



## DataNet Internacional

Genesys partner DataNet Internacional adopts the ZINFI partner portal and finds running effective email campaigns is faster and more efficient.

### Challenges

In Costa Rica, cloud services are still relatively new, and not many DataNet customers or prospects even know about them. DataNet's primary challenge, then, is to make existing and potential customers aware of Genesys products and help them understand how those products can benefit their business. There is some wariness of cloud solutions among businesses in the region. To counter those perceptions, DataNet conducts email campaigns to "help us generate awareness for our prospects, and demystify the myth that cloud services are unstable or unsafe," says Irene Salas, Commercial Director at DataNet.

### Solution

DataNet recently began using the Genesys partner marketing portal, which is powered by ZINFI channel marketing automation technology. The partner portal is a key component of ZINFI's industry-leading channel marketing automation platform, which integrates partner relationship management (PRM), partner marketing management (PMM) and partner sales management (PSM). For organizations with large and diverse global partner networks like Genesys, the ZINFI-powered partner portal is an efficient tool for communicating with partners and providing them with easy-to-use tools to create and execute campaigns for email, social media, syndication and other marketing channels.

Genesys provides its partners with an extensive library of marketing and sales assets, including email campaigns that can be quickly customized and co-branded to targeted audiences with up-to-date information about specific products and their benefits. Since DataNet began using the partner portal a few months ago, they have run an estimated 12 campaigns and have found the process surprisingly easy. "We used to send emails individually – person-by-person," says Salas. "Now, I can send email to an entire list, which saves me a lot of time and effort." Salas has found the portal to be "very functional" and "very easy to use." "It has a standard step-by-step process that shows you exactly what you need to do to execute campaigns. Also, it's great to access all the Genesys materials and updates directly from the portal." Salas was pleased to discover she could customize campaigns and send them to prospect lists in less than 10 minutes.

### Overview

DataNet Internacional is a software and communication systems provider with 10 employees based in San José, Costa Rica. The company is a member of the Genesys Partner Network and is a reseller of the Genesys PureCloud<sup>®</sup> and PureConnect<sup>®</sup> customer experience solutions.

## Results

DataNet and Salas are happy with how easy it's been to incorporate the partner portal into their marketing workflow. "My expectations were that I would be able to execute campaigns and better connect with my prospects," she said. "I have around 1,200 prospects in various industries, so I wanted to easily reach them. The partner portal has enabled me to segment my database and get a better understanding of which sectors—such as pharmaceutical, government, banking and others—have demonstrated the highest levels of interest in my campaigns. It also helps me generate leads and set appointments with prospects. We haven't executed many campaigns so far, but we were already able to schedule four appointments with new company leads."

Salas says she would "definitely" recommend the partner portal technology from ZINFI. "It gives us better tools for reaching out and connecting with prospects and for generating more sales via new leads." Salas is especially excited to have a way to "know exactly who demonstrated interest in my content so I can immediately follow up with them. I want to let other companies know that ZINFI's platform and their partner support really work."

## About DataNet Internacional

DataNet has a long history and experience in next-generation communication systems. Our lasting presence in the Central American market is based on our unconditional commitment to customer service. This is why we have enjoyed the allegiance of renowned clients for more than 20 years, and why they still ask for our advice to help solve their business problems.

Visit us at <http://www.datanetsite.com/web>.

## 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:** <http://www.datanetsite.com/web>

**Headquarters:** Calle 25, Avenidas 7 y 9 San José, Barrio Escalante, Costa Rica

**Contact:** +506 2257-5370

**Sectors:** Finance, banking, government, pharma

**Solutions Offered:** Software, communications systems

**Employees:** 10, 2 actively selling

## Background

- DataNet Internacional is Costa Rica-based provider of software and telecom systems. The company is a member of the Genesys Partner Network and is a reseller of the Genesys PureCloud<sup>®</sup> and PureConnect<sup>®</sup> customer experience solutions

## Solution

- DataNet recently began using the Genesys partner marketing portal, which is a key component of ZINFI's suite of integrated channel marketing automation solutions. DataNet is leveraging Genesys marketing assets from the portal and customizing them for targeted email campaigns. Their goal is to increase awareness of Genesys products among key prospect groups.

## Results

- DataNet has found the portal to be easy to learn and super-convenient, and is able to create new campaigns in just minutes. The company is also using tools in the portal to segment its prospects by industry, and is monitoring reports to better understand which groups are demonstrating the most interest in specific campaigns.