

# Market Development Funds Management

ZINFI's partner relationship management (PRM) software has an integrated Market Development Funds Management module which enables your organization to efficiently allocate market development and co-op funds to channel partners. The module automates the application process partners follow to secure program funding as well as the process for claiming compensation by supplying proper proof of execution.

## Fund Upload Management

Our Market Development Funds Management module allows your organization to upload allocated MDF or co-op funds for channel partners in their local currency, reducing the complexity that can arise from managing programs across a geographically diverse channel. You can also use the module to automate conversion of local currency based on current exchange rates.

Your organization can use the Market Development Funds Management module to define a funding plan and schedule claim submission deadlines. Automation helps prevent partners from submitting inaccurate or late applications. The module allows you to configure automated system alerts to notify partners when you've uploaded program details and submission deadlines.

| TOGET Home Profile Training Planning | Marketing Sales incentives Reports |               | 0 ( |
|--------------------------------------|------------------------------------|---------------|-----|
| ensoe:                               |                                    |               | 0   |
|                                      |                                    |               |     |
| Manage Currency Exchange Rat         | 2                                  |               |     |
| manage carrency exchange has         |                                    |               |     |
| Querter Pr1802 ·                     |                                    |               |     |
|                                      |                                    |               |     |
| Currency Name                        | Currency                           | Exchange Rate |     |
| Australian dollar                    | AUD                                | 1             |     |
| Chinese yuan                         | ow                                 |               |     |
| Hong Kong dollar                     | 80                                 | 1             |     |
| inden nuere                          | 18                                 |               |     |
|                                      |                                    |               |     |
| Japanese yen                         | pr.                                | 8             |     |
| South Korean won                     | x8w                                | 3             |     |
| Malaysian ringgit                    | MYR                                |               |     |
| New Zealand dollar                   | N20                                |               |     |
| Philippine peso                      | 24                                 |               |     |
|                                      |                                    |               |     |
| Singapore dellar                     | 560                                |               |     |
| The parts                            | 7H0                                | 9             |     |

#### **Key Features**

- ✓ Fund Upload Management (in local currency)
- Submission Deadline Management
- ✓ Exchange Rate Management
- ✓ System Alerts

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## Plan & Claim Management

The Market Development Funds Management module provides your organization with end-to-end automation of both the plan and claim submission process and the review and approval process, thereby enhancing the partner experience. Channel partners can submit POEs within the module for efficient claim review and approval by the vendor.

Each submitted plan is tagged with a dedicated partner account manager so your organization can ensure that channel partners have all the assistance they need to execute activities within the designated timeline. Unique nomenclature for plan and claim IDs makes it easier for users to quickly determine the number of log entries they need to complete for each activity.

| Plan Details          |   |                                    |      |          |                   |            |   |           |  |
|-----------------------|---|------------------------------------|------|----------|-------------------|------------|---|-----------|--|
| Dather Name           | Widowt Network                          |                                    |      |          |                   |            |   |           |  |
| Partner ID:           | ZINFEPARTNE                             | ZINFI-PARTNER-0501                 |      |          | scil Quarter:     |            | FY18G1<br>Jun 30, 2018<br>Jan 01, 2018 - Jun 30, 2018 |           |  |
| Account Manager       | MDF PBM Global ( global pbm@gmail.com ) |                                    |      |          | Of Plan Submis    | uson Br.   |   |           |  |
| Plan Name:            |   | Marketing Literature               |      |          | Of Activity Peris | 00:        |   |           |  |
| Plan ID:              |   | Q1-2NFI-PARTNER-0501-ESSN-000051.1 |      |          |                   | ission By: | Jun 01, 2018  |           |  |
| Plan Date:            | Feb 05, 2018                            |                                    |      |          |                   |            |   |           |  |
|                       | 00                                      |                                    |      |          |                   |            |   |           |  |
| MOF Allocation (USD): |   | 001                                |      | 0        |                   | 800        | 004   | TOT       |  |
|                       |   | 194,552,53                         |      | 324,254  | 22                | 291,020.79 | 324,254.22  | 03488     |  |
|                       | 80                                      |                                    |      |          |                   |            |   |           |  |
| Punds Remaining (USD) |   | BU1                                |      | 0        |                   | 800        | 804   | TOT       |  |
|                       |   | 184,251.53                         |      | 211,753. | 22                | 283,327.79 | 318,053.22  | 1,097,385 |  |
| Advites               |   |                                    |      |          |                   |            |   |           |  |
| Activity              |   | 801                                | 892  | 6U3      | 804               | Total Are. | Total(LC)   |           |  |
| Marketing Literature  |   | 600.00                             | 0.00 | 550.00   | 0.00              | 1,150.00   | 2,000.00  |           |  |
| Total                 |   | 600.00                             | 8.00 | 550.00   | 0.00              | 1,150,00   | 2,000,00  |           |  |

