

VENDOR SELECTION MATRIX™ PARTNER MANAGEMENT AUTOMATION SOFTWARE

ABRIDGED VERSION
WITHOUT VENDOR SCORES
AND FULL SCORECARDS

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REPORT NOW

THE TOP GLOBAL VENDORS 2021

Research In Action

October 2021

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RESEARCH IN ACTION
independent research & consulting

FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment. 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 IT or business decision makers and 37% on the analyst's judgement. 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 which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations or did not fit our market profile .

Our method of describing a business process and asking business managers to name software vendor(s) they associate with it collates a list of those vendors most relevant for other potential buyers. In 2019, we researched Channel Marketing and Enablement, but the recent acceleration in digital transformation among both manufacturers and buyers means that we have re-defined the process family to Partner Management Automation, a much broader set of functions altogether. The resulting vendor landscape is a broad mix of vendors with a wide variety of claims across partner relationship management and through-channel marketing, plus partner management aspects such as compensation and attribution. The number of vendors who can cover all these processes is still low, as it was in 2021. **Our research shows that probably only three of them are equipped to cover the even-wider requirements of PMA in a cloud-based, digital, eCommerce-dominated world with a much-more complex ecosystem of partnerships.**

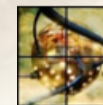
The PMA challenge for manufacturers varies across the B2C and B2B spectrum, due to the complexity of their distribution channel. It also depends on where they are along their digital transformation journey, as well as whether they are a medium-sized company or a large international enterprise. Not everybody will build a digital partner ecosystem, so some of the traditional PRM/TCMA vendors will continue to be interesting for some years.

This report provides you with a useful guide to important Partner Management Automation trends, preferences and challenges; names the Top vendors as selected by 1,500 users and myself based upon product, company and service quality; and will help you make an informed decision regarding which vendors could best fit your requirements. This information can then be used for a more detailed evaluation.

Always keeping you informed! Peter O'Neill

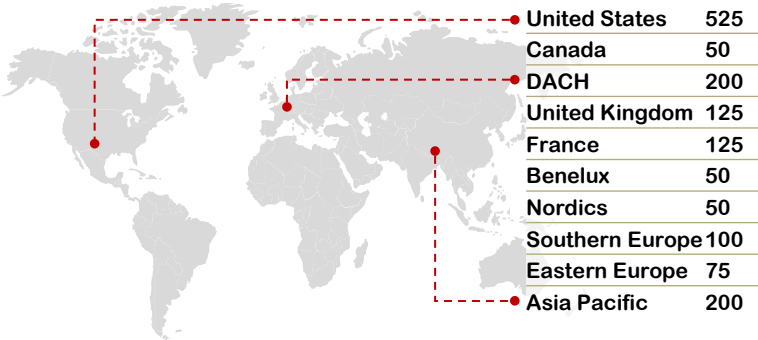
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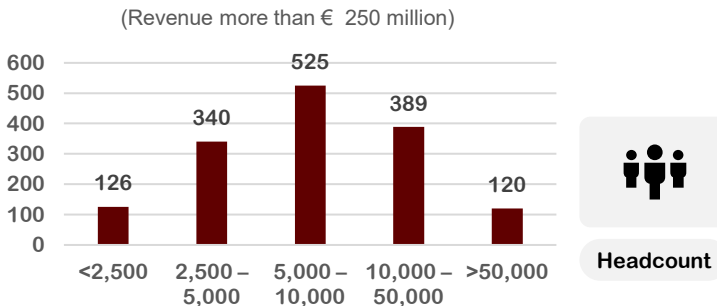


OUR SURVEY DEMOGRAPHICS: PARTNER MANAGEMENT AUTOMATION

Country Breakdown



Company Size Breakdown



Industry Breakdown

Energy	97
Financial Services	256
Government & Non-Profit	92
Life Sciences	200
Manufacturing	350
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	100
Travel & Transportation	100
Total	1,500

Job Title Breakdown

Business Unit Marketing Executive	134	Chief Digital Office	62
Corporate Marketing Executive	127	Sourcing/Vendor Management	87
VP /Director Marketing Operations	146	COO	52
VP/Director Demand Generation	135	Chief Sales Officer	31
VP/Director Channels	199	CFO	25
VP/Director Sales	121	Total	1,500
VP/Director Marketing Analytics	112		
Channel Sales Operations	54		
VP/Director Marketing Technology	66		
CIO/CTO	149		



100,000+
Data Points



1,500
Marketing and Business Managers



37%
Analyst's Opinion

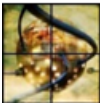


63%
Survey Results

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.

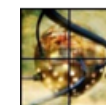
All Research in Action surveys are gender neutral and 100% confidential.



