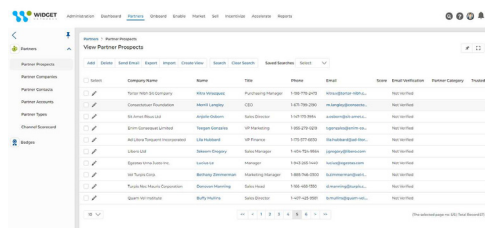# Partners Profile Management

The Partner Profile Management Application of ZINFI's UPM enables a unified approach to global partner management by providing key elements outlined through a structured channel program and clear channel policies, so partners know exactly what they need to do to perform successfully and how their performance will be measured and rewarded, and clear programs that address both technical and non-technical aspects of the channel program.

Seamless Management of Partner Profiles

The Partner Management application allows your organization to manage channel partner profiles more quickly and effectively. Your organization can easily create partner records in the system, including business information such as partner type and company, prospect information, contacts, and accounts. Using the partner profile management features of our Partner Management application, channel management team members can easily track detailed partner profile information, sales history, lead generation, and other channel program-related activities. Easily generate direct access deep links for the Partner Logo URL and eliminate cumbersome, complicated logo-sharing processes and easily host it across the web without access restrictions.

Upgraded Partner Management Application with support for Affiliate Partners allows organizations to manage affiliate partner profiles more quickly and effectively. Admins can easily create Affiliate/Referral Partner records, including business information. Using the Affiliate/Reseller Partner Profile Management Feature – Channel Program Managers can easily track detailed affiliate/reseller partner profile information. Affiliate/Reseller Partners can also register through the Sign-Up Form and become an Affiliate/Reseller Partner Prospect.
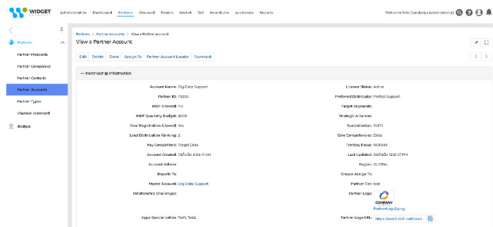

Key Features Include:

✔ Partner List Upload & Management

✔ Partner Accounts, Contacts & Prospects Management

✔ Seamless Partner Prospect Conversion & Assignment

✔ Partner User Records & Partner Portal Access

Global Partners Profile Management

By deploying ZINFI's UPM platform, you can recruit, onboard, train, and manage your partners globally to drive profitable growth, and you can increase your channel ROI by having an accurate picture of what is working and what is not. The platform makes it easy for you to determine which partners are on track to become high performers and which partners need extra help. With better visibility into partner performance, your regional and field organizations can target their efforts more precisely and with better results.

Integrated with the Partner Locator Engine, a Primary Partner can easily locate the Child Partners tagged/ pinned on the Google Map – based on the Address Location of the Child Partners saved. ZINFI's UPM platform is supported in multiple languages and with localized resources in various countries worldwide. This localized support drives partner usage and satisfaction and helps vendors who are seeking to drive partner enablement globally achieve better results.

Key Features Includes:

✔ Partner alignment with Business Models

✔ Focused on onboarding, developing, and growing global partners

✔ Account Level Deactivation for mapped Contacts and Users

✔ Partner Notifications

Australia・China・Hong Kong・India・Indonesia・Japan・Korea・Romania・Singapore・UK・USA

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