



## New Research In Action Vendor Selection Matrix™ Report – Partner Management Automation: The Top Global Vendors 2024.

Germany – February 12<sup>th</sup>, 2024: Digital Transformation has seriously disrupted the traditional Partner Relationship Management (PRM) and Through-Channel Marketing Automation (TCMA) software markets. Manufacturers in all sectors who fulfill their transformation will need a more comprehensive Partner Management Automation (PMA) solution.

Almost every industry is morphing to an “as-a-service” business model based upon digital transactions. But eBusiness/eCommerce does not take work away from channel partners (no “dis-intermediation”); they become even more influential and advocational for all businesses. Traditionally, most manufacturers had a channel partner management software consisting of many parts; perhaps a TCMA system, plus a PRM, and usually other software tools that the PRM does not cover. With smaller volumes and, more-or-less, manual channel management, this was less problematic. Companies must now cope with tens of thousands of potential partners around the world. Partner recruiters/managers cannot handle that volume manually, they must rely on a software platform to do that. Our research shows that probably only five of them are equipped to cover the requirements of PMA in a cloud-based, digital, eCommerce-dominated world with a much-more complex ecosystem of partnerships.

A new Research In Action GmbH global survey of 1,500 business decision-makers examined their PMA experiences and plans for 2024, as well as asking about which software vendors are the most known and what do the businesspeople think about those vendor’s products and services.

### OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION



**100,000+**  
Data Points

**1,500**  
Marketing and Business Managers

**37%**  
Analyst's Opinion

**63%**  
Survey Results

**The Vendor Selection Matrix™ Evaluation Methodology:**

The basis of our competitive vendor evaluation reports is always an extensive buyer survey. We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations. The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.





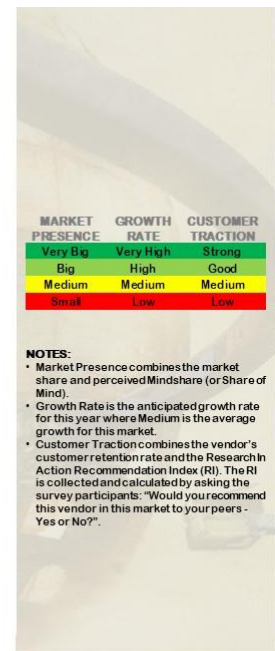
The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise business decision makers and 37% on the analyst’s opinion. The analyst’s input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research In Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 marketing and business managers with budget responsibility in enterprises globally. We selected those vendors who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

## VENDOR SELECTION MATRIX™ PARTNER MANAGEMENT AUTOMATION SOLUTIONS



### Vendor Quick Facts

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
ALLBOUND	Big	High	Strong	Enjoyed early success with growing SaaS companies, now helping enterprises with expanded solution set.
ANSIRA	Medium	Low	Low	Marketing services & technology company that stresses transparent partnerships and a data-driven approach.
APPDIRECT	Medium	High	Strong	Helps firms launch and manage reseller and referral partners including commerce and marketplace capabilities.
BRIDGELINE DIGITAL	Small	Medium	Low	A range of digital experience solutions, including eCommerce and content management capabilities.
CHANNEL MECHANICS	Medium	High	Good	An enterprise-grade, modular, channel automation platform for companies of all sizes.
CHANNEL EXPERTS	Small	Low	Medium	ChannelOS is a channel sales and marketing platform. ChannelPRIM is a PRM solution for SMBs manufacturers.
CHANNELTVITY	Medium	Low	Good	A long-time player in PRM, the platform has become established with many clients.
CROSSBEAM	Big	High	Medium	A Partner Ecosystem Platform that helps companies build and manage partnerships more effectively.
IMPACT	Big	Very High	Strong	Helps firms to manage all partner types, including affiliates, influencers, content publishers, and referral partners.
IMPARTNER	Very Big	Very High	Strong	One of the largest players in the market, 100s of tech & manufacturing companies use Impartner.
MAGENTRIX	Medium	Medium	Strong	Magentrix supports customizable portals to better collaborate with and manage partners.
MINDMATRIX	Big	Medium	Medium	Platform with PRM functionality plus automation software for to-, through-, with-, and for-partner marketing.
PARTNERSTACK	Medium	High	Strong	Enabling companies to recruit and empower partners, and build, manage and scale channel partner programs.
SALESFORCE	Very Big	Medium	Medium	The largest PRM by revenue & installed base. Leverages many other parts of Salesforce.
SPROUDLOUD	Medium	Medium	Low	Defining the future of through-channel marketing
360 INSIGHTS	Medium	High	Strong	Partner engagement, management, channel incentives, data, & insights to help manage partner ecosystems.
WEBINFINITY	Medium	Medium	Medium	Drive better customer experiences and incremental revenue through digital, physical, and print channels.
ZIFT SOLUTIONS	Big	Very High	Strong	One of the largest and most powerful PRMs with 100s enterprise tech companies as customers.
ZINFI	Medium	Medium	Good	Platform with modules for PRM, Partner Marketing and Workflow Management for different types of partners.