OUR MARKET IMPACT OVER 12 MONTHS



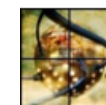
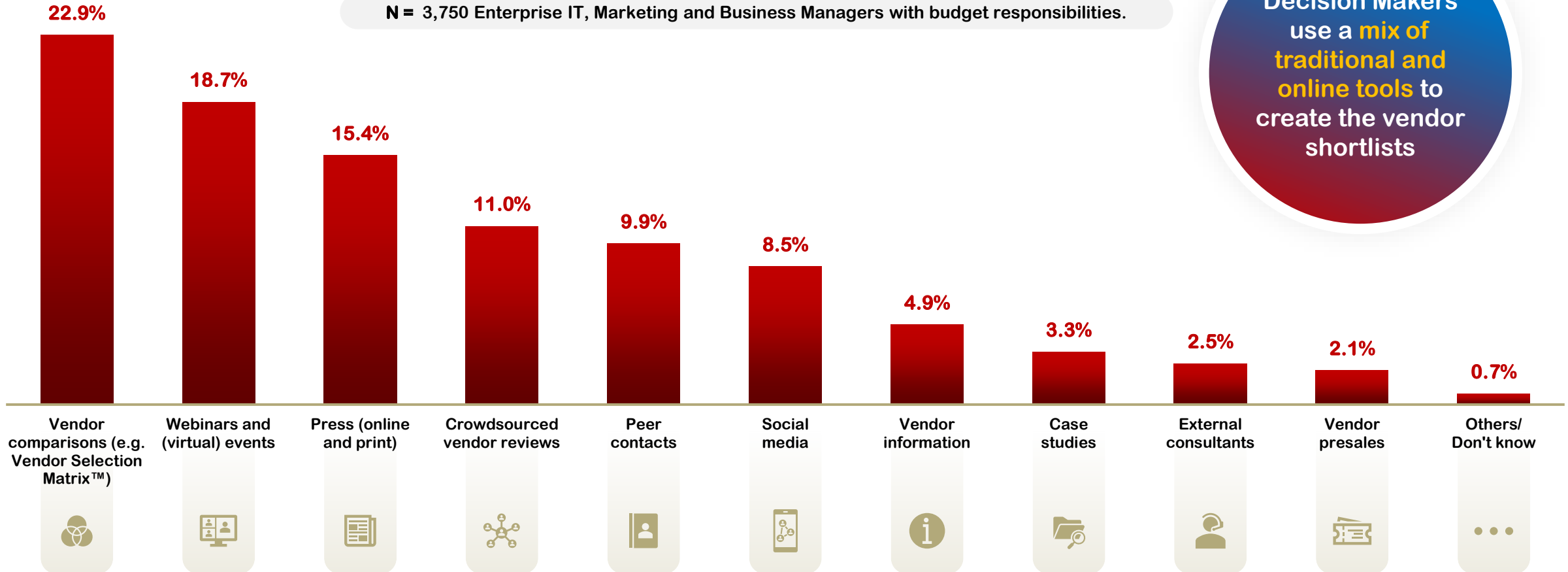
Vendor Selection Matrix™: The right mix makes all the difference
63% customer evaluations + 37% analyst's judgement = 100% success



WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?

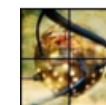
N = 3,750 Enterprise IT, Marketing and Business Managers with budget responsibilities.

Decision Makers use a **mix of traditional and online tools** to create the vendor shortlists



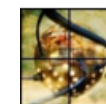
CHANNEL PARTNER MANAGEMENT IS CHANGING

	Past Future
1.	Product Business Model Buy or license up-front, pay or subscribe for service or support	As-a-Service Business Model Subscribe to full service, renew/upgrade if satisfied
2.	Push Go-to-Market Action Manufacturer's need registered, enabled and incented partners to push their products into the markets they cannot reach	Pull Action Partners pull business, when needed, from a manufacturer, with little interest in product margin compensation
3.	Recruitment Imperative Channel managers seek and manage their list of desired partners	Enrollment Opportunity Channel managers notice which partners are productive
4.	Partner Resells for Manufacturer Channel partners buy and sell manufacturer' products at margin	Partner is Concierge for Consumer Partners recommend (set-up) service as part of their solution
5.	Strategic Approach Owned by Manufacturer Manufacturer stratifies a channel to incent and manage resources	Partner Relationship is Casual Partners enter in and out of business relationships over time
6.	Vertical Planning to Ideal Customer Profile Manufacturers map their channels to their own targeted segments	Horizontal and Opportunistic Partners do not map easily into any segmentation plan
7.	Hundreds or Thousands of Potential Partners	Unlimited Potential



