

# THE CHANNEL GUIDE TO MARKETING AUTOMATION, PRM & CRM



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## INTRODUCTION

At *Channel Marketer Report*, we focus on covering the latest trends and pain points evident in channel relationships across markets. One trend that seems to consistently surface is ensuring sales and marketing alignment through in-depth reporting and opportunity management, as well as instant access to marketing and sales collateral.

But more complex channel ecosystems have caused vendors to struggle in keeping pace with partners' sales and marketing results, leading to a lack of visibility and overall poor collaboration.

Best-in-class vendors, however, are making leaps and bounds by aligning their CRM databases with marketing automation and Partner Relationship Management (PRM) solutions. PRM solutions are designed to help bridge the gap between partners and vendors, ensuring improved results and connectivity among vendors and partners.

*Channel Marketer Report* has released its newest report, titled: *The Channel Guide To Marketing Automation, PRM & CRM*. This comprehensive guide will provide a snapshot of leading solution providers in CRM, PRM and marketing automation, as well as specific features and capabilities that address the unique needs of channel organizations — both vendors and partners.

Companies featured in the report differ in expertise and offerings, providing a variety of options to help integrate sales and marketing across the channel.



## Company Growth

Since its inception in 2008, [Act-On](#) has acquired a base of more than 1,000 paying customers. With a growth exceeding 300% in 2011, the company expects to achieve a healthy triple digit growth rate again this year.

## Product Overview

Act-On is a cloud-based marketing automation platform designed to deliver an intuitive user interface, Instant-On database, and a selection of online marketing tools.

The platform includes a variety of built-in tools, including the Website Visitor Tracking tool, Competitive Insight, Hot Prospects, and the Twitter Prospector. Act-On also integrates key external tools, including Salesforce, MS Dynamics, SugarCRM, SalesLogix, WebEx, Citrix, Data.com, LinkedIn, Facebook, Twitter, Google Analytics, Coremetrics and Litmus.

Most of these integrations have more than one touch point inside the marketing automation platform. As an example, Twitter is integrated into the Website Visitor Tracking tool; the Competitive Insight tool; social media blocks in collateral and email signatures; and of course the Twitter Prospector.

Furthermore, some tools have more than one purpose. For example, the Website Visitor tracking tool helps generate leads from both anonymous and known visitors; alerts salespeople to specific visits; and provides a barometer for visits driven from Twitter. A visit to a particular page can be tracked and scored as part of an automated lead scoring system to segment leads and customers by interests and behaviors, in order to target them with relevant content.

## Features For Channel Organizations

Agencies have the opportunity to purchase active contacts in bulk that can then be split between multiple accounts/clients for a substantial price break. Agencies can use the Act-On system to run campaigns for their clients, via content syndication capabilities, allowing their clients to manage these accounts more easily.

## Company Specs

- Founded: 2008
- Corporate Headquarters: Beaverton, Oregon
- Number of Customers: 1,100+

## CRM Integration

The integrations most popular with Act-On customers are CRM systems, including Salesforce, SugarCRM, Microsoft Dynamics, and SalesLogix; and web event management services such as WebEx and GoToWebinar. Additionally, Act-On offers open APIs along with a scheduled FTP sync option, which helps organizations share data back and forth with other non-integrated databases.

The platform also enables seamless integration with an ever-growing number of emerging tools and services. Data from all tools flow into the Act-On database, where it is scored and compiled in activity histories unique to each contact and lead. In turn, this database synchronizes bi-directionally with customers' CRM system. Here salespeople can see their highest-scored leads in Hot Prospects, send a marketing-approved email, set alerts to be notified when a specific person visits the website, and more.

## New Releases & Product Updates

The cloud-based system from Act-On updates consistently every three or four weeks. Within each release, a combination of new features and enhancements are included.

## Customer Snapshot

Act-On has clients across multiple verticals, including health care, telco, manufacturing and software.

## Product Pricing & Implementation Process

Act-On's standard pricing begins at \$500/month and the APEX Agency pricing starts at \$1,700/month. The model is designed for the partner to manage the Act-On platform on behalf of its clients/end-users. If the vendor would like direct access to manage the account, they would need to purchase the technology directly.



