Zift’s **CRM connector** allows near-real-time automated synchronization of data between Zift Partner Relationship Management (PRM) and your Customer Relationship Management (CRM) application, be it Salesforce.com or Microsoft® Dynamics. So, you and your partners have confidence you’re seeing a true, up-to-date picture of your channel performance from wherever you’re working.

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**Your Data, Your Way**

Get a 360-degree view of your CRM and PRM data with a master dashboard that displays all activities, including real-time synchronization status. Configurable integration lets you customize, view and update mappings without expensive development effort. Clearly see and sort imported and exported records by status. Drill-through to source data for problem solving. And display response messages from both systems. Our sophisticated matching algorithm minimizes data duplication. Should they appear, data errors are easy to spot with highlighting and links to related records for data integrity management.

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**PRM:**

**CRM CONNECTOR**

*Synchronize CRM & PRM Data*

*Connect Zift PRM with Salesforce.com or Microsoft® Dynamics*

*Make Partner Data Available to All*

*Drive Partner Engagement & Sales*

*Reduce Errors & Data Duplication*

*Maximize Return on Channel Investments*

*Cut CRM Costs - No Additional Partner Licenses Required*
Zift’s CRM Connector is:

Ready to Use
Zift’s CRM Connector is ready-to-use for standard Salesforce.com and Microsoft® Dynamics users — with core objects already mapped, and best practice workflows for partner recruitment, partner account management, lead distribution and opportunity management. Partner account managers choose where they work; either in Zift PRM or their CRM tool. (Data is always the same in both applications - and no additional CRM licenses are required for partners.) Standard mapped objects include people and accounts, leads and opportunities, products, price books and sales history.

Easy to Configure
Automated bidirectional data synchronization ensures your sales team and partners are working with the latest data, whichever system they access. Plus, Zift’s Configurable Mapping Tool lets you extend the rules while maintaining control, providing immense flexibility for updates and processes. Easily import, view and update rules for objects. Direct data flow, trigger workflows and notification emails, and test mapping changes via dry-run without risking production data.

Scalable & Fully-Supported
Architected to support bulk batch updates as well as individual records, Zift’s CRM connector works for partner programs of all sizes, with the scalability and high-volume processing capacity to support even the largest partner communities. Moreover, the Zift CRM Connector is continually monitored by our always-on Support Service.

Zift’s CRM Connector includes:

- Standard Object Mapping
- Initial Set-Up for Custom Mappings
- Account, Contact & Contact Roles
- Products & Price Books
- Opportunities & Opportunity Line Items
- Lead Distribution to Partners
- Deal Registration
- Preserved Object Relationships & Attachments
- New Partner Registrations
- Training

Why Zift Solutions?
More than 80% of channel chiefs and more than half a million partners rely on Zift Solutions to drive channel success. Zift Channel as a Service automates all channel marketing, sales and operations processes – and integrates seamlessly with established systems and infrastructure to provide faster ROI and deliver better results.

Learn more at www.ziftsolutions.com.