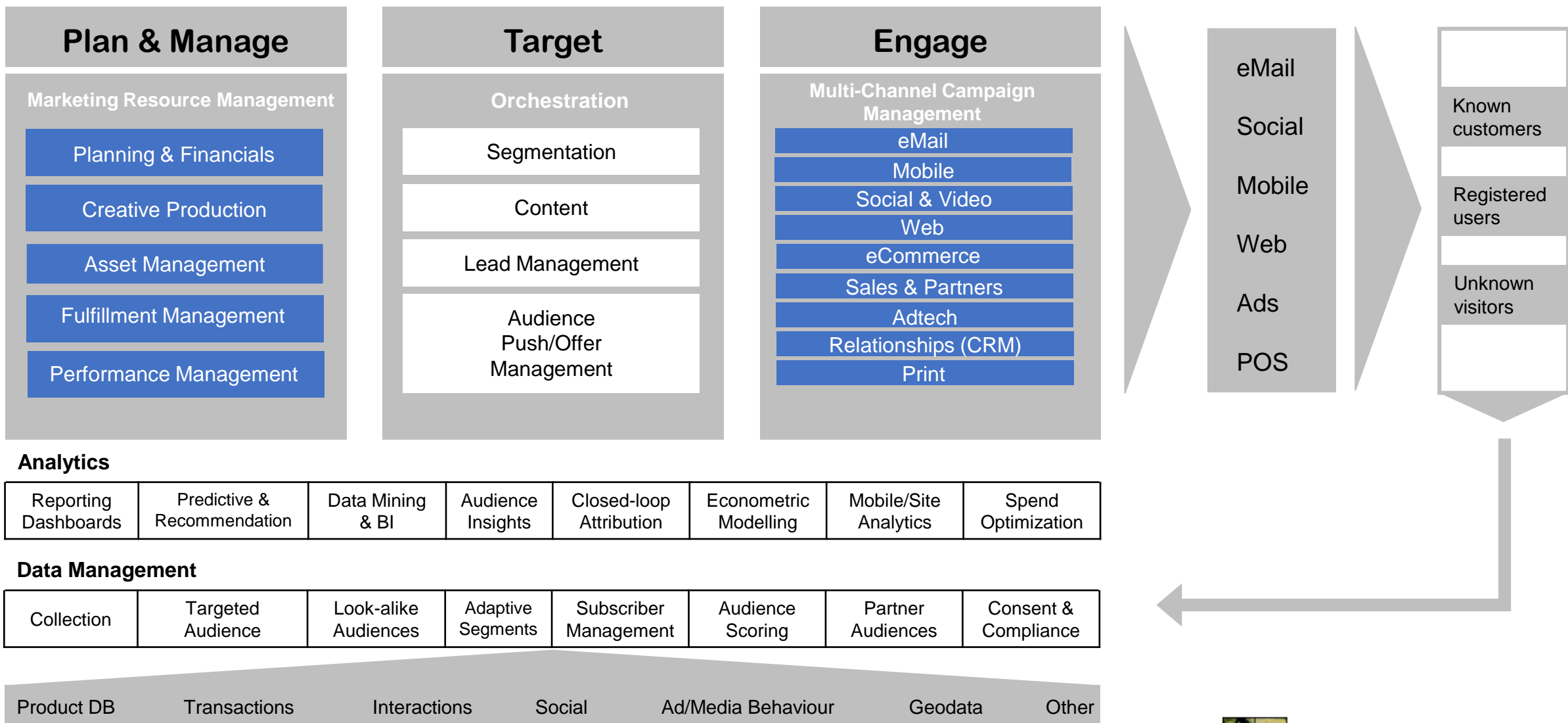
PARTNER MANAGEMENT AUTOMATION IS THE NEW PROCESS

- Our 2019 report was titled Channel Marketing and Enablement – all marketing processes where a manufacturer or vendor distributes products and services through partner organizations as their indirect channel. Channel marketing is a form of brand content management; where programs, promotions and leads are managed both down and up the channel (also called Local/Distributed Marketing or Through-Channel Marketing Automation (TCMA)). Channel Enablement are processes around the partner relationship itself: recruitment, registration and classification, contractual details, information exchange, and more (usually labelled Partner Relationship Management (PRM)).
- It's been said that the pandemic has simply accelerated trends that were already in motion. That's certainly true with digital transformation, with some thought leaders saying that two years of change is happening in as few as two months. More obvious examples are working from home, eCommerce, digital marketing, and event management; but digital transformation has dramatically affected channel relationships and processes too.
- Almost every industry is morphing to an “as-a-service” business model based upon digital interactions. But eBusiness and eCommerce has not taken work away from channel partners (no “dis-intermediation”); the channel has become even more influential and advocational for all businesses. However, channel partners are now more likely to live off revenues earned from the buyers, than from the manufacturer they now, only occasionally, represent. And in addition to resellers or distributors, we now have channel players called affiliates, referrers, associations, commerce content providers, communities, groups, ambassadors, and more.
- And the whole relationship is now primarily based upon digital interactions and depends less on partner account managers on the street.