## Product Overview

[Eloqua](#) offers modern marketers a range of products and services designed to help businesses align sales and marketing teams, identify and nurture revenue opportunities and measure marketing and sales effectiveness.

### Eloqua's products include:

- Marketing Automation Platform: Companies use Eloqua to help improve targeting and segmentation efforts, increase lead quality through lead scoring and boost engagement through lead nurturing campaigns and best practices. Through the platform, organizations can automate multichannel campaigns, enable sales, and measure the overall effectiveness of marketing to help drive demand and generate pipeline.
- Eloqua For Sales: A complete suite of sales intelligence and productivity tools are offered to help sales professionals identify their hottest, most active buyers, engage them in relevant communications and track their web activities throughout the sales cycle.
- Eloqua AppCloud: A B2B online marketplace providing Eloqua marketers with a cohesive hub for B2B marketing applications that connect directly to the Eloqua platform.
- Revenue Suite: A set of applications and services designed to help businesses accurately predict revenue growth.

### Features For Channel Organizations

Through an ongoing partnership with Zift Solutions, users can connect the Zift123 partner marketing platform with the Eloqua solution to seamlessly distribute leads to channel partners.

### CRM Integration

Eloqua integrates with Salesforce.com, Oracle CRM on Demand, Siebel, Microsoft Dynamics, NetSuite, Saleslogix and a host of homegrown CRM solutions.

### Company Specs:

- Founded: 1999
- Corporate Headquarters: Vienna, Virginia
- Number of Customers: 1,000+ customers worldwide

### New Releases & Product Updates

Eloqua recently announced the availability of Chatter inside Eloqua, allowing the company to become the first marketing automation vendor to embed Salesforce Chatter into a marketing automation application. This means that with certain access permissions, partners will be able to leverage the Chatter platform to collaborate with other users working on campaigns, landing pages, emails, and other initiatives.

### Customer Snapshot

Channel organizations that leverage Eloqua include Polycom, Sage Software, and VMWare.

### Product Pricing & Implementation Process

Eloqua's pricing is based on the total number of contacts in a company's database, while implementation duration and process is based on the unique wants and needs of each company. The marketing automation platform starts at \$2,000 a month for up to 10 users. Collateral generated, such as emails, forms and landing pages all are unlimited with subscription. [Additional information](#) on pricing is available on the company web site.



## Product Overview

[HubSpot](#) is an inbound marketing software developed to help businesses improve their visibility among potential buyers. HubSpot's core mission is to transition businesses from using costly forms of traditional marketing to using an all-in-one solution that is integrated and effective.

## Features For Channel Organizations

The HubSpot platform includes various features such as search optimization, social media and blogging, lead generation and management, email and automation, marketing analytics, among other inbound marketing necessities.

## CRM Integration

HubSpot integrates with Salesforce.com, and uses the CRM system to manage prospects, leads and customers. HubSpot also recently acquired Performable.com, a marketing automation software provider.

## New Releases & Product Updates

HubSpot recently released an updated version of its product in September. Below are some features included in the new offering:

- **Contacts Database** With Dynamic Lists: Featuring a completely revamped database of all prospects, leads, and customers in one location, the new database was designed to feature a 360-degree view of each lead's actions. Using dynamic lists, HubSpot now can adapt to customer needs and sync leads to Salesforce.com when they are ready to talk to sales.
- **Social Segmentation:** This new feature allows organizations to see which one of their leads clicked on a social share button. From there, marketing teams can instantly add contacts to a social media segment list to nurture in the future.
- **Landing Pages** With A/B Testing: Landing pages have been rebuilt to closely integrate with the Contacts Database, CRM systems, email, dynamic components, and social media. Using the new landing pages, marketers can build, implement, and measure a full campaign in a single location.

## Company Specs:

- Founded: June, 2006
- Corporate Headquarters: Cambridge, Massachusetts
- Number of Customers: 7,500 companies in 46 countries

## Customer Case Study

Overhead Door of Northern Kentucky provides residential and Commercial overhead door installation and service throughout Northern Kentucky. Prior to using HubSpot, company owner David Wilmes relied heavily on Yellow Page advertisements, print advertisements, coupon books and some basic Internet advertising using Google AdWords. Once David made the transition over to HubSpot, he managed to quadruple leads from his web site six months following adoption. The company has increased traffic 180% and seen a 300% increase in lead conversion rate.

