



YourSix

YourSix Deploys ZINFI Partner Portal Software to Provide Its Partner Network with a One-Stop Resource Center

Challenges

According to Tracey Boucher Brown, Director of Marketing at YourSix, it's essential that partners who sell the company's software to end customers "are informed and trained and represent the YourSix brand as best they can" when they engage with prospects. YourSix was looking for technology that could help them do a better job of providing resellers with resource documents, collateral, demos, training materials and other content they don't make available on their website. In addition to having a secure, accessible repository of co-brandable assets and the ability to manage distribution of those assets to different kinds of partners, YourSix also wished to establish a portal where partners could easily engage with the company and stay motivated to sell its products. Finally, YourSix needed to make the partner onboarding process—including establishing terms and conditions and finalizing agreements, enrolling partners in programs, and managing training activities and certifications—faster and more efficient.

Solution

With these challenges in mind, YourSix deployed partner portal software from ZINFI, a leader in Unified Channel Management (UCM) whose customizable platform integrates a comprehensive set of cloud-based modules for partner recruitment, engagement, enablement and management. "We are primarily using the ZINF platform as a partner resource center," says Brown. The partner portal allows YourSix to engage with, educate and provide support to partners much more effectively. Partners can securely access marketing and sales materials designed for the verticals they sell to, and then easily co-brand those materials before passing them on to prospects.

With the portal's "very intuitive" digital tools, Brown says onboarding activities can be now completed in minutes or hours instead of days or weeks. She also notes the ZINFI partner portal allows YourSix to customize how they communicate with partners. For example, they can tailor communications to different partner types or groups using different language and distinct content. "The portal makes it easy to assign different profiles to different partner and customer types without us having to touch every single instance of every document.... The flexibility of the tool has been great."

Brown also has nothing but praise for the ZINFI support team. "Every time I reach out to [them] they are right there."

Overview

YourSix is an award-winning provider of Physical Security as a Service (PSaaS) software to enterprises and small businesses for the purposes of surveillance, access control, IP audio and video monitoring. The company sells its solutions through an extensive network of resellers who target a broad range of verticals, including the cannabis, education, retail and automotive industries. YourSix's subscription-based software is designed to make it easy for IT professionals to monitor and manage physical security operations while on the go or while working remotely.

As a small, growing company, YourSix invests heavily in its software products, which means that some departments—like marketing—must run lean and maximize efficiency wherever possible. That's one reason the company began to investigate automation tools to streamline processes related to partner management.

Results

"We have onboarded 153 partners since launching the portal," says Brown. "That's a huge win for us. Given the size of our sales team, there would have been no way we could have done that without the ZINFI partner portal." Since each of these partners sell to multiple customers, the dramatic increase in onboarding efficiency is allowing YourSix to reach many more customers than before.

When asked if she would recommend the ZINFI partner portal, Brown says, "Absolutely. In fact, I already have." She looks forward to expanding YourSix's use of ZINFI's learning management system (LMS) to deepen partners' knowledge about YourSix products and help them sell more effectively. "We don't even know the full power of the ZINFI solution. When you look at all the modules, there's so much more."

About YourSix

YourSix is an award-winning Physical Security as a Service (PSaaS) provider. The YourSix solution represents the convergence of surveillance, access control, audio, sensors, artificial intelligence, and monitoring delivered through a unified cloud platform. YourSix is transforming the industry with its open standards-based platform, providing visual intelligence and security advancements powered by machine learning/artificial intelligence.

YourSix was founded in 2015 and headquartered in St. Paul, Minnesota. In 2020 and 2021, Inc. 5000, the most prestigious ranking of the nation's fastest-growing private companies, ranked YourSix Inc., No. 134 and 208 respectively, in America. For more information, visit yoursix.com.

About ZINFI Technologies

ZINFI Technologies, Inc., 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.

For more information about ZINFI's Unified Channel Management platform, please visit our website at www.zinfi.com. You can also follow ZINFI Technologies on [LinkedIn](#) and at the [ZINFI Channel Marketing Best Practices blog](#).

At a Glance



Website: <https://yoursix.com/>

Headquarters: Roseville, MN

Contact: 1-800-687-3014; info@yoursix.com

Industry: Security and investigations

Solutions: Physical Security as a Service (PSaaS) software for surveillance, access control, IP audio and video monitoring

Solutions Offered Using ZINFI Platform:

PSaaS software for nearly every industry as well as cloud surveillance, access control, audio and intercoms, monitoring and professional services

Number of Employees: 60+

Background

- YourSix is an award-winning Physical Security as a Service (PSaaS) provider delivering cloud-based solutions for surveillance, access control, IP audio and video monitoring.

Solution

- ZINFI partner portal streamlines partner onboarding, provides partners with a centralized repository of co-brandable marketing and sales assets

Results

- 150+ partners onboarded since the portal launched; partner base is better-informed and more engaged