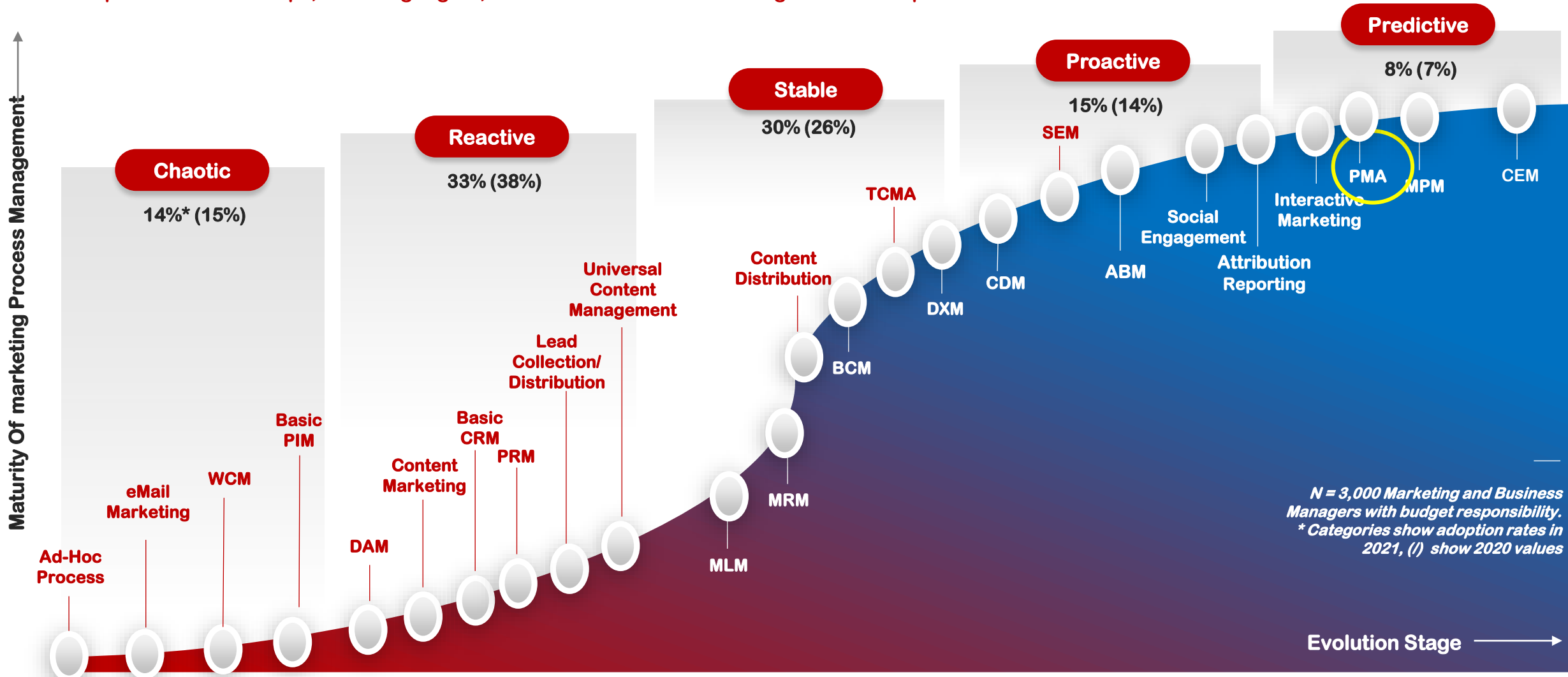
THE MARKETING AUTOMATION MARKETEXTURE

Our surveys and consulting work is based around this schematic architecture of martech processes. PMA is a strategy and encompasses many of these processes and is therefore not separately listed in the Marketexture.



