



ZINFI Again Named a Leader as G2 Reports Most Recent User Ratings for Partner Management Software

PLEASANTON, CALIFORNIA, UNITED STATES, October 20, 2020 /EINPresswire.com/ -- Validated reviews from G2 user community and data aggregated from online sources and social networks earn ZINFI platform consistently high scores across all metrics, including 98% for Quality of Support

Fall 2020 scores from G2, the world's leading business solutions review website, have again placed ZINFI solidly in the "Leaders" quadrant for Best Partner Management Software. G2 scores are based on the responses of real, verified users from the G2 user community. Of 13 vendors with at least 25 reviews, ZINFI's partner relationship management platform is one of only five software products earning an overall G2 score of 4.7 (out of 5) or higher. Current ZINFI satisfaction scores include a 95% score for Meets Requirements and 94% for Ease of Doing Business With. ZINFI's setup and support results include a 98% score for Quality of Support, while current usability results include a 9.5 score for Meets Requirements and 9.2 for Ease of Use.

"It is humbling and gratifying to be reminded that the G2 user community has placed a very high value on our software and our services over multiple consecutive quarters," said Sugata Sanyal, founder and CEO of ZINFI. "At ZINFI, we know that providing consistently high quality functionality and support helps us build positive, long-term relationships with our clients. That's why we have developed a formal program that we call Customer Linked Innovation & Commercialization (CLIC) to incorporate client feedback into our product development roadmap. We are committed to offering the most comprehensive integrated solution for channel marketing automation, and we will continue to listen carefully to our customers and stay tuned to the marketplace as we enhance existing products and continually add new capabilities."

G2 rates products and vendors based on reviews gathered from its user community and aggregate data from online sources and social networks. G2 applies a unique algorithm to this data to calculate customer satisfaction and market presence scores, taking into account factors like the recency of a review, the amount of feedback provided, attribution, whether the reviewer is a current user and community engagement with the review.

ZINFI's Unified Channel Management software encompasses state-of-the-art SaaS applications for partner relationship management, partner marketing management, partner sales

management, partner portal management and portal administration management. These applications enable organizations selling via the channel to integrate the full spectrum of channel partner management activities—from recruitment, onboarding, training and certification to lead management, co-branded demand generation, sales performance and success, and on to fulfillment and renewal management. ZINFI's modular design allows customers to enable and customize tools only as they need them to create solutions as simple or robust as their current business requirements.

ZINFI continues to attract broad recognition from both users and analysts for its innovation in channel management automation. In April 2020, ZINFI was named a leader in The Forrester Wave™: Through-Channel Marketing Automation, Q2 2020 report, earning perfect (5 out of 5) scores for “Product innovation roadmap,” “Pricing strategy,” “Supporting products and services” and “Number of employees.” The report cited ZINFI's “commitment to modularity” as a key differentiator—which makes its platform suitable for both SMBs and large global manufacturers—and highlighted ZINFI's “strong workflow and collaborations tools.” ZINFI was also named a leader in two previous Forrester reports: The Forrester Wave™: Through-Channel Marketing Automation, Q2 2018 report, and The Forrester Wave™: Partner Relationship Management Q4 2018 report.

To access more information about ZINFI's partner relationship management platform or to download a copy of ZINFI's best practices guide on partner relationship management, please visit our website at www.zinfi.com. You can also follow ZINFI Technologies on LinkedIn and at the ZINFI Channel Marketing Best Practices blog.

About G2

G2, the world's leading business solution review platform, leverages more than 680,000 user reviews to drive better purchasing decisions. Business professionals, buyers, investors, and analysts use the site to compare and select the best software and services based on peer reviews and synthesized social data. Every month, more than one million people visit G2's site to gain unique insights. Co-founded by the founder and former executives of SaaS leaders like BigMachines (acquired by Oracle) and SteelBrick (acquired by Salesforce) and backed by more than \$100 million in capital, G2 aims to bring authenticity and transparency to the business marketplace. For more information, go to G2.com.

About ZINFI Technologies

ZINFI Technologies, Inc., a company leading the definition and creation of Unified Channel Management (UCM) solutions, enables vendors and their channel partners to seamlessly collaborate in a virtual environment to achieve profitable growth on a global SaaS platform. Headquartered in Silicon Valley, USA, we at ZINFI see an immense opportunity to build high-

performing sales channels by deploying a powerful virtual collaboration platform that has been rated #1 by leading analyst firms for simple to complex enterprise channels. ZINFI's state-of-the-art SaaS Unified Channel Management (UCM) automation platform allows brands and their global partner networks to work together remotely throughout the entire partner lifecycle via three core state-of-the-art SaaS applications—partner relationship management, partner marketing management and partner sales management. ZINFI's UCM is super easy to use and affordably priced, and it comes with a complete set of do-it-yourself tools in multiple languages.

To access more information about ZINFI's Unified Channel Management platform or to download a copy of ZINFI's best practices guide on partner relationship management, please visit our website at <https://www.zinfi.com/>. You can also follow ZINFI Technologies on LinkedIn and at the ZINFI Channel Marketing Best Practices blog.

Media contact:
Melissa McNeil,
pr@zinfitech.com

Ken Bhowmick
ZINFI Technologies
social@zinfitech.com

This press release can be viewed online at: <https://www.einpresswire.com/article/528794255>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.