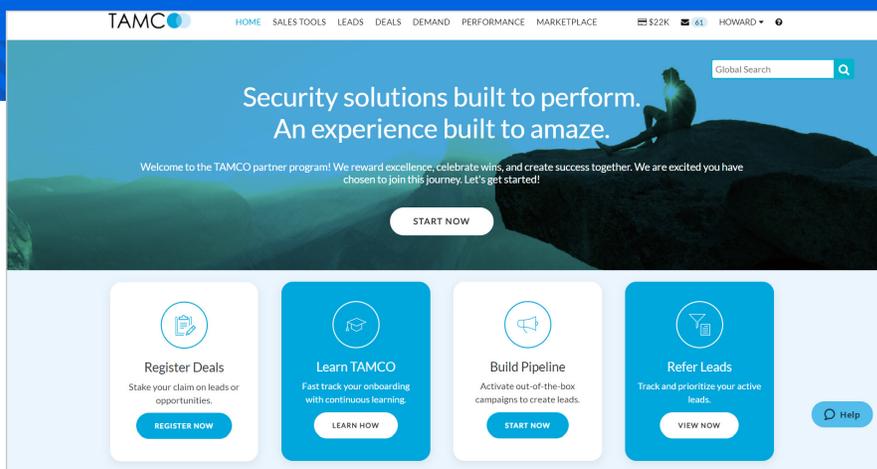# ZiftONE Partner Management

Close more deals with happier partners

Think of it as Human Nature 2.0: The more we like a software experience, the more likely we are to repeat it — often. That's why the ZiftONE Channel Management gives your partners access-anywhere portals tailored with all of what they want, including your latest offers, incentives, and opportunities. And you get broad-spectrum insights into all your ongoing partner programs to drive greater efficiency, consistency, and success.

Star2Star's success is tied to its laser focus on partner satisfaction: "100 percent of sales through the channel means 100 percent focus on partners . . . launching Zift was a powerful step in providing our partners with the best channel program in the industry."

DAVID PORTNOWITZ
CMO | Star2Star

Make a lasting impression

- Build a naturally magnetic, mobile-responsive portal to support partner marketing and sales
- Ramp-up partners quickly and easily through frustration-free onboarding
- Make your portal a desired destination thanks to effortless updates

Corral siloed partner data

- Make better-informed decisions by filling in key partner data holes
- Dive deeper into partner accounts by tracking partner roles
- Preserve your expensive CRM licenses by giving partner another, more appealing way to engage with your team

Personalize every partner engagement

- Design unique portal experiences to support different partner needs based on role or segment
- Deliver timely, highly targeted content
- Develop and post personalized partner tools (like playbooks and training programs)

Track business commitments and performance

- Take advantage of out-of-the box reporting and dashboards to track partner engagement and ROI across your program
- Centralize intelligence from your business and partners' technology ecosystem to build comprehensive program insights
- Shift time from reporting on your program to managing it

ZiftONE. First PRM. First CRM. First Platform.

» Innovating at the speed of the channel

Until someone develops a magic wand for partner management, you'll find ZiftONE Partner Management Tools to be nearly just as handy. Because they give you the power to make things happen in a snap — and surprise, amaze and thrill your channel partners in the process.

ZIFTONE PARTNER MANAGEMENT

Intuitive portal builder

- Design and build portal views to support partners by business role or program tier
- Quickly edit the portal or add new content to continuously engage partners
- Align portal content to your desired partner journey

Guided onboarding

- Prescribe best practices for market success as new partners join your program
- Reduce your Time to First Deal by preparing partners to promote and sell your solutions
- Ensure consistency in performance across your program

Channel technology connectors

- Automatically sync channel intel from ZiftONE with your CRM to maintain data in your key business systems
- Limit manual tracking by seamlessly syncing channel lead and deal information with your partners' systems

Global portal tools

- Design portal views for regions your program supports
- Manage content in up to 24 languages

To-partner communication

- Deliver sensitive material (like special pricing) to qualified partners only through the portal or via to-partner communications

Program dashboards and intel

- Measure and quantify partner engagement and participation with your program to support CAM and campaign decision-making
- Track the value and growth of the pipeline to continually gauge program health and effectiveness
- Manage deals throughout their lifecycle for lead, deal registration to close to understand pipeline

Partner segmentation planning

- Create discreet partner segments based on partner behaviors and program tiers to support laser-targeted communications
- Control access to content, training, marketing and sales tools by planned segments
- Reward partner achievements with new tier assignments that unlock earned content

Digital asset management

- Organize customer-facing and partner-facing content
- Centrally manage your partner enablement content in a highly flexible digital repository
- Easily tag and manage content for sharing with partners

Ziftsolutions.

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