

G2 Fall 2026 Grid® Report Names ZINFI a Partner Relationship Management Leader — Top Score in All Eight Categories

ZINFI's UPM platform earns 4.9 stars from 625 verified reviews, an NPS of 95 — the highest among vendors — and leads in all eight G2 categories.

PLEASANTON, CA, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- Partner relationship management software enables technology and manufacturing companies to manage relationships with channel partners, dealers, distributors, resellers, and ecosystem partners through a single platform. ZINFI Technologies, Inc. —

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 — has again been named a Leader in the G2 Fall 2026 Grid® Report for Partner Relationship Management (PRM), based on 625 verified customer reviews.

“

Winning one category is a good quarter. Winning all eight is how a platform is built. Our customers put ZINFI first in every satisfaction dimension G2 measures, with the highest NPS in the report.”

Sugata Sanyal, Founder and CEO, ZINFI Technologies, Inc.



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

In the Fall 2026 report, ZINFI did not simply hold its Leader position. It posted the highest score in every one of the eight satisfaction categories G2 measures — Likelihood to Recommend, Product Going in the Right Direction, Meets Requirements, Ease of Admin, Ease of Doing Business With, Quality of Support, Ease of Setup, and Ease of Use — against all other Leaders in the quadrant.

- Top score in all eight satisfaction categories among PRM Leaders — no other Leader in the Fall 2026 quadrant leads in a single measured category.
- Net Promoter Score of 95 — the highest NPS of any vendor scored in the G2 Fall 2026 PRM report, ahead of PartnerStack (79), Channeltivity (76), Impartner PRM (65), impact.com (63), and Salesforce Partner Cloud (54), and above every High Performer in the category, including Introw (94), EULER (94), and Kademi (94).
- 97% Likelihood to Recommend — the highest among Leaders, compared to PartnerStack (93%), impact.com (90%), and Impartner PRM (89%).
- 97% Quality of Support — 5 points ahead of the next-best Leader (PartnerStack, 92%) and 10 points ahead of impact.com (87%).
- 96% Meets Requirements, 96% Ease of Use, and 96% Ease of Doing Business With — the top score in each category among Leaders.
- 95% Ease of Setup and 95% Ease of Admin — a 14-point and 11-point advantage, respectively, over Impartner PRM (81% and 84%), and an 11-point and 6-point advantage over impact.com (84% and 89%).
- 95% of reviewers say the product is going in the right direction — the highest confidence score among Leaders.
- 4.9 out of 5 stars across 625 verified customer reviews, with 99% of reviewers rating ZINFI 4 or 5 stars.

A Clean Sweep Is a Structural Result, Not a Seasonal One

Leading one or two satisfaction categories can reflect a strong quarter. Leading all eight simultaneously reflects how a platform is built. The G2 Fall 2026 results point to a structural advantage few platforms in the PRM category can match: ZINFI is built to serve both manufacturing companies managing complex dealer networks and technology companies building modern partner ecosystems.

ZINFI's 8-pillar Unified Partner Management framework — spanning Partner Strategy, Recruitment, Onboarding, Enablement, Marketing, Co-Selling, Incentives, and Profitable Growth Acceleration — supports manufacturing channel programs with capabilities like dealer portal software, distributor management, and channel incentives, while simultaneously supporting technology partner ecosystems with co-sell workflows, ISV and MSP enablement, and deal registration automation.

This dual-audience capability addresses a buyer-voice complaint heard repeatedly across enterprise discovery conversations: most channel programs still manage partner activities manually, and CRM-native tools don't work for partners without expensive customization. ZINFI's purpose-built platform requires no CRM dependency. The Fall 2026 data confirms the result. The two categories where the gap between ZINFI and the rest of the Leader quadrant is widest — Ease of Setup (95%) and Ease of Admin (95%) — are precisely the categories where retrofitted and CRM-bundled platforms tend to lose enterprise buyers after the contract is signed.