#### **Key Features**

- ✓ Business Plan & Claim Submission
- ✓ Business Plan & Claim Review & Approval
- Proof of Performance Submission
- ✓ Unique ID association

## Deadline Extension Management

With the Market Development Funds Management module, your organization can efficiently manage deadline extensions for all plans and claims submissions. The module provides a process for channel partners to submit deadline extension requests to the vendor in case unforeseen circumstances will cause them to miss the original deadline.

The module provides end-to-end automated functionality for deadline extension, and you can configure it with a multi-level approval process according to your unique business requirements. This enables you to maintain complete control over the process and ensure timely submission of plans and claims.

| Extension Lis             | t       |                |               |                |                       |                       |                    |                 |              |          |
|---------------------------|---------|----------------|---------------|----------------|-----------------------|-----------------------|--------------------|-----------------|--------------|----------|
| Select Quarter:<br>PY18Q1 |         |                | Partner Na    | me:            | Search                | Ditersion Type<br>All |                    |                 |              | ogo Sizo |
| Submission Date           | Quarter | Extension Type | Original Date | Requested Date | Request ID            |                       | Partner ID         | Partner Name    | Country Name | 9960     |
| Apr 12, 2018              | Prisqs  | Claim          | Aug 31, 2018  | Jun 3, 2018    | Prisq1-2NP-PARTNER-0  | 101-0000021           | 2009-PARTNER-0501  | Widget Networks | USA          | -        |
| Mar 29, 2018              | Prisqs  | Pan            | jun 30, 2018  | Apr 12, 2018   | Prison and Avenues o  | 001 00000019          | DIVE-PARTNER-0501  | Widget Networks | USA          | Penda    |
| Feb 24, 2018              | Prisqs  | Caim           | Aug 31, 2018  | Jun 2, 2018    | PYTROT ONEL PARTNER O | 501-00000018          | 2009-04875-0501    | Widget Networks | USA          | Appen    |
| Feb 23, 2018              | Prisqs  | Pan            | 349.30,2018   | Mar 2, 2018    | Prisqi anel Avenieko  | 601-00000017          | 2009-04875-0501    | Widget Networks | USA          | Appro    |
| Feb 20, 2018              | Prings  | Claim          | Aug 31, 2018  | Jun 1, 2018    | Prisq1-2NR-AVENER-0   | 001-00000014          | 2NP-PARTNER-0501   | Widget Networks | USA          | Appro    |
| Feb 20, 2018              | Prisqs  | Pan            | 341 30, 2018  | Mar 1, 2018    | Prisq1-2NP-PARTNER-0  | 001-00000015          | 2009-PARTNER-0501  | Widget Networks | USA          | -        |
| Feb 24, 2018              | Prisqs  | Claim          | Aug 31, 2018  | 349 2, 2018    | Prisol 2NP MATHER O   | 501-0000018           | 2009-04875-ER-0501 | Widget Networks | USA          | 4001     |
| Feb 23, 2018              | Prisqs  | Pan            | 344.30,2018   | Mar 2, 2018    | PYINGI ONE MATHER O   | 501-00000017          | 2045-048ThER-0501  | Widget Networks | USA          | 4991     |

### **Key Features**

- Submission Deadline Extension Request Management
- ✓ Multi-level Approval Process

#### AMERICAS

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