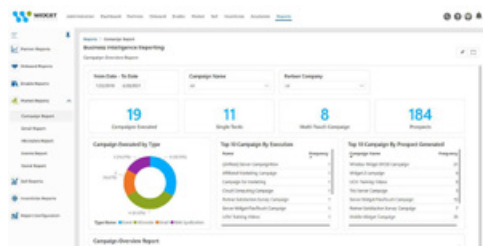# Business Intelligence Reports

The Business Intelligence Reports of ZINFI's partner relationship management (PRM) platform integrated with Microsoft Power BI Report Engine provides hundreds of default reports to measure channel performance. It allows organizations to create their custom reports. With detailed reporting, users can better understand what is working and what needs improvement in their global and local channel performance and programs.

Business Intelligence Reports

The Business Intelligence Reports updated extensively with the Microsoft Power BI Report Engine integration allow channel marketing admins and users to generate extensive reports to measure performance across the channel. MS Power BI Integration delivers enhanced business intelligence data visualization, letting users monitor channel performance and analyze business processes and policies exhaustively. The module provides insights into a more detailed and nuanced understanding of what is working and what needs improvement in the global and local channel performance and programs.

BI Reports enables the generation and access to default reports, builds custom reports, adds personalized reporting components to the dashboard, performs real-time performance monitoring, and determines what needs changing. BI reports are also extended and integrated with Google Analytics to generate the "User & Visitor Metrics" Report, allowing you to gain insights into user behaviour and engagement with the Partner Portal. Our correlation engine, powered by MS Power BI, helps channel managers understand the complex factors involved as specific performance metrics rise or fall.
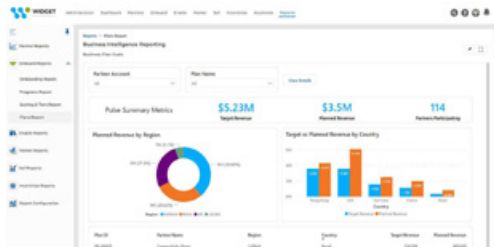

Key Features Include:

✔ MS Power BI Default Reports

✔ Configure and Customize Power BI Reports

✔ Custom dashboards

✔ Data Model Visualizer

Contract & Plans Management Report

ZINFI's Business Intelligence Reports allow your organization to keep close tabs on your progress on contracts and adherence to the business plans signed by participating channel partners.

Business Intelligence Reports are an excellent tool for understanding the details of the partner engagement process throughout the entire engagement cycle. Vendors can use reports to quickly identify partners struggling to deliver and then provide them with real-time assistance or targeted guidance before it's too late.
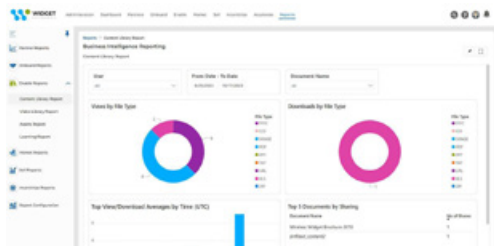
Key Features Includes:

✔ Dashboard reports

✔ Detail reports

✔ Summary reports

Content Library and Assets Report

ZINFI's Content Library Reports provide insights on content-based file types downloaded and viewed to keep a close tab on the particular content, attracting a wider audience and content that needs to be updated to attract a premier viewership among partners and users.

Assets Reports are an excellent tool for understanding co-brandable and downloadable assets dynamics – through the detailed view providing the frequency of used co-brandable assets through respective campaigns and easily tracking the download status of assets by Partners and Leads. Vendors can utilize these reports to quickly identify the frequency of download of assets delivering the intended business requirement through respective Campaigns and leverage the remaining ones.

Key Features Includes:

✔ Assets – Download Tracking

✔ Content Type Tracking

✔ Assets Utilization Dynamics

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