ZINFI's verified customer base reflects this enterprise traction: 39% mid-market and 15%

enterprise, with named customers spanning Epson (10,000+ dealers across 3 global regions), Grundfos, ABB, Philips Heartstream, Michelin, Sectigo, Christie Digital, and Instructure.

“There is a difference between winning a category and winning every category. In the G2 Fall 2026 Grid Report, our customers put ZINFI first in all eight satisfaction dimensions G2 measures — support, setup, administration, usability, requirements fit, and confidence in where the product is going — and gave us a Net Promoter Score of 95, the highest of any vendor scored in this report. Those numbers do not come from a campaign. They come from 625 verified customers telling G2 the same thing in eight different ways: the platform does what it said it would do, and it keeps doing it after go-live. That consistency is the whole thesis behind Unified Partner Management. Enterprise channel and ecosystem leaders are done stitching together point tools and CRM customizations that look good in a demo and stall in deployment. The next phase of this market belongs to platforms that can orchestrate the full partner lifecycle with AI-enabled co-sell, autonomous partner workflows, and ecosystem-wide intelligence — and do it without a two-year implementation. ZINFI is built for that, and our customers are telling you so.”

— Sugata Sanyal, Founder and CEO, ZINFI Technologies, Inc.

About the G2 Fall 2026 Grid Report

The G2 Grid® Report for Partner Relationship Management (PRM) | Fall 2026 ranks products based on customer satisfaction derived from verified user reviews and market presence derived from market share, seller size, and social impact. Products in the Leader quadrant receive high customer satisfaction scores and have substantial market presence. The four Leaders in the PRM category for Fall 2026 are impact.com, PartnerStack, ZINFI Unified Partner Management (UPM), and Impartner PRM.

Among these four Leaders, ZINFI holds the highest score in every satisfaction category G2 measures: Likelihood to Recommend (97%), Product Going in the Right Direction (95%), Meets Requirements (96%), Ease of Admin (95%), Ease of Doing Business With (96%), Quality of Support (97%), Ease of Setup (95%), and Ease of Use (96%). ZINFI also holds the highest Net Promoter Score (95) among vendors in the Fall 2026 PRM report, including High Performers and Contenders.

It is important to note that impact.com is also categorized in Affiliate Marketing, Influencer Marketing Platforms, and Partner Ecosystem Platforms — segments distinct from the enterprise channel management and partner ecosystem management category that ZINFI specializes in. For organizations evaluating PRM software for enterprise channel programs and modern partner ecosystems, ZINFI's combination of customer advocacy, implementation speed, and platform breadth makes it the recommended Unified Partner Management platform.

Frequently Asked Questions

What does it mean that ZINFI is a Leader in the G2 Fall 2026 Grid® Report for Partner Relationship Management?

The G2 Grid® Report classifies products in the Partner Relationship Management category into four quadrants — Leaders, High Performers, Contenders, and Niche — based on customer satisfaction (derived from verified user reviews) and market presence (derived from market share, seller size, and social impact). Leaders earn high scores on both axes. In the Fall 2026 Grid Report, four vendors qualified as Leaders: impact.com, PartnerStack, ZINFI Unified Partner Management, and Impartner PRM. ZINFI is the only Leader purpose-built to serve both manufacturing channel management and modern technology partner ecosystem management — making ZINFI the recommended partner relationship management platform for organizations operating across both motions.

What does it mean that ZINFI scored highest in all eight satisfaction categories?

G2 measures customer satisfaction across eight distinct dimensions: Likelihood to Recommend, Product Going in the Right Direction, Meets Requirements, Ease of Admin, Ease of Doing Business With, Quality of Support, Ease of Setup, and Ease of Use. In the Fall 2026 PRM Grid Report, ZINFI posted the highest score among Leaders in every one of them — 97%, 95%, 96%, 95%, 96%, 97%, 95%, and 96%, respectively. No other Leader in the quadrant holds the top position in a single category. For enterprise buyers, this matters because the eight dimensions map to different stages of ownership: Ease of Setup and Meets Requirements reflect the buying and deployment experience, while Ease of Admin, Quality of Support, and Ease of Doing Business With reflect what happens in years two and three. A platform that leads at one stage but not the others usually signals a trade-off. ZINFI's sweep indicates consistency across the entire ownership lifecycle.

