



## The ONE and Only All-in-ONE Channel Management Platform

*The channel has changed — and the channel technology (ChanTech) stack has exploded. B2B organizations are bogged down trying to recruit, manage and enable partners to sell on their behalf. They are also struggling to integrate and manage the multiple disconnected solutions and even home-grown software tied to their channel programs. There's a system for managing partner relationships. One for following leads and customer activities. Yet another for managing channel marketing. Still more for tracking Marketing Development Funds, Learning Management and Certifications. The list goes on and on.*

Suppliers lose time and money struggling with endless integrations and lack of visibility. No one can figure out which system to use, data gets scattered and partners disengage — and customers get lost in the shuffle. ZiftONE puts an end to this madness — and puts your channel program out in front of partners, customers and competitors — with just ONE platform.

### GET IT TOGETHER WITH ZIFTONE

Finally, there is ONE platform you can use to build, manage and set your program apart from the rest. ZiftONE bridges the growing gap between supplier expectations and partner performance. No more cluttered pipelines, limited communications or lack of visibility created by disparate software solutions. Instead, ZiftONE pulls everything you need for channel sales, channel marketing and channel operations together in ONE seamless and purpose-built platform, engineered by channel experts.

### POWER YOUR BUSINESS WITH AN EMPOWERED CHANNEL

ZiftONE is the only solution you need for Enterprise Channel Management. ONE platform connects Channel Leaders, Partners, and Customers to accelerate business growth and performance.

"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

## CHANNEL PLANNING & OVERSIGHT

ONE source of data and insight into every aspect of Channel Marketing, Sales and Operations to power more strategic decision making. Plus, powerful Business Intelligence and reporting to drive your program and steer partners to engage best-fit buyers.

## PARTNER RECRUITMENT & ONBOARDING

ONE proven path to simplify management and control of the partner experience from the start, so it's easy to recruit, onboard, educate and equip your partners to navigate the market, reach potential buyers, and power new customer growth.

## PARTNER SALES & MARKETING ENABLEMENT

ONE exceptional partner experience with market insights, dynamic marketing campaigns, and training programs — All within a new, easy-to-use portal that supports self-management and includes 360° MDF Manager and best-in-class marketing tools.

## CHANNEL DEMAND GENERATION

ONE place to share and track leads and keep a finger on the pulse of partner demand-gen activities. You can also easily see and measure ROI through the interlock of every campaign, lead opportunity, and new customer.

## CHANNEL ENGAGEMENT & SALES EXECUTION

ONE fast path to engaging partners and getting repeatable wins with integrated sales and marketing tools — and the ability to collaborate and forecast future success based on your own market, sales and buyer trends.

## A FOUNDATION FOR SUCCESS

Zift Solutions creates a solid foundation for channel success with an array of self-service, managed and concierge service options. You select the level right for you — and your partners. Zift Channel Success Managers work directly with you to identify and fulfill priorities. Our Channel Engagement Team connects with your partners to develop and execute custom campaigns, ensure lead follow up, analyze outcomes and identify next steps to enhance results.

## 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](https://ziftsolutions.com/ZiftONE) to learn how you can build partner mindshare and grow your market share.