## Product Pricing & Integration

Pricing and packaging depend on the overall size of business, among other factors. A snapshot of pricing includes the following:

**Basic Package:** \$200/month

**Professional Package:** \$600/month

**Enterprise Package:** \$1,000/month

HubSpot users instantly can begin using the software for their organization once they sign up. If they desire to speak to consultants, support or any other HubSpot representative to ease the transition, that option is available, as well.



## Company Growth

Named #172 on the Inc 500 list of fastest-growing companies for 2012, [Pardot](#) added 151 clients in Q3 2012 with record revenues, and plans to hire 100 new employees before the end of 2012.

## Product Overview

Pardot is a B2B marketing automation software provider designed to increase revenue for companies with multi-touch sales cycles. Pardot's platform features email marketing, lead nurturing, lead scoring and ROI reporting to help marketing and sales teams work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability.

**-Pardot Marketing Automation** is a cloud-based solution that shows sales teams where to spend time in order to maximize ROI. Advanced micro-level web analytics allows Pardot to capture all relevant prospect activities, both on and off web sites, and help determine who is showing the most buying signals. Features include lead scoring and grading, real-time sales alerts, CRM integration, e-mail marketing, sales and marketing process automation, landing page and web site content, search, closed-loop ROI reporting, connectors, prospect tracking, social media integration and SEO.

**-Pardot Mobile** allows organizations to access assigned Pardot records via their iPhone. Pardot Mobile was designed to provide instant connectivity to prospects via phone or email as well as the ability to look up their scores and other information.

**-LeadDeck** is a desktop application that provides sales and marketing teams with real-time alerts of visitor and prospect activity. When visitors take action on a company site, LeadDeck will release small, unobtrusive notifications that users can click for more information.

Pardot's unlimited user pricing allows channel organizations to adopt the solution and scale it over a large area

## CRM & PRM Integration

Pardot integrates with Salesforce.com, SugarCRM, NetSuite and Microsoft Dynamics. Additionally, Pardot's Web-based API allows for custom integrations to other third-party systems.

## Company Specs:

- Founded: 2007
- Corporate Headquarters: Atlanta, Georgia
- Number of Customers: Approximately 1,300

## New Releases & Product Updates

In August 2012, Pardot released several updates to its marketing automation platform.

New dynamic content functionality lets users customize blocks of content on their web site based on known prospect data, such as job title, previous downloads or industry.

The landing page builder features a new interface that allows users to build fully-coded, professional-grade landing pages seamlessly. Marketers can choose from new pre-defined templates and add their own content using an upgraded drag-and-drop builder. Content is hosted within Pardot, making it easy for marketers to add new images to their landing pages.

With a new connector to Eventbrite, the cloud registration management service, data regarding event attendance is pushed into Pardot so marketers can track and score activities.

Pardot has enhanced control of CRM data syncing to help create more flexible conversion reporting.

Email reporting has been upgraded to include new information about click-to-open rates and bounce reasons.

Pardot added the ability to view historical import data, and the system now offers a new, cleaner prospect profile layout.

## Customer Snapshot

Pardot works with approximately 1,300 companies, many of which have channel business models. For example, the company works with many Solidworks resellers, including five of their top 10 U.S. resellers.

## Product Pricing & Implementation Process

There are [three tiers of pricing](#), beginning at \$1,000/month.



## Company Growth

During 2012, [RelayWare](#) experienced 50% growth in year-over-year recurring revenue.

## Product Overview & Features For Channel Organizations

Delivered as Software as a Service, RelayWare was developed to help companies to communicate and collaborate with their intermediaries in the indirect sales channel. RelayWare provides all the tools required to attract, develop and sell through the indirect channel, including:

- Fully customizable, any-language web portal
- Integrated content management system for creating and deploying compelling content to both portal and mobile application
- Channel database with unlimited contacts using the portal
- Deal logging, quotation management, deal registration and pricing approvals
- Lead and renewal distribution
- Opportunity pipeline management
- Event registration and attendance management
- Certification and accreditation programs
- MDF and co-op marketing
- Loyalty and incentive programs
- Joint business- and account-planning development and reporting
- Business contract management
- Partner locator
- Business intelligence and analytics

## CRM & Marketing Automation Integration

RelayWare provides a web services API to enable integration with any CRM and marketing automation platform. Additionally, the company provides and supports full connectivity with Salesforce.com.