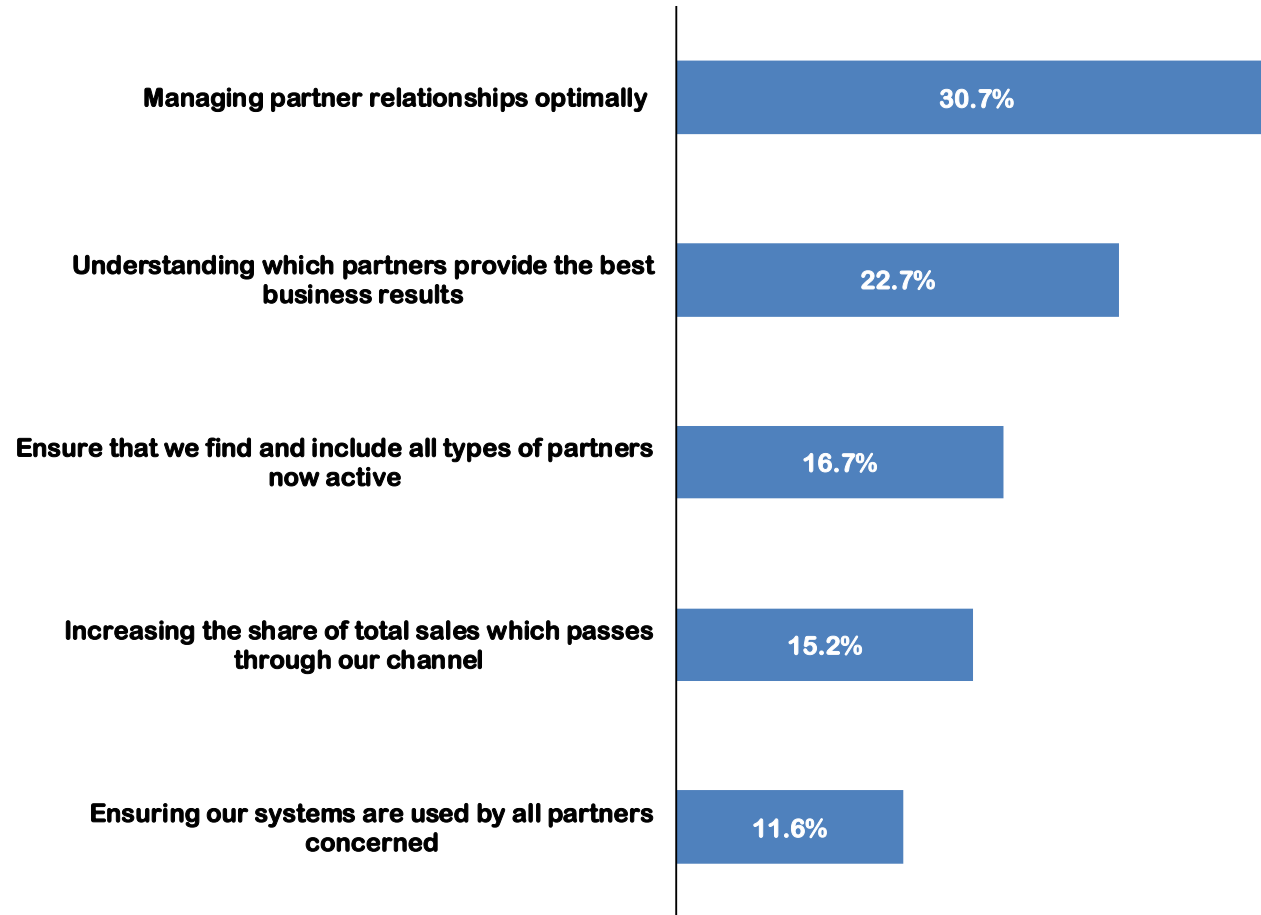
MARKETING PROCESS MATURITY S-CURVE 2021

Our surveys and consulting work enable us to continually assess the maturity of marketing organizations (combination of organization, process and technology) and we observe these five phases. PRM & TCMA is found in moderately mature organizations. Full PMA, for all types of partner relationships, including digital, is found in the most marketing-mature companies.



RESEARCH:

THE TOP FOCUS IN PMA PROJECTS IN THE NEXT 12 MONTHS



N = 1,500 Marketing and Business Managers with budget responsibilities.

Strong focus on Discovering and Understanding Partners.

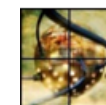
These are the Top investments drivers named by enterprise marketing software buyers. They could select three drivers from a long list.

Top priorities are being able to identify which partners are most critical and being able to ensure that all potential partners can be discovered.

Buyers are most likely to engage with those PMA vendors whose messaging addresses these motivations.

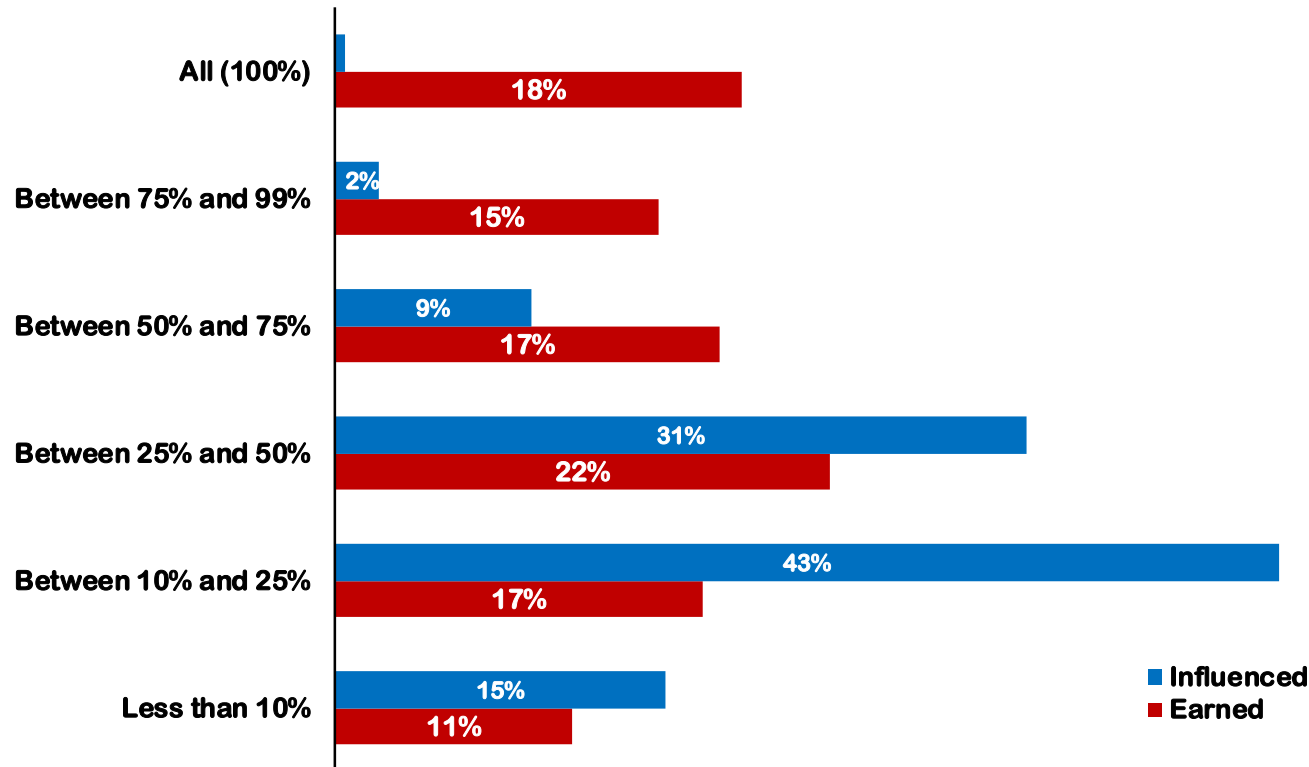
Note these important regional variations:

