

# Engage Channel Partners and Drive Breakthrough Performance

WITH ZIFT PARTNER RELATIONSHIP MANAGEMENT

# PRM

*Capturing and keeping the attention of channel partners is difficult in today's crowded marketplace. Moreover, nurturing mutually-beneficial channel relationships that last can be a significant drain on resources. By automating and infusing visibility across key partner onboarding, performance management and deal registration tasks, Zift Partner Relationship Management (PRM) formerly Relayware fosters stronger, more profitable partnerships for channel programs of all sizes.*



## Faster Time to Revenue

A core element of Channel as a Service, Zift PRM spans the entire lifecycle of successful channel and alliance relationships, enabling easy and efficient collaboration across your entire partner ecosystem, speeding time-to-revenue and empowering higher close rates and margins for both sides of the channel.

### PRM:

Partner Relationship Management

*Streamline partner onboarding*

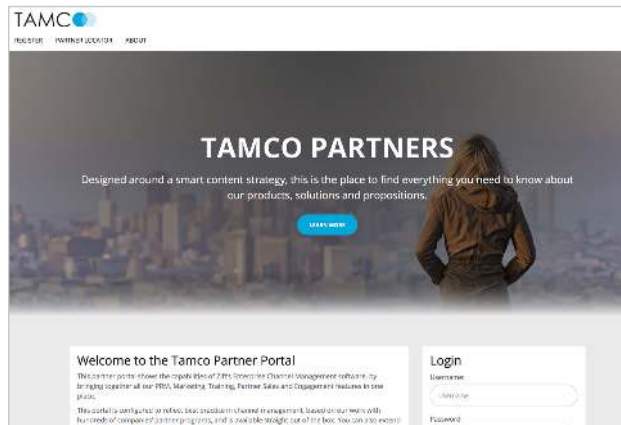
*Speed time-to-revenue*

*Capture and keep partner mindshare*

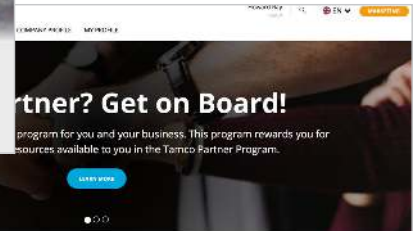
*Track, measure and empower partner marketing activity*

*Enhance margins and incentive sales*

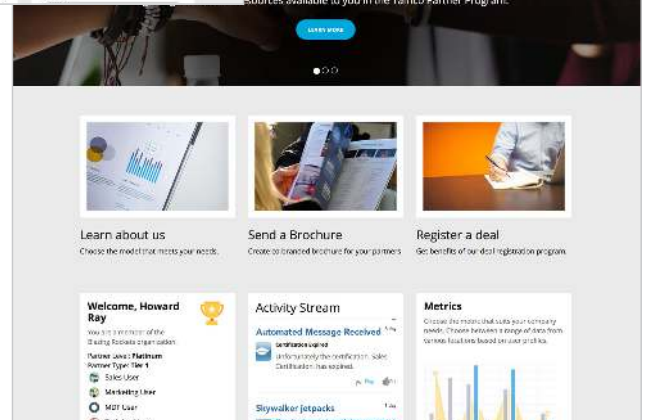
*Eliminate channel conflict*



**Recruit, onboard, enable and empower partners across the Zift platform**



**Speed adoption and help partners gain more traction from the start with Zift PRM**





## Zift Partner Relationship Management Provides:

### PARTNER RECRUITMENT & ONBOARDING

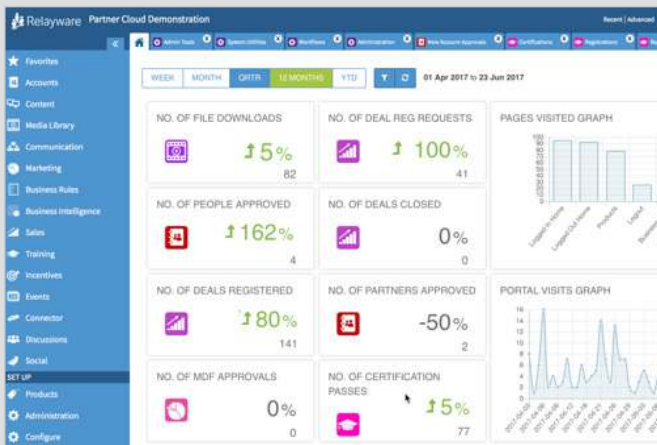
Create a streamlined end-to-end recruitment and onboarding process that engages partners from the start and guides them through their first campaigns to create pipeline growth.

### PARTNER PERFORMANCE MANAGEMENT

Prescriptive guidance, complete with reminders, multi-tactic marketing, progress reports and dashboards to map progress and execution of your complete partner program.

### DEAL REGISTRATION & MANAGEMENT

Get a direct view of all deals through one customizable interface to stay on top of critical activities, align sales support with deals and automate lead distribution.



↑ Zift PRM delivers the visibility, insight and control you need to develop stronger, more profitable and rewarding relationships with your channel partners



## Meet and Exceed Channel Goals

Partners have more options, opportunities and higher expectations than ever before. Zift PRM delivers best practices and processes right out of the box, dramatically compressing the time-to-revenue.

With Zift PRM, you can easily establish a stronger foundation and deliver ongoing support for more rewarding and profitable channel relationships. Now you can gain insights and manage partners based on their unique skills and resources. And easily track progress, adjust strategy and drive higher partner ROI. Using Zift PRM, you gain the visibility, insight and control you need across the sales lifecycle and your entire partner ecosystem.



## Why Zift Solutions?

More than 80% of channel chiefs and more than half a million partners rely on Zift Solutions to drive channel success. Zift Channel as a Service automates all channel marketing, sales and operations processes – and integrates seamlessly with established systems and infrastructure to provide faster ROI and deliver better results.

Learn more at [www.ziftsolutions.com](http://www.ziftsolutions.com).