



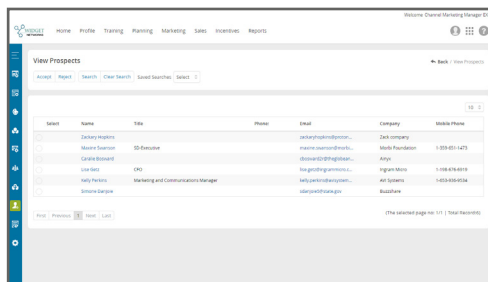
Partner Lead Management

With the Partner Lead Management module of ZINFI's partner marketing management (PMM) platform, an organization can efficiently distribute leads to its partner base and manage the complete "contacts to contracts" process. This module helps vendors engage partner sales reps using "round robin," "shark tank" and other lead management mechanisms.

Shark Tank Management

ZINFI's Partner Lead Management module allows your organization to distribute leads to different partners or partner groups based on various criteria specified in "shark tank," lead distribution strategies. You can also connect this module to your existing CRM for effortless transition of data between the two platforms.

The shark tank features of our Partner Lead Management module allow your organization to define a time frame for lead follow-up with pre-scheduled system notifications at regular intervals in cases where no activity has been performed. Our built-in pullback functionality allows a lead to be pulled from one partner in case of non-activity and reassigned to another.



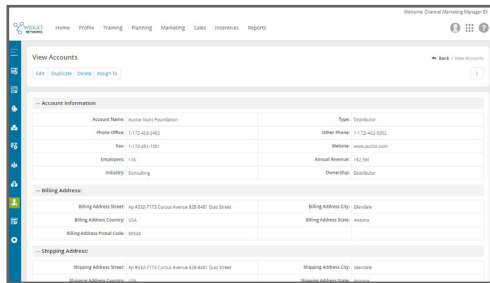
Key Features

- ✓ CRM Connectors
- ✓ Lead Upload & Allocation
- ✓ Lead Scoring & Distribution
- ✓ Lead Processing & Management
- ✓ Opportunity Management & Deal Registration

End-user Account Management

The Partner Lead Management module makes it easy for your organization and your channel partners to manage the journey of prospective leads end to end through a fully automated system. The automated sales approach encourages partner engagement and yields enhanced productivity.

Our Partner Lead Management module also offers functionality to track leads based on their age. This helps users sort out leads so they can effectively prioritize their follow-up activities. You can quickly set systems alerts to send automated notifications to users informing them of dates and times they are scheduled to complete specified tasks.



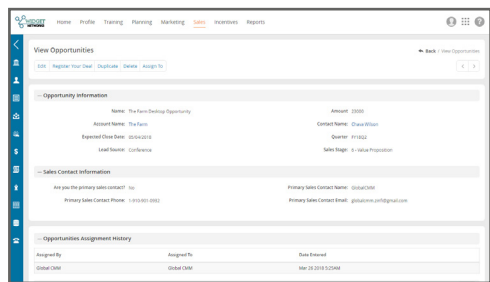
Key Features

- ✓ Lead Upload & Update
- ✓ Lead Conversion
- ✓ Activity Tracking
- ✓ Notes & Task Association

Opportunity & Deal Management

The Partner Lead Management module allows your organization to set up an automated review and approval mechanism for all submitted opportunities and deals by the channel sales team. You can also push submitted opportunities and deals directly to your internal CRM through configured system connectors.

The dynamic reporting engine of ZINFI's Partner Lead Management module gives your organization clear visibility into the sales funnel created by the channel sales team. Individual channel partners can also track their sales activity progress by reviewing their own progress dashboard.



Key Features

- ✓ Opportunity Management
- ✓ Deal Registration
- ✓ Approval & Review Management

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