- “Identifying the most important influencers in our market “ pops up at #4 in North America while much lower priority in Europe – and hardly considered at all in AsiaPac
- “Migrating to cloud platforms (SaaS)” is the #5 priority in Europe



RESEARCH:

THE PROPORTION OF REVENUES EARNED OR INFLUENCED THROUGH CONTRIBUTIONS OF CHANNEL PARTNERS

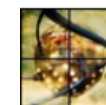


N = 904 Marketing and Business Managers with budget responsibilities.

This highlights and underscores the increasing importance of channel partner influence in digital business models.

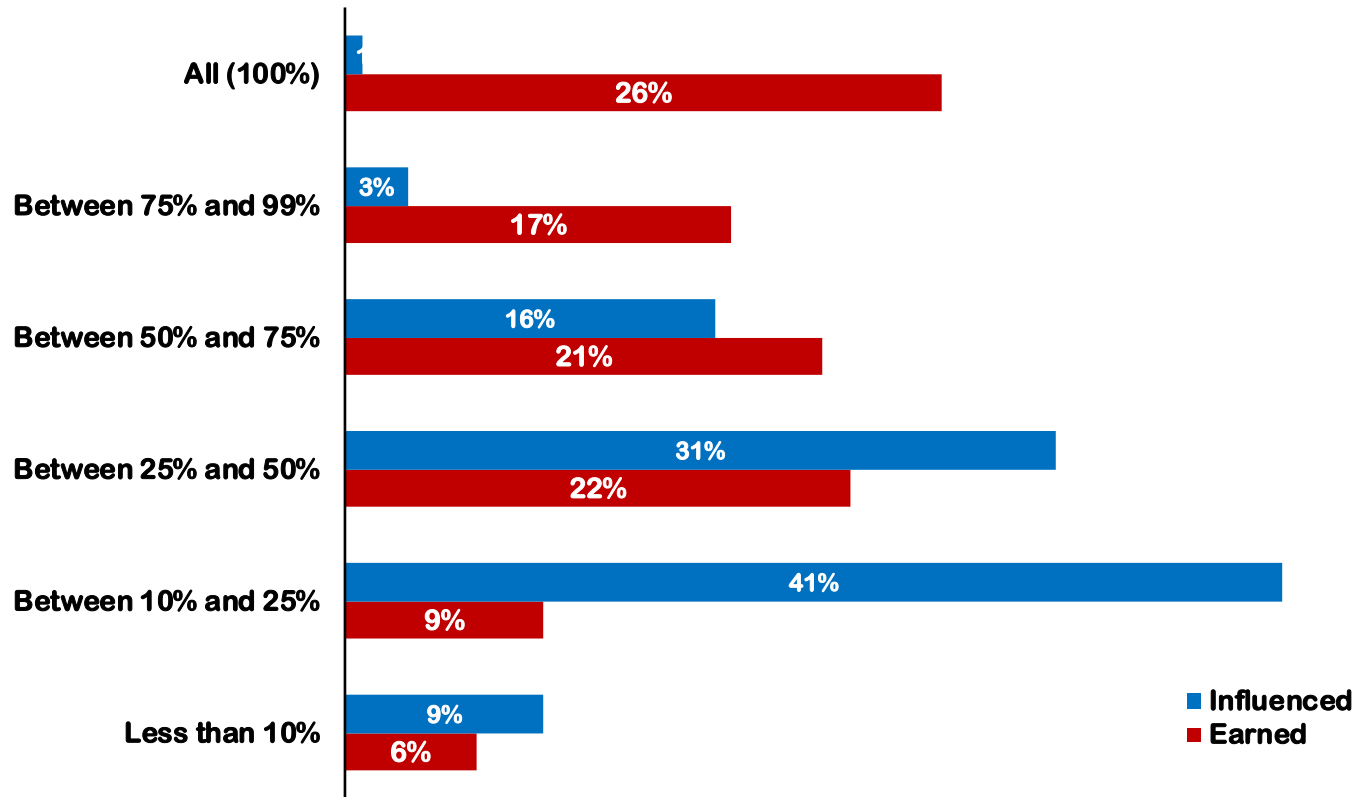
Over 40% of the respondents recognize that channel partners are already influencing more than **one quarter** of their business results.