© 2024, Research In Action GmbH Reproduction Prohibited



**RESEARCH IN ACTION**  
vendor selection matrix®

Report details can be viewed here: Report details can be [viewed here](#).

Peter O’Neill, Research Director for Marketing Automation at Research In Action GmbH, comments:

- **Soon, pure-play PRM or TCMA will not be enough.** Back in 2022, I had already highlighted many vendors preferring to stick to their traditional offering of just a PRM platform or just TCMA: happy to do “business as usual” and find clients who wanted the same. But with the digital transformation of channel management, many of those vendors will now run out of addressable clients. They may even lose much of their installed base as they, their customers, transform their channels. Our research shows that few of them are equipped to cover the even-wider requirements of PMA in a cloud-based, digital, eCommerce-dominated and complex ecosystem of partnerships.
- **Partner Management must become Digital.** Many channel partners are now neither contracted reseller nor distributor; they have a more casual digital marketing or sales relationships that can



only be tracked and monitored electronically. Some 41% of the respondents in our survey now recognize that partners are already influencing one half or more of their business results. That was just 11% in the 2021 survey. Having a team of partner account managers supported by a rudimentary PRM system will no longer suffice.

- **Manufacturers are recognizing new cloud-based channels.** The advent of a services-based economy in many sectors introduces a new dimension of partnerships. When manufacturers add software-based services, or “apps” around their products, they also engage with new, different, partners – on the cloud and in marketplaces. This is already happening in the IT industry and the same will happen in all other manufacturing sectors.
- **Channel attribution and compensation become digital business processes.** Channel performance and attribution was always important for all B2B and B2B2C digital businesses, but now there are many more types of attribution: reselling, distributing, recommending, influencing, listing. The accurate attribution to all worthy partners is an economic priority and modern PMA systems need to include truly advanced, multi-touch attribution functions beyond basic attribution like first-touch, last-touch, etc. Also, traditional channel financing arrangements like deal registration, discount/margins contracts and shared marketing funding were simple processes supported by traditional PRM/TCMA software. In a digital world, there are many more types of compensation and rewards, most of which require a much more sensitive and dynamic digital platform.
- **Who came out on top?** The Top 19 vendors, out of a potential list of nearly 200 according to Forrester Research, as selected by 1,500 respondents around the world are shown in the above graphic. The twelve Market Leaders, based upon their rating of product, company, and service quality are (listed alphabetically): *ALLBOUND, APPDIRECT, CHANNEL MECHANICS, CHANNELTIVITY, IMPACT, IMPARTNER, MAGENTRIX, PARTNERSTACK, SALESFORCE, 360 INSIGHTS, ZIFT SOLUTIONS, and ZINFI.*

**Vendor Selection Matrix™ Disclaimer:**

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH’s research publications consist of the analysts’ opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with



respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

**About Research In Action:**

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

Internet: [www.researchinaction.eu](http://www.researchinaction.eu)

**Press Contact:**

Research In Action GmbH

Peter O'Neill

Research Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 174 3210020

E-Mail: [poneill@researchinaction.eu](mailto:poneill@researchinaction.eu)

Internet: [www.researchinaction.eu](http://www.researchinaction.eu)