## Company Specs:

- Founded: 2007
- Corporate Headquarters: Redwood Shores, California, and Oxford, UK
- Number of Customers: 50+

## New Releases & Product Updates

Key features of RelayWare's October 2012 release include:

**The Relayware mobile app** arms business partners with information, training and collaboration tools via smartphones and tablets. Downloadable from Apple App Store and Google Play, RelayWare Mobile can be fully styled to reflect your company's branding.

**Relayware Social collaboration tools** integrate RelayWare with LinkedIn and Facebook. Partners can now publicize their likes, skills and achievements to social connections, as well as register, sync profile data and log in with their social IDs.

**RelayWare Training** manager supports online training requirements, from simple on-demand training to structured certification and accreditation programs.

Major enhancements in **RelayWare Report Designer** have been made to improve user-defined reporting.

## Customer Case Study

Lenovo is a leading manufacturer of personal computer products with an indirect sales channel of approximately 80,000 resellers worldwide. Lenovo uses RelayWare as its primary partner database, program automation, collaboration and multichannel communication system. The company uses a variety of features, including multi-lingual partner portals, opportunity management, deal registration, training, certification and accreditation management, account planning, performance management rebates and MDF.

## Product Pricing & Implementation Process

Licenses are priced for RelayWare customers, so there are no costly fees for channel partner usage of the portal, mobile app or PRM tools. Standard Edition starts at \$4,000/month, while Enterprise Edition, which starts at \$12,000/month.

Relayware is SaaS, hosted in the cloud and available to vendors for a single monthly fee.



## Product Overview

Founded in 1999, [Salesforce.com](http://Salesforce.com) is a notable leader in enterprise cloud computing. Using Salesforce.com's social and mobile cloud technologies, companies can connect with customers, partners and employees in entirely new ways. Based on Salesforce.com's real-time, multitenant architecture, organizations can utilize tools to create a social front office and revolutionize the way they sell, service, market, collaborate, work, and innovate.

## Features For Channel Organizations

With Salesforce Partner Management, vendors can use the Partner Portal to build loyalty, collaborate with their channels, and drive more deals. Vendors easily can deploy a fully-branded partner portal, where partners can register deals, work opportunities, access the latest content, request MDF, and collaborate seamlessly with vendors.

Vendors also can connect to partners to collaborate on opportunities, leads, and more with Salesforce-to-Salesforce. This technology allows vendors to connect two or more Salesforce organizations where they can connect, share, update, and synchronize leads, opportunities, accounts, contacts, activities, cases, custom objects, and more, with their partners, all in real time.

## CRM & Marketing Automation Integration

Salesforce.com has been integrated to nearly every major CRM and marketing automation application via the Force.com Web services API. Integrations span native connectors to SAP and Oracle ERP apps, connectors to all major middleware solutions, and direct Web services integration to common applications APIs. Additionally, Salesforce.com provides packaged integration to cloud-based solutions, including Google Apps, Amazon, Facebook, Twitter, and hundreds of solution on the AppExchange. Marketing automation integrations include Eloqua, Marketo, Silverpop, HubSpot, and many more via the AppExchange.

## New Releases & Product Updates

Salesforce Communities was developed to allow enterprises to create private social communities, offering instant connection with customers and

## Company Specs:

- Founded: 1999
- Corporate Headquarters: San Francisco, California
- Number of Customers: 100,000+

partners. Salesforce Communities was designed to combine social networking features such as profiles, real-time feeds, trending topics, recommendations and influence measurement, with the business information and processes in Salesforce. Businesses will be empowered to deliver completely new levels of collaboration and productivity through custom, branded communities. Companies, along with their partners, suppliers and distributors, can create custom communities to drive more sales through seamless deal registration, access to proven sales tools and collaboration with the right experts.

Salesforce Communities currently is available in limited pilot in fall 2012 and is scheduled to be generally available the second half of 2013.

## Customer Snapshot

The Salesforce partner management solution currently is used by companies across sizes and industries, including Avaya, Axcient, Dell, Honeywell, Motorola, Red Hat, Riverbed, Siemens PLM, Sprint, and VMware.