Many of these partners are not contracted resellers or distributors; they have more casual digital marketing or sales relationships that need to be tracked and monitored electronically.



RESEARCH:

THE PROPORTION OF REVENUES EARNED OR INFLUENCED THROUGH CONTRIBUTIONS OF CHANNEL PARTNERS – NORTH AMERICA

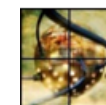


N = 404 Marketing and Business Managers with budget responsibilities.

This highlights and underscores the increasing importance of channel partner influence in digital business models in North America.

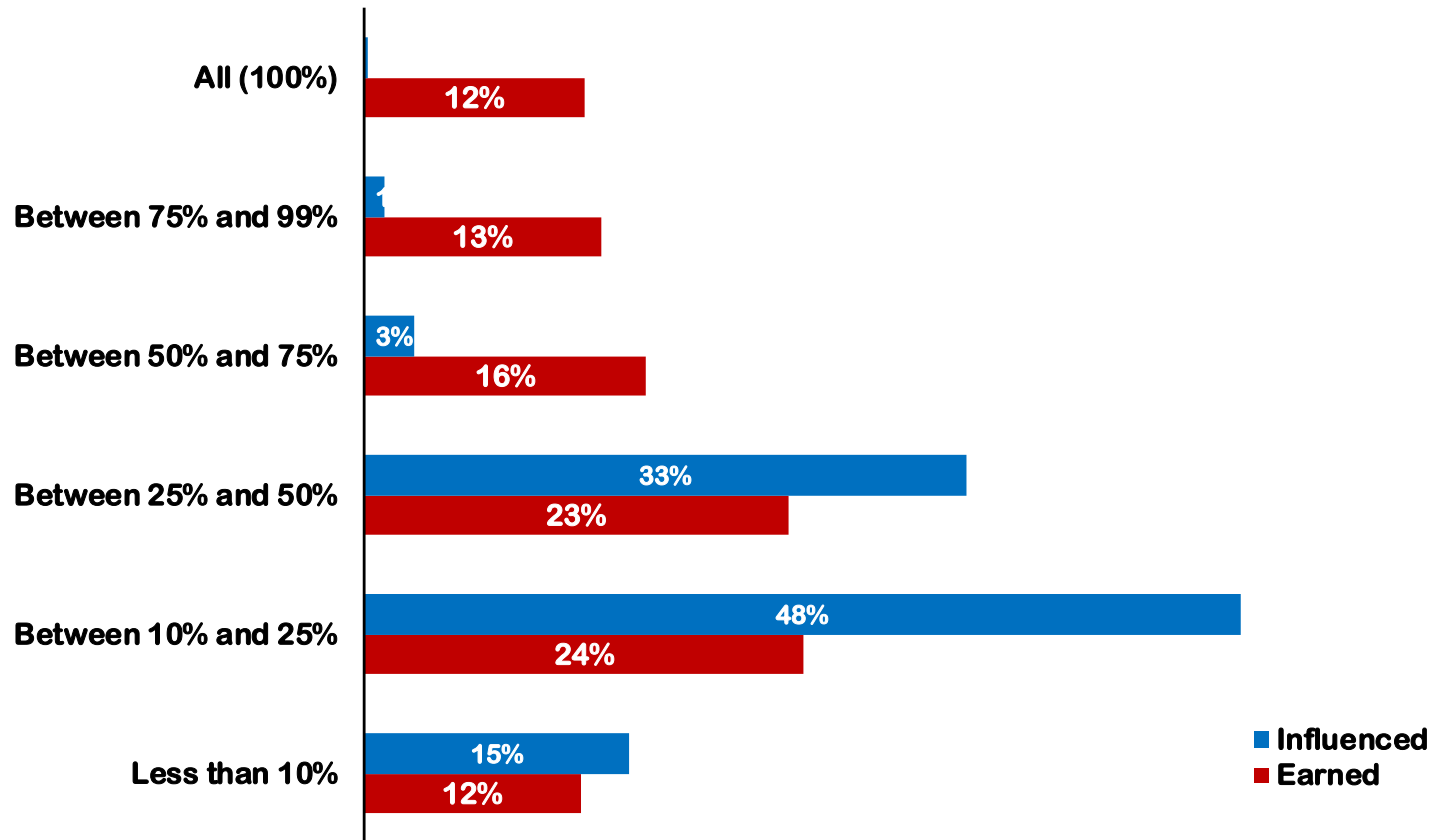
Over **half** of the respondents recognize that channel partners are already influencing more than **one quarter** of their business results.

