK TURNS OUT THE LIGHTS ON LEARNING

**NIGHTMARE SCENARIO  
NO. 4**



# FRANK TURNS OUT THE LIGHTS ON LEARNING

Frank is a little old fashioned, and let's be honest, not the brightest bulb in the bunch. Is this really who you want teaching your partners about your products and services?

Do you have faith that his hodgepodge brain has the capacity to help resource and skill-strapped partners know how to effectively market what you have to offer? And on top of all of that, is he going to be tracking and reporting on partner progress?

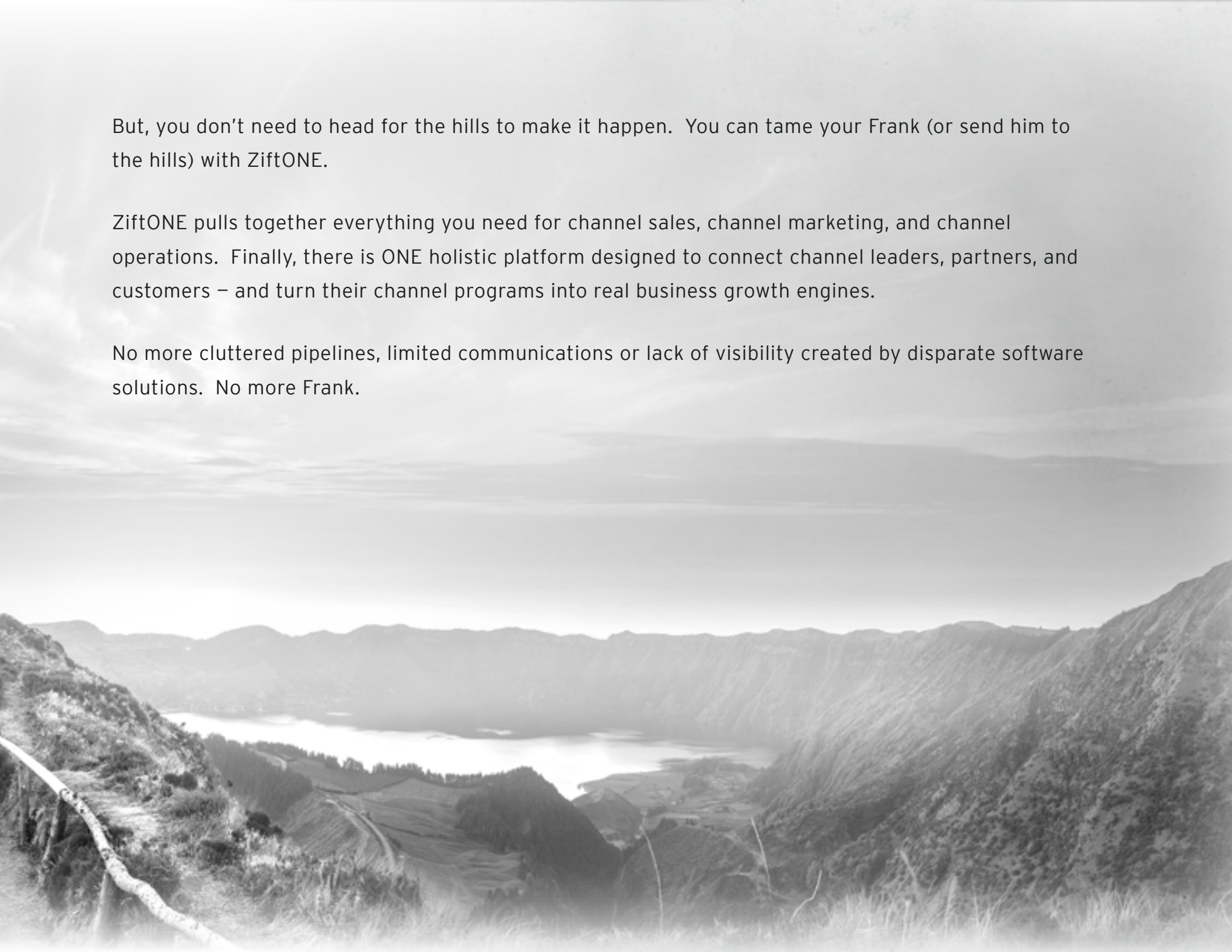
This guy? Really? He simply doesn't have the know-how or capacity to lead your partners to the knowledge they require to truly connect with prospects and customers. He can't make heads or tails of your messaging or product lines, let alone create a clear and engaging educational path that empowers partners to become subject matter experts and powerful brand ambassadors.

UP NEXT: FRANK TURNS OUT THE LIGHTS ON LEARNING

We know Frank is a bit of a mess, and this mess isn't helping to bridge the gap between supplier expectations and partner performance. It's time to simplify the complete spectrum of channel sales, marketing, and operations. It's time to connect intelligence, insight, and action. It's time to put the power of ONE platform in your hands to easily manage and optimize your entire channel program.

# IT'S TIME TO WAKE UP FROM YOUR CHANNEL NIGHTMARE.





But, you don't need to head for the hills to make it happen. You can tame your Frank (or send him to the hills) with ZiftONE.

ZiftONE pulls together everything you need for channel sales, channel marketing, and channel operations. Finally, there is ONE holistic platform designed to connect channel leaders, partners, and customers – and turn their channel programs into real business growth engines.

No more cluttered pipelines, limited communications or lack of visibility created by disparate software solutions. No more Frank.

## **PUT ZIFTONE TO THE FRANK TEST**

If you are interested in learning more about ZiftONE and how it can tame your ChanTech monster, [let's talk!](#) No pitchforks required.

DISCOVER WHY ZIFTONE WAS SELECTED FOR THE 2019 FROST RADAR AWARD  
FOR INNOVATION EXCELLENCE.