Centralized Interconnection (CENTRi™) 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 (CENTRiTM) comes in. CENTRiTM connects to external third-party systems, and processes all workflows and requests from those external systems. The external systems communicate through CENTRiTM's secured APIs, and the internal systems communicate directly through CENTRiTM's data access layer.

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

CENTRi™ Overview

With ZINFI Centralized Interconnect (CENTRiTM) system, your channel management organization can easily integrate, transform, aggregate and visualize data with a user-friendly graphical interface. CENTRiTM'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 CENTRiTM. The platform can easily work with data from almost any online or cloud service, and ZINFI CENTRiTM can provide the data via REST API to any of your existing tools or services, making CENTRiTM the centralized system processing all workflows – whether time-based or immediate.

Key Features Include:

✔ OOTB Pre-Configured Integrations

✔ Third Party CRM Connection Management

✔ CRM Entity and Attribute Mapper

✔ Creation & Management of Business Workflows

CENTRi™ V3 Integration Management & Data Synchronization

The updated version of ZINFI's Centralized Interconnect (CENTRiTM) system supports OOTB data synchronization, through integration with third-party CRMs (Salesforce, NetSuite, Sugar CRM, MS Dynamics, HubSpot and more) and various marketing platforms (Google Analytics, Facebook, Twitter, etc.) via pre-configured data connectors with an enhanced graphical user interface. CENTRiTM also connects to popular marketing automation platforms (Marketo, Eloqua, etc.), as well as any other web application with defined interfaces.

Workflow based record sync across all configured and integrated third party platforms are available with the latest CENTRi version 3 launch of the ZINFI UCM platform. Support for automated and custom data synchronization in a defined time or period is integrated with CENTRi's backend FlexiFlow Engine. Data sync algorithms can be easily created and configured through workflows to process workflow-based record synchronizations. The latest feature incorporated in this Integration Management module allows you to sync single data or record set to multiple third-party platform instances from the ZINFI UCM, viz. Sync Lead X to both Salesforce and HubSpot.

Using ZINFI CENTRiTM, any organization can make any data set accessible by third-party services, enabling organizations to connect to their own CRM, marketing automation, point-of-sales and other third-party systems, and enhance business operations by utilizing cross-platform data analytics utilizing CENTRiTM's business intelligence reporting and data explorer capabilities.
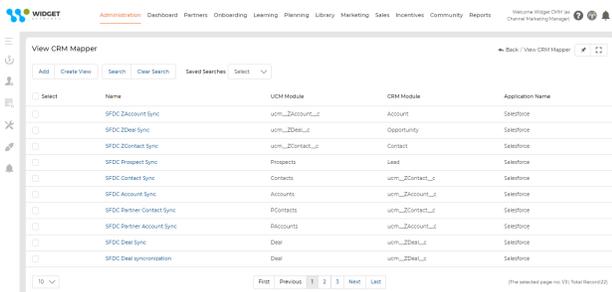

Key Features Includes:

✔ Universal Data Integrations Management

✔ Workflow-based Automated Record Sync Management

✔ Simultaneous Record/Data Sync to multiple Platforms

✔ Data Structure and Records Explorer

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

Australia · China · Hong Kong · India · Indonesia · Japan · Korea · Romania · Singapore · UK · USA

www.zinfi.com