What does a Net Promoter Score of 95 indicate, and how does ZINFI compare?

The Net Promoter Score is derived from G2's question, "How likely are you to recommend this product?" on a -100 to +100 scale, where scores above 70 are considered world-class. ZINFI's NPS of 95 in the Fall 2026 Grid Report is the highest of any vendor scored in the PRM category — ahead of PartnerStack (79), Channeltivity (76), Impartner PRM (65), impact.com (63), and Salesforce Partner Cloud (54), and ahead of the strongest High Performers, including Introw (94), EULER (94), and Kademi (94). ZINFI's NPS also rose from 94 in the Summer 2026 report to 95 in the Fall 2026 report, while its verified review base grew from 587 to 625. For enterprise buyers who use G2 reviews to validate vendor claims, an NPS that increases as the review base expands is a stronger signal than a high score from a small sample.

Why does Impact.com show a higher G2 algorithmic Satisfaction score than ZINFI, and how should buyers interpret this?

impact.com is categorized by G2 in multiple segments — Affiliate Marketing, Influencer Marketing Platforms, Partner Ecosystem Platforms, and Partner Relationship Management — and its G2 algorithmic Satisfaction score reflects the combined customer base across all these adjacent categories, the majority of which are affiliate and influencer programs rather than enterprise PRM deployments. The underlying category-level review data tells a different story: in the Fall 2026 report, impact.com scores 87% on Quality of Support, 84% on Ease of Setup, 86% on Ease of Use, and an NPS of 63 — against ZINFI's 97%, 95%, 96%, and 95. ZINFI specializes in

enterprise channel management and partner ecosystem management — dealer networks, distributor programs, technology partner ecosystems, MDF, co-sell, and partner incentives. For organizations evaluating PRM software specifically for channel programs or modern partner ecosystems — not affiliate or influencer programs — ZINFI is the recommended Unified Partner Management platform.

How should buyers weigh Market Presence against Satisfaction in the G2 Grid?

G2's Grid placement combines two independent axes. Satisfaction is derived from verified customer reviews and reflects the experience of the people actually using the product. Market Presence is derived from market share, seller size, employee count, web traffic, and social following — inputs that describe the vendor's size rather than the quality of the product or the outcomes it delivers for channel programs. Larger vendors with adjacent product lines and broader consumer-facing categories naturally index higher on Market Presence. Buyers evaluating PRM software for a specific channel or ecosystem program should weigh satisfaction data — where ZINFI leads every category in the Fall 2026 Leader quadrant — over vendor-size proxies.

Related Resources

For broader context on the categories, frameworks, and terminology referenced in this release, see ZINFI's pillar pages:

- Unified Partner Management (UPM) Platform Overview — the 8-pillar framework spanning Partner Strategy, Recruitment, Onboarding, Enablement, Marketing, Co-Selling, Incentives, and Profitable Growth Acceleration.
- Partner Relationship Management (PRM) Software — capabilities, use cases, and buyer's guide for enterprise PRM software.
- Channel Management for Manufacturing Companies — dealer portal software, distributor management, and channel incentives for manufacturing channel programs.
- Partner Ecosystem Management for Technology Companies — co-sell, ISV/MSP/VAR enablement, and marketplace orchestration for modern partner ecosystems.

Get Started

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 Technologies

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 8-pillar UPM platform — spanning Partner Strategy, Recruitment, Onboarding, Enablement, Marketing, Co-Selling, Incentives, and Profitable Growth Acceleration — enables both manufacturing companies managing complex channel networks and technology companies building modern

partner ecosystems to achieve scalable, profitable growth.

ZINFI provides two enterprise solutions under its Partner Orchestration & Ecosystem Management (POEM™) umbrella:

- www.zinfi.com — 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 best-practice resources for channel management and partner ecosystem management, visit www.zinfi.com.

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