



## ZIFT SOLUTIONS OVERVIEW

# Build & Grow a More Profitable Channel Partner Program

# CHAAS

*To hit revenue goals, today's B2B channel organizations are required to do a lot with limited resources. They must recruit and onboard new partners, automate multi-tactic marketing, distribute leads, enable and incentivize sales, manage critical data, support the entire customer lifecycle and measure ROI. Most are attempting to use a variety of disparate software solutions to manage multiple functions spanning marketing, sales and operations—and most are failing.*

### POWERFUL CONNECTIONS. MEASURABLE RESULTS.

Zift connects the processes, technology and services you need to drive channel revenue.



We've earned a 48 to 1 return on investment with Zift Solutions, which has allowed us to expand our reach, generate new leads and create more opportunities without overburdening our team.

— Chris White  
AVP of Marketing  
Orasi Software  
(HPE Platinum Partner)

Integrating all of the essential applications suppliers and partners need for channel success is complex—and it's a burden that is falling on suppliers. Most integration projects fail due to lack of IT support. Moreover, lack of integration between applications leads to poor ease-of-use and impedes partner engagement and adoption. That's why Zift created Channel as a Service.



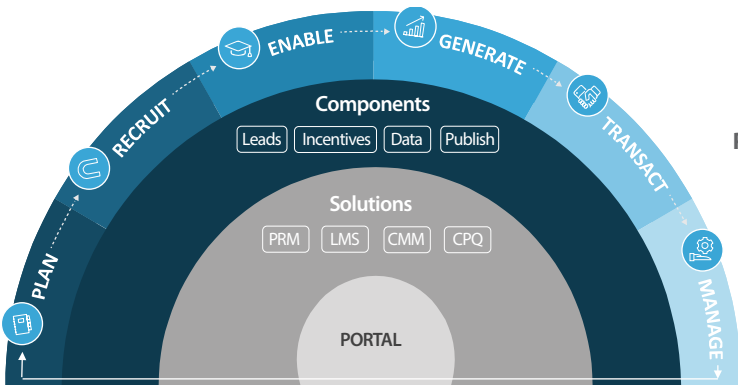
### Introducing Channel as a Service from Zift Solutions

Zift Solutions delivers easy, integrated solutions that provide everything needed to build and grow a more profitable channel partner program. Nearly 70% of channel leaders rely on Zift Channel as a Service, a powerful blend of technology and services that automates the entire spectrum of channel marketing, sales and operations—and integrates seamlessly with established systems and infrastructure to provide faster ROI. With unmatched channel expertise, proven channel engagement processes and the largest community of channel partners around the globe, Zift knows exactly how to help you drive partner adoption, capture more channel revenue and deliver results.



### Integrated Solutions that Drive Results

With Channel as a Service, Zift delivers flexible, fully integrated solutions that drive results. Our cloud-based solutions work together within a single platform and connect seamlessly with your existing infrastructure to simplify and optimize every phase of channel functionality.



## PLAN

Address all of your channel program planning requirements, set revenue goals, determine routes to market, create capacity plans and map channel infrastructure with a highly customizable portal, integrated Partner Relationship Management (PRM) and industry leading Channel Marketing and Management (CMM).

## RECRUIT

Recruit the right partners, for the right solutions, speed onboarding and manage program priorities, including setting recruitment goals, identifying ideal partners, capturing profile data, tracking recruitment efforts as well as assessing and rewarding performance.

## ENABLE

Meet multiple channel program enablement priorities, including training and rewarding partner account managers (PAMs) and partners, establishing efficient partner onboarding processes and shortening time-to-productivity.

## GENERATE

Strengthen demand generation efforts by developing high- and low-touch programs for different partner types. Drive leads with net new and existing buyers, provide easy-to-use marketing and lead tracking tools, and leverage data to measure and boost success rates.

## TRANSACT

Gain visibility and control over the distribution of Marketing Development Funds (MDF) and speed sales with configure, price and quote tools.

## MANAGE

Manage the entire lifecycle of partners and customers by optimizing the customer and partner experience and leveraging channel enablement best practices.

## A FOUNDATION FOR SUCCESS

*Zift Solutions provides self-service, managed and concierge service options to create a solid foundation for success. You choose the service level right for you. Zift marketing experts can work directly with your channel partners to identify priorities, develop and execute custom campaigns, ensure lead follow up, analyze outcomes and identify next steps to enhance results.*



### With Zift Services & Support, Customers See:

93% more new leads

94% more active leads

79% more email click-throughs



## Get Started Today

Visit [www.ziftsolutions.com](http://www.ziftsolutions.com) to learn how you can capture more channel revenue with Zift Channel as a Service.



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