## Product Pricing & Implementation Processes

A comprehensive list of pricing and editions is available on the [Salesforce.com](http://Salesforce.com) web site.

Vendors purchase partner portal licenses, set up the portal in a matter of days or weeks, and can offer instant access to their partner ecosystem. Partners do not need to purchase the technology, as they receive a portal login from the vendor.



## Product Overview & Features For Channel Organizations

[The Planet Group's](#) Channel-on-Demand offering is an integrated and scalable set of on-demand channel marketing software solutions which enable organizations to manage all aspects of the partner management lifecycle.

These solutions include a Partner Relationship Management (PRM) database, which is used to power portals, rebates, incentives and loyalty programs, MDF and Co-Op fund management, lead distribution, opportunity registration, training and certification and partner communications.

All aspects have embedded workflow, and are multi-language and multi-currency. Program performance is visualized using detailed channel analytics.

### CRM Integration

Channel-on-Demand has an API and is able to integrate using REST services. The Planet Group integrates to a variety of internal and third-party systems including Salesforce.com.

### Customer Snapshot

Current channel-centric companies utilizing the Planet Group include Alvarion, HP, Kaspersky Lab, Lenovo, Sophos and Symantec.

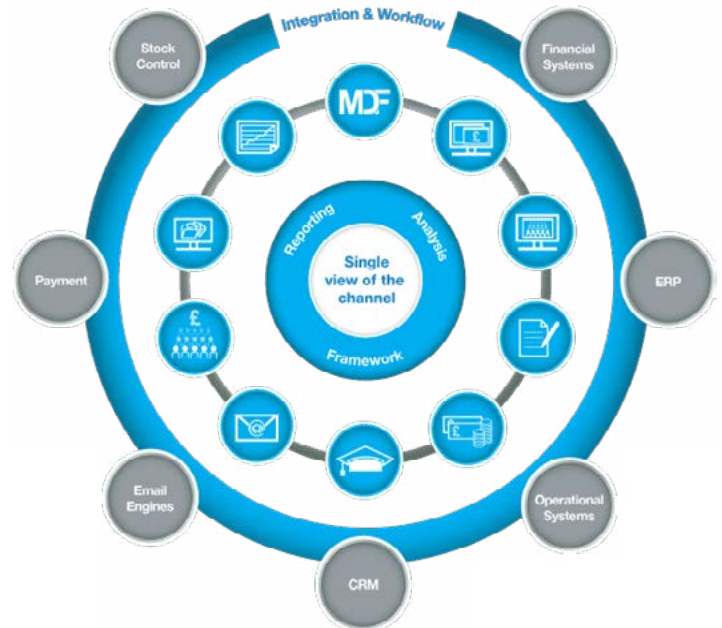
### Implementation Process

Channel-on-Demand is normally configured by the Planet Group to match each client's specific business requirements. The embedded workflow enables organizations to implement individual process step configuration. Differential rules can be deployed and managed for regional and country-level configurations. Additionally, configuration is applied to the data management aspects, reporting and look and feel to meet any branding guidelines.

The software is provided as hosted Software-as-a-Service ("SaaS"), delivered on demand and will support thousands of vendor and partner users. Partners bear no costs. Pricing information is available upon request.

### Company Specs:

- Company Specs
- Founded: 1997
- Corporate Headquarters: Oxfordshire, UK
- Number of Customers: 50





## Product Overview

[TreeHouse Interactive](#) offers two key solutions relevant to the needs of channel organizations. Reseller View is TreeHouse Interactive's (PRM) solution, while Marketing View is its marketing automation solution.

**-Reseller View** was developed to help organizations build and nurture their partner networks. Providing features that help vendors and manufacturers properly support their channel, the solution offers a variety of training, tools and information to help partners successfully sell, service and support vendors' products. The platform also was designed to provide scalability and automation to help decrease costs for maintaining key workflows associated with tasks, such as partner on-boarding and contract management.

**-Marketing View** offers marketing automation tools to help companies create more effective marketing campaigns and drive the incremental revenue needed for their businesses to grow. Designed to enable organizations to execute campaigns more seamlessly, the platform also helps automate targeting, nurturing, and notification processes that typically are manually managed.

