



Join ZINFI Agency Partner Program



// The ZINFI Agency Partner Program (ZAPP) Network

The ZINFI Partner Program provides extensive resources, training and support to differentiate your business, build recurring revenue stream and deepen relationship with your client base with our market-shaping Unified Channel Management (UCM) SaaS solutions. //

ZINFI Agency Partner Program (ZAPP) Overview

ZINFI Agency Partner Program (ZAPP) has been designed to build a collaborative framework to allow ZINFI and its agency partners to provide highly differentiated solutions to businesses selling indirectly via the channel. ZINFI provides a wide range of benefits, training, certifications and rewards to its agency partners to ensure mutual success, with the end-customer as the focal point of that success.

When you initially join ZINFI Agency Partner Program (ZAPP), you will proceed through a foundational set of program elements. Once you have been exposed to those foundational elements, and been trained, you can decide to choose one or more tracks, such as marketing agency, system integrator or channel consultant. You will learn more about the different partner programs available and determine which one is best for your business.

The first step to becoming a ZINFI partner is to enroll in ZINFI Agency Partner Program (ZAPP). Please [click here](#) to get started.

Partner Program Eligibility

Our programs are designed to empower, distinguish and reward our partners with six primary relationships to best align with your business needs.

Consulting Partners:

If you are a marketing or channel marketing consultant and want to help your customers automate their channel management processes, then please reach out to us to see how we can collaborate to bring world-class channel management solutions to your customer base.

Please **fill out an application** to set up a discovery call and discuss a potential partnership agreement. ZINFI provides rich revenue share and a broad variety of marketing and sales programs for consulting partners.

Integration Partners:

If you are a business process automation system integrator and have deep expertise in defining business workflows and automating them using SaaS applications like CRM and ERP, then please reach out to us to see how we can help you to build a profitable channel automation business.

Please **fill out an application** to set up a discovery call and discuss a potential partnership agreement. ZINFI provides rich revenue share and a broad variety of marketing and sales programs for integration partners.

Marketing Agency Partners

If you are a digital marketing agency, have deep expertise in creating highly effective digital assets and content for your clients, and want to enable clients with a multi-partner marketing platform, then please reach out to us to see how we can help you build a profitable channel marketing automation business.

Please **fill out an application** to set up a discovery call and discuss a potential partnership agreement. ZINFI provides rich revenue share and a broad variety of marketing and sales programs for marketing agency partners.



Telemarketing Partners

If you are an agency generating leads by carrying out telemarketing activities for objectives like lead qualification, event registrations and asset download follow-up, then please reach out to us to see how we can help you generate more leads at a lower cost by leveraging ZINFI's **Unified Channel Management (UCM)** platform.

Please **fill out an application** to set up a discovery call and discuss a potential partnership agreement. ZINFI provides rich revenue share and a broad variety of marketing and sales programs for telemarketing partners.

Partner Enablement Programs

Channel Management Learning Programs
ZINFI's partner portal comes loaded with an enormous amount of training videos and learning materials. ZINFI also provides role-based Learning Paths, which together provide a sequential training roadmap aligned with your job function, skill levels and company focus. These include:

- Solution-specific accreditations for sales, technical pre- and post-sales, as well as operations and licensing professionals.
- Instructor-led, virtual events and 24/7 self-paced options.

ZINFI Learning Paths are built to help you achieve the highest level of proficiency within ZINFI's Unified Channel Management technologies. Whether you are starting your journey with channel management solutions or have been providing channel management programs and solutions for a while, our role-based learning tracks will ensure you succeed through a step-by-step program.

ZINFI's Marketing & Sales Programs

Once your organization has gone through basic

training and certification programs, you will be eligible for ZINFI's co-funded marketing and sales programs. You will have access to a partner account manager (PAM), who will work closely with you to build a targeted marketing and sales plan that leverages your functional and industry competencies.

After you develop a marketing and sales plan, ZINFI's partner marketing team will work closely with your organization to drive demand generation efforts and assist you through the lead qualification, prospect development and opportunity creation process. During this process, you and your organization will have access to ZINFI's marketing and sales platform, including a vast array of demand generation materials, digital assets and sales tools.

Once an opportunity has been created, you will be able to register the deal to protect the specific sales opportunity from other partners. ZINFI's partner account manager (PAM) will work closely with you and pull in necessary sales and engineering resources to assist you in closing such an opportunity.

After closure of an opportunity, ZINFI will assign you with a program manager to assist you in implementing the SaaS solution to meet your client's business requirements. You will also be able to directly interact, if necessary, with ZINFI's engineering resources.

Concierge Service Delivery & Support

As a part of this partnership program, ZINFI will continue to provide inbound (Level 1) and outbound (Level 2) localized support to your end-customers' channel partners. This will significantly eliminate the resource requirement from your side for program-related support, allowing you to focus on higher value added customized programs and services for your end-customer.



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