



Centralized Interconnection (CENTRiT[™]) Management

Every channel management organization needs a system for connecting and unifying multiple third-party platforms, tools and reports in a single, centralized location. This is where ZINFI's Centralized Interconnect (CENTRiT[™]) comes in. CENTRiT[™] connects to external third-party systems, and processes all workflows and requests from those external systems. The external systems communicate through CENTRiT[™]'s secured APIs, and the internal systems communicate directly through CENTRiT[™]'s data access layer.

CENTRiT[™] is an event-driven workflow scheduling engine. Built on top of high-performance, scalable data storage, CENTRiT[™] is a data management interface that's able to quickly process data in any shape or form.

CENTRiT[™] Overview

With ZINFI Centralized Interconnect (CENTRiT[™]) system, your channel management organization can easily integrate, transform, aggregate and visualize data with a user-friendly graphical interface. CENTRiT[™]'s integrated job scheduler automates routine data operations, so data analysts no longer have to manually extract and process the data.

Openness and connectivity are the key concepts driving ZINFI CENTRiT[™]. The platform can easily work with data from almost any online or cloud service, and ZINFI CENTRiT[™] can provide the data via REST API to any of your existing tools or services, making CENTRiT[™] the centralized system processing all workflows – whether time-based or immediate.



Key Features Include:

- ✓ Creation & Management of New Business Flows
- ✓ Log Tracking & Audits
- ✓ Real-Time Task Creation & Data Updates
- ✓ Scheduling Engine Management

CENTRiTTM Data Management

ZINFI's Centralized Interconnect (CENTRiTTM) system supports data from third-party CRMs (Salesforce, SAP, Dynamics, etc.) and various marketing platforms (Google Analytics, Facebook, Twitter, etc.) via native data connectors with a dedicated graphical user interface. CENTRiTTM also connects to popular marketing automation platforms (Marketo, Eloqua, etc.), as well as any other web application with defined interfaces.

CENTRiTTM connectors support automated data synchronization in a defined time or period. In addition to synchronization, data can also be incrementally stored with each iteration. Using ZINFI CENTRiTTM, your organization can make any data set accessible by third-party services, enabling you to connect to your own CRM, marketing automation, point-of-sales and other third-party systems. CENTRiTTM also helps your organization to better understand data at any point, enabling you to simplify various system operations within CENTRiTTM's data explorer capabilities.



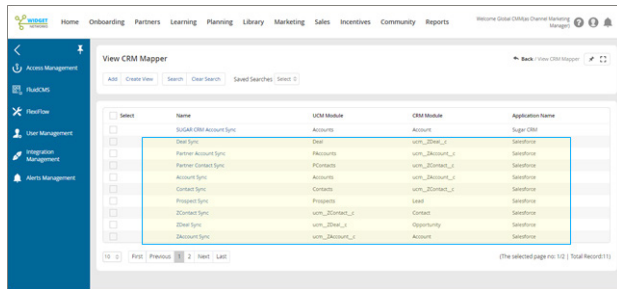
Key Features Includes:

- ✓ Universal Data Connectors Management
- ✓ Automated Data Sync Management
- ✓ Data Explorer Management
- ✓ Data Structure Management

SFDC Rapid Installer

UCM's latest offering, the SFDC Rapid Installer allows you to instantly connect with Salesforce to automate your work and find productivity super-powers. With the SFDC Rapid Installer, Proxy objects instead of an actual component attributes are utilized to connect to Salesforce and interactions with a Proxy object is the same way as we interact with the actual object. The proxy objects act as a middleware for UCM and Salesforce, providing the following advantages:

- Permission to direct access Salesforce records are not needed.
- Data being updated at the middleware through the usage of the proxy objects, synchronization between the two platforms is more stable.
- Add-on rulesets can be added between the middleware and Salesforce.
- Salesforce reports can be generated on the proxy objects, eliminating the need of the user to login to UCM to generate similar reports.



Key Features Includes:

- ✓ Proxy Object Mapping
- ✓ Utilize WebHooks
- ✓ Access API Log Status
- ✓ Secure and Stable

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