ZINFI Helps Yash Solutions Using the Red Hat Partner Marketing Center

ZINFI Partner Marketing Concierge Service Helps Yash Solutions Get Up to Speed Quickly Using the Red Hat Partner Marketing Center to Run Targeted Campaigns

Challenges

Georgia-based Yash Solutions LLC (Yash) is a reseller, a systems integrator of DevOps automation, and a Red Hat Business and ISV Partner that has been working in IT development and operations projects for the past 18 years. Yash's certified professionals provide clients in insurance, financial, manufacturing and other industries with access to all Red Hat technologies and offer comprehensive expert services around them. Yash works closely with its clients to help them manage workflows, track systems and generate custom KIPs, drawing upon a wide range of Red Hat products, including OpenShift, Jboss, Satellite, Ansible Tower, RHEL, OpenStack and Virtualization.

Shannon D. Poole, Business Development Manager at Yash, works with current accounts in the Birmingham, Alabama market, Mississippi & Tennessee markets. Shannon recently began exploring more efficient and effective ways of running email marketing campaigns using the Red Hat Partner Marketing Center, a web-based partner portal that offers a wealth of tools and marketing assets Red Hat partners can use to reach out to current and prospective customers. In addition to running campaigns to generate interest in webinars and events and to arrange appointments, Shannon was interested in using the portal to learn more about Red Hat products. She stresses that when customers ask for add-ons, a big part of her job is to match customer needs with the right product.

Solution

The Red Hat portal is powered by ZINFI Technologies, Inc., and includes modules for content management, co-branded assets management, partner onboarding and training, partner marketing management, lead management, incentives management and much more. The portal makes it easier for vendors like Red Hat to engage partners like Yash in relevant partner programs on a global scale—to the mutual benefit of vendors and partners alike. As part of its partner portal solution, ZINFI also offers a partner marketing concierge service, which partners can use to quickly get up to speed on portal offerings and functionality, and begin running co-branded campaigns, events and other initiatives on their own.

Overview Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.

Overview Yash Solutions

Yash Solutions is a systems integrator with deep knowledge in DevOps automation offering enterprise-level solutions and services to Fortune 1000 clients in the United States, Europe and Asia. We provide a technology agnostic approach customized to your environment and deliverables. Key projects and solutions include DevOps integration, workflow management, PaaS, testing, TDM and data on demand, data masking, analytics virtualization, monitoring performance and professional services. Our headquarters are located outside of Atlanta, GA with an office located in Mumbai, India.

While Shannon was initially "overwhelmed" by the wealth of content and tools on the portal, with the help of ZINFI's concierge she was soon convinced of its ease of use. "It met all of my expectations. Once I navigated through the portal a few times, it was extremely easy. I was able to search for anything I needed for training, for certifications, and for product knowledge. Time management is critical in my job, and figuring out how to run campaigns, to complete accreditations, and to familiarize myself with the Red Hat products has been very straightforward."

The ZINFI partner marketing concierge service, in particular, has exceeded Shannon's expectations. The primary concierge contact was always "on key, helpful and very patient. I was able to quickly learn how to conduct my own campaigns. And it was easy to change campaigns to a different timeframe or adapt a campaign to a different target industry." She notes that calls and emails to the concierge service were always returned in a "very timely" manner, which is important given her client-centric approach to sales. The combination of the portal and the concierge service is making it easier for her team to reach sales and marketing goals, to provide "great service" and "have quick responses for our clients when setting up meetings and finalizing next steps."

Results

Shannon describes her experience with the Red Hat partner portal and the ZINFI partner marketing concierge services as "off the charts." Already, two sales opportunities are in the pipeline and about to close since Yash began working with the partner portal just months ago . "Working with Red Hat and the ZINFI has been an incredible experience," said Poole. "Everyone was very welcoming. It's gotten off to a fabulous start. We're all headed in a great direction in making sales and helping businesses and customers prosper. I would absolutely recommend ZINFI—anytime, anywhere. Well done."

Poole plans to follow up with the concierge to revisit some of the opportunities from the initial campaigns that have shown promise, and to set up future dates for new campaigns "so we can stay on top of these leads and follow through on the momentum."

About ZINFI Technologies

ZINFI Technologies, the leader in Unified Channel Management (UCM) innovation, enables vendors and their channel partners to achieve profitable growth predictably and rapidly on a worldwide level. Headquartered in Silicon Valley, USA and founded by channel veterans with extensive global channel management experience, we at ZINFI see an immense opportunity to build high-performing sales channels by deploying an easy-to-use, comprehensive and innovative state-of-the-art SaaS Unified Channel Management automation platform that streamlines and manages the entire partner lifecycle through three core state-of-the-art SaaS applications—partner relationship management, channel marketing management and channel sales management. In 26 countries, these three core UCM SaaS applications are locally supported by ZINFI's global marketing services team members.

At a Glance

Website: https://www.yashsolutions.com/

Headquarters: Cumming, GA

Contact: Shannon D. Poole

Sector: Software, data management technology

Solutions Offered: DevOps automation, data masking, data virtualization, OS virtualization, middleware management, IT tool integration, TDM cloud

Employees: 5-6 actively engaged in sales, approx. 160 overall employees

Background

- Yash works closely with customers and prospects in industries like insurance, financial and manufacturing verticals to help them better understand Red Hat's complex portfolio of solutions related to DevOps automation, systems integration and other IT development and operational challenges. Being an effective, well-informed resource for clients is an important part of their sales strategy.

Solution

- The Red Hat Partner Marketing Center—built with ZINFI partner portal technology—and the ZINFI partner marketing concierge service are helping Yash reach out to customers and prospects more efficiently and provide them with detailed, timely information about Red Hat solutions.

Results

- Yash's Business Development Manager rates the ZINFI concierge service "off the charts" for its onboarding assistance and its help with navigating the portal and setting up and executing campaigns.

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