ZiftONE™

Everything You & Your Partners Need to Drive Revenue in ONE, Innovative Platform

In a world where the channel tech stack stands at over 100 different tools and technologies, channel programs focus now — more than ever — on driving revenue. Yet, the time and attention needed to manage technologies can often distract from the most important work: equipping and enabling your partners. To break through the clutter, Zift created an alternative to standalone PRMs or channel marketing platforms with a single platform for managing your channel revenue and growth.

The struggle is real. Channel leaders like you face many of the same obstacles in improving program performance and the partner experience. These hurdles include:

Consistent partner feedback that doing business with us isn't easy

Concern that partners aren't selling enough

Time-consuming partner onboarding

CAMs carrying too much work on their plates

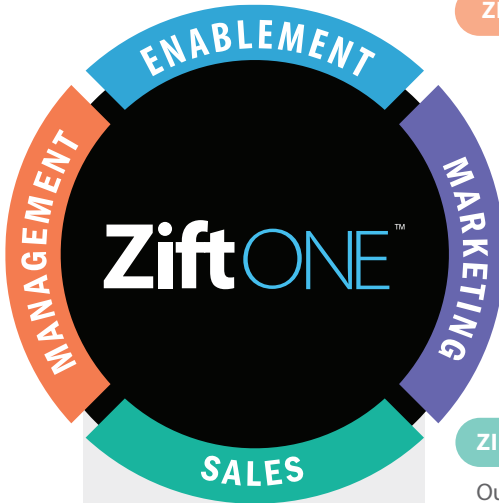*Partner complaints about not having enough leads*

No visibility into the partner pipeline

Gap in having holistic channel resources

"ZiftONE delivers deeper insight, so we can see and report on unfolding trends, manage our business performance metrics — and make it even easier for our partners to build predictable pipeline and profitable, long-term customer relationships that drive mutual value."

Sarah Locke

Digital Marketing Lead, Global Partner Marketing

Dell EMC

ZIFTONE IS DIFFERENT

Finally, there is ONE platform you can use to build, manage and set your program apart from the rest. ZiftONE delivers full funnel management by aligning channel sales marketing and partners around revenue growth all while offering a one-stop partner experience to simplify the business experience. You can rest assured that as your program evolves, ZiftONE is ready, offering continual innovation to keep you ahead of the competition.

ZIFTONE PARTNER MANAGEMENT

ZiftONE's partner portal and administrative tools help you track business commitments and performance all while making a lasting impact with personalized partner engagement.

Notable Features:

- Intuitive portal builder
- Self-service partner registration
- Partner segmentation
- Streamlined digital asset management
- Program dashboards

ZIFTONE CHANNEL SALES MANAGEMENT

Our customers rely on ZiftONE to quantify pipeline health at every stage as they manage deal progression and closing.

Notable Features:

- Continual sales enablement
- Automated lead management
- Deal registration
- Deal lifecycle management
- Sales analytics

ZIFTONE CHANNEL MARKETING MANAGEMENT

To help partners build and manage a robust pipeline, ZiftONE automates sophisticated digital campaigns to drive funnel growth and measures the ROI on marketing investments.

Notable Features:

- Co-branded content
- Through-partner digital campaigns
- Automated social selling and web content syndication
- MDF management
- Marketing campaign attribution and analytics

ZIFTONE CHANNEL LEARNING

ZiftONE's learning capabilities help you serve up partner playbooks to ensure that they can support your customers, reducing the time and effort required to educate and enable partners.

Notable Features:

- Guided onboarding
- Learning management system
- Individual learning tracks
- Certification management
- Easy administration

WHAT IF YOU COULD MANAGE YOUR ENTIRE CHANNEL PROGRAM WITH JUST ONE PLATFORM?

NOW YOU CAN.

With ZiftONE, channel organizations can easily and efficiently:

Recruit, onboard and activate partners

Connect all of the dots from channel marketing to channel sales

Hyper-drive partner engagement and effectiveness

GET STARTED TODAY

Visit
ziftsolutions.com/ZiftONE
to learn how you can build partner mindshare and grow your market share.

www.ziftsolutions.com