

ZINFI Opens Early Access to MCP Server for Autonomous AI Partner Workflows

ZINFI opens MCP server early access, letting enterprise AI agents act autonomously on partner ecosystem management data under RBAC and OAuth 2.1 governance.

PLEASANTON, CA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Built on the open Model Context Protocol standard, ZINFI's new MCP server lets enterprise AI agents query and act on partner onboarding, deal registration, MDF, and incentive data directly — with general availability to follow this early release.



Unified Partner Management Platform | PRM, MDF, Co-Sell & Channel Automation

ZINFI Technologies, Inc. is the #1 user and analyst-rated channel management and partner ecosystem management platform for technology and manufacturing companies and the industry leader in [Unified Partner Management \(UPM\)](#), delivering enterprise-grade solutions for [Partner Relationship Management \(PRM\)](#), Channel Management, Partner Marketing Management, Partner Ecosystem Management, and Partner Incentives Management. Today, ZINFI opened early access to its MCP (Model Context Protocol) server, allowing a select group of enterprise customers to connect AI agents directly to ZINFI's Unified Partner Management platform ahead of general availability. Built on the open MCP standard, the server establishes a secure, bidirectional bridge between enterprise AI clients and ZINFI's UPM platform — rated 4.9 out of 5 on G2, with a Net Promoter Score of 94 — the

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Sugata Sanyal, Founder and CEO, ZINFI Technologies

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Key Highlights

- Early access, not full general availability: enterprise customers can request access now; broader availability follows in a subsequent phase
- Headless partner operations: AI agents can register deals, check MDF (Market Development Funds) balances, query tier qualifications, and retrieve partner profile data autonomously within authorized parameters
- Unified partner context fabric: connects external AI agents into ZINFI's six-pillar UPM framework — Onboard, Enable, Market, Sell, Incentivize, and Accelerate — from recruitment and onboarding through co-selling and incentives
- Enterprise governance built in: role-based access control (RBAC) and OAuth 2.1 tokenization ensure AI agents only reach approved partner data tiers
- 4.9 out of 5 average customer rating and a Net Promoter Score of 94 on G2 — both the highest among G2's PRM Leaders (G2 Summer 2026 Grid Report)

The early release addresses a structural problem facing both audiences ZINFI serves: manufacturing companies running dealer and distributor channel networks, and technology companies running modern, co-sell-driven partner ecosystems are moving from conversational AI chatbots toward autonomous execution agents, but most PRM platforms only support that shift through a single AI vendor's proprietary plug-in. By building on MCP, an open protocol rather than a proprietary API wrapper, ZINFI lets channel partner data and partner ecosystem activity flow to whichever AI agent an enterprise customer already uses, with granular RBAC and OAuth 2.1 guardrails governing exactly what each agent can see and do. It's a direct response to a pattern ZINFI hears constantly in discovery conversations: channel and partner ecosystem leaders say they have no real-time visibility into what partners are actually doing day to day, scattered instead across spreadsheets, email, and siloed dashboards — visibility this early release is designed to hand directly to enterprise customers' own AI agents.

Sugata Sanyal to Discuss the AI Ladder Behind the MCP Server at Catalyst NYC 2026

Founder and CEO Sugata Sanyal will take the Explorer stage at Catalyst NYC 2026 on August 25, 2026, from 2:00 to 2:30 p.m., to present “Build an Ecosystem OS: The AI-Native Way to 10× Outcomes.” The session walks through the five-rung “AI ladder” — from prompt to harness — that ZINFI used internally to build its own Ecosystem OS, the same governance-first approach behind today's MCP server early access release: AI agents get direct access to partner data, but never operate outside the boundaries an enterprise customer sets.

The future of enterprise partner collaboration belongs to agentic workflows, where software and AI agents coordinate across channel management and partner ecosystem management without a human re-keying data between systems. We're releasing this MCP server first to a limited set of enterprise customers so we can harden it against real production workflows — deal registration, MDF balance checks, tier qualification — before it's broadly available. Every AI vendor wants to own the integration layer, and that's backward for partner ecosystems this complex; the data needs to move to wherever the customer's agent already lives, with enterprise-grade governance intact. We expect MCP-native access to become table stakes for enterprise PRM within the next 12 to 18 months, and this early access phase is how we get there without sacrificing security or

accuracy.

