



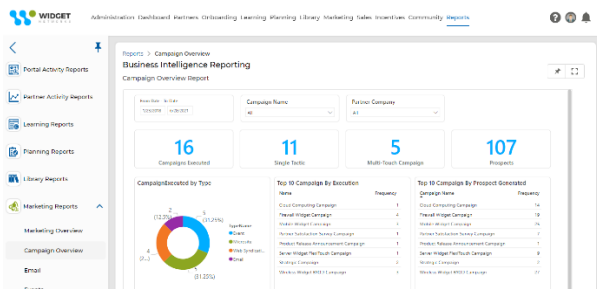
Business Intelligence Reports

The Business Intelligence Reports module of ZINFI’s partner relationship management (PRM) platform integrated with Microsoft power BI Report Engine provides hundreds of default reports to measure channel performance and allows organizations to create their own custom reports. With detailed reporting, users can develop a better understanding of what is working and what needs improvement in their global and local channel performance and programs.

Business Intelligence Reports

The Business Intelligence Reports module updated extensively with the integration of Microsoft Power BI Report Engine provides channel marketing admins and users to generate extensive reports to measure performance across the channel. MS Power BI Integration delivers enhanced business intelligence data visualization letting users exhaustively monitor channel performance and analyze business process and policies. The module provides insights to a more detailed and nuanced understanding of what is working and what needs improvement in the global and local channel performance and programs.

This module enables generation and access to default reports, build custom reports and add personalized reporting components to the dashboard, perform real-time monitoring of performance and determine what needs changing. Our correlation engine powered with MS Power BI helps channel managers understand the complex factors involved as specific performance metrics rise or fall.



Key Features Include:

- ✓ MS Power BI Default Reports
- ✓ Configure and Customize Power BI Reports
- ✓ Custom Dashboards
- ✓ Data Model Visualizer

Contract & Plans Management Report

ZINFI's Business Intelligence Reports module allows your organization to keep close tabs on your progress on contracts and on adherence to the business plans signed by participating channel partners.

Business Intelligence Reports are a great tool for understanding the details of the partner engagement process throughout the entire engagement cycle. Vendors can use reports to quickly identify partners who are struggling to deliver, and then provide them with real-time assistance or targeted guidance before it's too late.



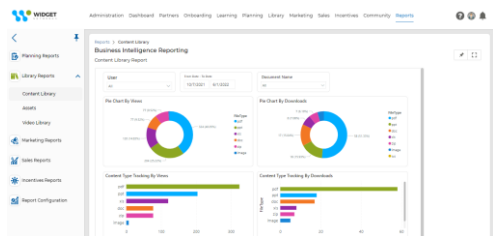
Key Features Includes:

- ✓ Dashboard Reports
- ✓ Detail Reports
- ✓ Summary Reports

Content Library and Assets Report

ZINFI's Content Library Reports provides insights on specific content-based file types downloaded and viewed to keep a close tab on the specific contents which is attracting a wider audience and contents which needs to be updated to attract a premier viewership among partners and users.

Assets Reports are a great tool for understanding co-brandable and downloadable assets dynamics – through the detailed view providing frequency of used co-brandable assets through respective campaigns, and easily track the download status of assets by Partners and Leads. Vendors can utilize these reports to quickly identify the frequency of download of assets which are delivering the intended business requirement through respective Campaigns and leverage the remaining ones.



Key Features Includes:

- ✓ Assets - Download Tracking
- ✓ Content Type Tracking
- ✓ Assets Utilization Dynamics

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