## Features For Channel Organizations

Along with its PRM and marketing automation solutions, TreeHouse offers customers the functionality to integrate partner communication histories directly into the PRM and CRM interface.

TreeHouse also offers a PRM suite of products specifically designed to allow channel companies to improve partner marketing efforts and better enable partners to create their own demand. The Partner Marketing Enablement module includes:

- On-demand co-branded marketing automation campaigns
- Automated on-demand co-branding of marketing materials
- Partner content syndication and mini-sites
- Partner Marketplace

## Company Specs:

- Founded: 1997
- Corporate Headquarters: Salt Lake City, Utah
- Number of Customers: 100+

## CRM Integration

Reseller View and Marketing View integrate with Salesforce Sales Cloud, Microsoft Dynamics and Oracle CRM On Demand.

## New Releases & Product Updates

The latest Reseller View PRM release includes Partner Marketplace, API availability, Microsoft Dynamics CRM integration and enhanced lead management capabilities. The latest marketing automation release includes deeper integration into Salesforce Sales Cloud, enhanced event management, and additions to the content marketing engine.

## Customer Snapshot

Organizations utilizing TreeHouse Interactive solutions include Hostway, PEER 1 Hosting, Quantum, SGI, Silver Peak and Syncsort.

## Product Pricing & Implementation Process

- Marketing View marketing automation licenses start at \$749/month for up to 7,500 contacts plus setup fees.
- Reseller View PRM pricing starts at \$3,000/month for unlimited partner users plus setup fees. Additional modules like Deal Registration, Training/Certification, Partner Marketplace or Partner Marketing Enablement are extra.

Both Reseller View PRM and Marketing View are SaaS products; no additional software, setup or configuration is required.

Reseller View takes three to 12 weeks to configure and implement depending on the type of CRM integration, number of web pages in the partner portal, and number of modules chosen.

Marketing View is available instantly. The White Glove Customer On-Boarding option, which includes development of email and landing page templates, dedicated IP addresses and personalized training, can be completed in less than one week.



## Product Overview

[UpToMarket](#) is a SaaS PRM solution designed for companies who manage distribution networks. With no software installation required, a vendor can connect its partners, dealers, franchisees and stores. From there, organizations can share information and content, track leads and sales, link dealers to clients, plan marketing campaigns, monitor sales activities, report on lead status, and more.

With brand management tools, users can manage the branding and marketing process of the distribution channel internally and externally. The platform offers a variety of other tools, including:

- Partner and resource recruitment tools, allowing companies to enable different partners, manage channel conflict based on products, territories, markets, permissions and performance.
- Training for staff members and partners.
- A configurable role- and permission-based system, so vendors and manufacturers can manage activities and share information through the channel at different levels.
- Sales management tools to help forecast direct and indirect sales actions; partner opportunities; administer deals registrations; sales performance per dealer; and follow-up activities.
- Collaborative and knowledge-sharing tools, such as surveys, social threads, leader boards, case studies, reports, end-user surveys, and a central document center.

Accessible through multiple devices, including laptops, smartphones and tablets, UpToMarket was designed to improve strategic business processes. The platform can benefit channel management, multichannel marketing, brand management and social media marketing, among other areas.

## Features For Channel Organizations

Many UpToMarket tools meet the needs of channel organizations: Social discussion threads, Collaborative Website Builder, Network Documentation Center, Team Partner Recruitment Manager, as well as lead and project workgroup. UpToMarket is a multi-level platform where vendors and their partners can get instant access to a portal to push-pull information, depending

## Company Specs:

- Founded: 2005
- Corporate Headquarters: Montreal, Quebec - Canada
- Number of Customers: 300+

on their rank. The system manages more than twelve different types of roles, such as National/Regional Sales Manager, Resellers, and Marketing.

## CRM & Marketing Automation Integration

UpToMarket was designed to allow organizations to bridge or synchronize the platform with other software. Whether it is with social applications such as Facebook or Twitter, or with sharing and mailing tools such as Google Docs or Gmail, UpToMarket focuses on helping customers be more efficient in sharing processes. For example, the company can bridge or synchronize UpToMarket to CRM systems such as Salesforce.com to better respond to clients needs.