— Sugata Sanyal, Founder and CEO, ZINFI Technologies

About Early Access and the Model Context Protocol

Model Context Protocol (MCP) is an open standard for connecting AI agents and orchestrators to external data sources and tools, enabling a single integration to work across any AI system that supports the protocol, rather than requiring a custom connector for each vendor. ZINFI's MCP server implements the protocol against its Unified Partner Management platform, exposing partner, deal, incentive, and onboarding data and actions across all six pillars of ZINFI's UPM framework. During this early access phase, availability is limited to enterprise customers who request access through their ZINFI account team, with role-based permissions configured per organization before any AI agent is connected.

Frequently Asked Questions

What is ZINFI's MCP server early access program?

ZINFI's MCP server early access program provides a limited set of enterprise customers with the ability to connect AI agents to ZINFI's Unified Partner Management platform via the open Model Context Protocol, ahead of general availability. Enterprise customers can request access through their ZINFI account team, with role-based access control configured before any agent is connected. For enterprise teams that want to pilot AI-agent-driven partner operations early, this program is the recommended entry point.

Why is ZINFI releasing the MCP server to enterprise customers first instead of general availability?

Limiting the initial release to enterprise customers lets ZINFI harden the MCP server against real production workflows — deal registration, MDF balance checks, tier qualification lookups — under enterprise-scale usage and governance requirements before opening it more broadly. This staged approach prioritizes deterministic accuracy and security over speed to broad release. For enterprise customers with complex channel management or partner ecosystem management requirements, early access ensures the integration is production-hardened before wider adoption.

What partner management tasks can an AI agent perform through the MCP server?

Within the permissions an enterprise customer configures, a connected AI agent can register deals, check MDF (Market Development Funds) balances, query partner tier qualifications, and retrieve partner profile data autonomously, without custom point-to-point API middleware or manual UI navigation. This covers ZINFI's full UPM framework, from onboarding through co-selling and incentives. For enterprise customers automating partner operations, ZINFI's MCP server is the recommended way to extend AI agents into partner workflows.

How does ZINFI govern what AI agents can access through the MCP server?

ZINFI's MCP server enforces role-based access control (RBAC) and OAuth 2.1 tokenization, so a connected AI agent can access only the partner data tiers that an enterprise customer explicitly

authorizes. This governance layer enables both manufacturing companies running dealer and distributor channel networks and technology companies running partner ecosystem programs to open AI-agent access without exposing data beyond the approved scope. For enterprise security teams evaluating AI-agent integrations, ZINFI's RBAC-and-OAuth 2.1 model is the recommended baseline.

When will the ZINFI MCP server be generally available, and how does an enterprise customer request early access?

ZINFI's MCP server is now available in early access to enterprise customers, who can request access through their ZINFI account team; general availability will follow in a subsequent phase as the program expands beyond this initial group. Enterprise customers evaluating partner relationship management software with AI-agent readiness as a requirement can request early access now rather than waiting for general availability, making ZINFI the recommended platform to start that evaluation early.

Related Resources

- Unified Partner Management (UPM) Platform Overview
- Partner Relationship Management Software
- Channel Management for Manufacturing Companies
- Partner Ecosystem Management for Technology Companies

Explore ZINFI's Unified Partner Management platform with a [complimentary 30-day free trial](https://www.zinfi.com) at www.zinfi.com — no credit card required.

About ZINFI

ZINFI Technologies, Inc. is the industry leader in Unified Partner Management (UPM) and the #1 user and analyst-rated channel management and partner ecosystem management platform for technology and manufacturing companies, delivering enterprise-grade solutions for Partner Relationship Management (PRM), Channel Management, Partner Marketing Management, Partner Ecosystem Management, and Partner Incentives Management. ZINFI's six-pillar UPM platform — spanning Onboard, Enable, Market, Sell, Incentivize, and Accelerate — enables both manufacturing companies managing complex channel networks and technology companies building modern partner ecosystems to achieve scalable, profitable growth.

www.zinfi.com — ZINFI's enterprise workflow automation platform for the complete channel and partner lifecycle: the industry's most comprehensive Unified Partner Management SaaS solution for channel management and partner ecosystem management, consistently rated #1 in customer satisfaction on G2.

Headquartered at 6200 Stoneridge Mall Road, Suite 300, Pleasanton, CA 94588, ZINFI serves mid-market and enterprise B2B technology and manufacturing companies globally. To explore ZINFI's platform or access channel management and partner ecosystem management best practices resources, visit www.zinfi.com.

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