## New Releases & Product Updates

UpToMarket recently released a collaborative partner multipurpose web site builder to help organizations manage marketing campaigns and lead registration. Now vendors and manufacturers can create any micro-promotional web site campaign from a corporate web site, to a product web site, to a regional web site. The company also added a partner recruitment tool to help cover the entire partner relationship management journey.

## Customer Snapshot

Companies using UpToMarket are distributors and manufacturers who have dealers, partners, and resellers worldwide.

## Product Pricing & Implementation Process

UpToMarket's base pricing is available on the company web site. Customization, implementation and other service fees are additional and vary depending on the particular needs of a company.

There is no installation required for the solution. Implementation can be completed on a step-by-step basis where existing documents and databases can be integrated. Only the vendor purchases the software and can offer instant access to their partners via a user right permission system.



## Product Overview

[Zift Solutions](#) provides a complete marketing automation platform where vendors can efficiently deliver multichannel campaigns for their partners. Marketing tactics supported include social media, email, SEO, content syndication, telemarketing, print distribution, and mobile advertising. All prospect interactions are tracked, scored, and delivered into CRM solutions.

Zift Solutions also facilitates the distribution and tracking of opportunities uncovered by a vendor's direct marketing efforts. The appropriate partner is notified as leads become available for them, and the disposition of the lead over the sales life cycle is reported back to the vendor in real time.

With the solution, vendors can increase the frequency, quality and consistency of their partners' marketing efforts, while reducing costs per lead and providing real-time visibility into the results partners are achieving.

## Features For Channel Organizations

Everything in the Zift platform was designed to completely focus on supporting the channel ecosystem. Partners maintain their own prospect databases and can control the access given to the vendor.

## CRM & Marketing Automation Integration

Zift Solutions integrates with a variety of CRM and PRM systems, including Salesforce.com, Microsoft Dynamics, Saleslogix, SugarCRM, Zoho CRM, Sage CRM and Salesforce PRM. The platform also integrates with marketing automation providers Aprimo, Eloqua, Marketo and Pardot.

## New Products & Releases

Zift Solutions has extended its platform with several new capabilities.

An overview of these features is as follows:

**-Social Syndication**, to help vendors to improve their partners' social media efforts. Providing monitoring, publishing, engagement and reporting tools, the solution was designed to help organizations monitor relevant discussions, publish relevant content via a social editorial calendar and receive alerts when

## Company Specs:

- Founded: 2006
- Corporate Headquarters: Research Triangle Park, North Carolina
- Number of Customers: 25+ vendors and 3,000+ channel partners

engagements take place to ensure timely follow up. Reporting tools also are provided to offer statistics around engagement in social media which ties back to pipeline activity.

**-Lead Distribution Routing**, which helps vendors distribute leads to their partner communities. The appropriate partner is notified as leads become available, and the disposition of the lead over the sales life cycle is reported back the vendor in real time.

**-Mobile Banner Advertising** allows vendors to enable their partner communities to leverage mobile banner advertising, driving both new lead acquisition, and brand awareness and nurturing in a cost efficient way.

**-Syndicated Ad Retargeting**, which was crafted to offer partners access to vendors' web sites to track visitor browsing behavior and develop more personalized and targeted banner ads for lead generation.

## Customer Snapshot

Zift Solutions scales to the level of support required for channel programs. For example, Sage Software leverages Zift to support a full range of content-based offers for their partner community. A typical campaign has an educational series of emails, supported with streaming news, SEO optimizations, banner ad retargeting, with trigger-based, behavioral offer delivery.

Zift also has clients like Google that initially focus on content syndication to improve the web sites of their partners promoting Google Apps.

## Product Pricing & Implementation Process

Pricing depends on the number of partners and the number of different marketing tactics supported. Since Zift Solutions is a multi-tenant SaaS application, vendors can purchase the solution and provide instant access to their partners. However, vendors also have the option of having partners contribute to their access fees.



# Channel Marketer Report

**Channel Marketer Report** is an online publishing network for channel marketers and executives, with content focused on the latest solutions, trends and strategies to help vendors, resellers and distributors optimize marketing, both to and through partner networks. Tapping into the power of the Web 2.0 environment, the Channel Marketer Report network is made up of a **monthly e-newsletter**, podcasts and **video** interviews, **special reports**, web seminars, and a content-rich web site at [www.channelmarketerreport.com](http://www.channelmarketerreport.com)