Many of these partners are not contracted resellers or distributors; they have more casual digital marketing or sales relationships that need to be tracked and monitored electronically.



RESEARCH:

THE PROPORTION OF REVENUES EARNED OR INFLUENCED THROUGH CONTRIBUTIONS OF CHANNEL PARTNERS – EUROPE

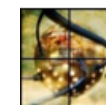


N = 438 Marketing and Business Managers with budget responsibilities.

This highlights and underscores the increasing importance of channel partner influence in digital business models in Europe.

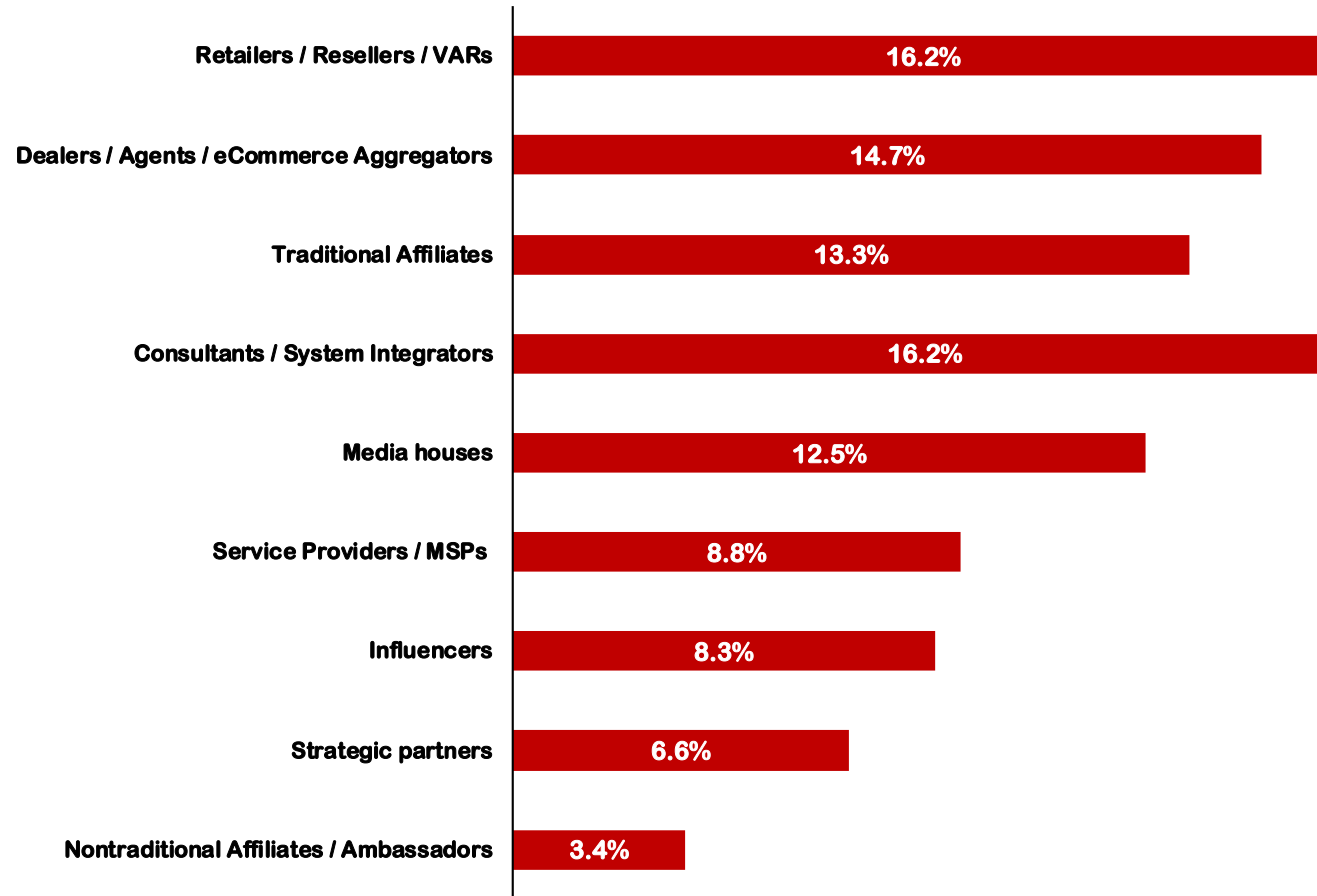
Over 30% of the respondents recognize that channel partners are already influencing more than **one quarter** of their business results.

Many of these partners are not contracted resellers or distributors; they have more casual digital marketing or sales relationships that need to be tracked and monitored electronically.



RESEARCH:

THE CHANNEL PARTNER TYPES IN AN AVERAGE PARTNER PORTFOLIO

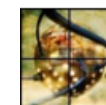


N = 856 Marketing and Business Managers with budget responsibilities.

The respondents were asked to estimate the split across different channel partner types in their portfolio. Over 800 respondents were able to provide this data.

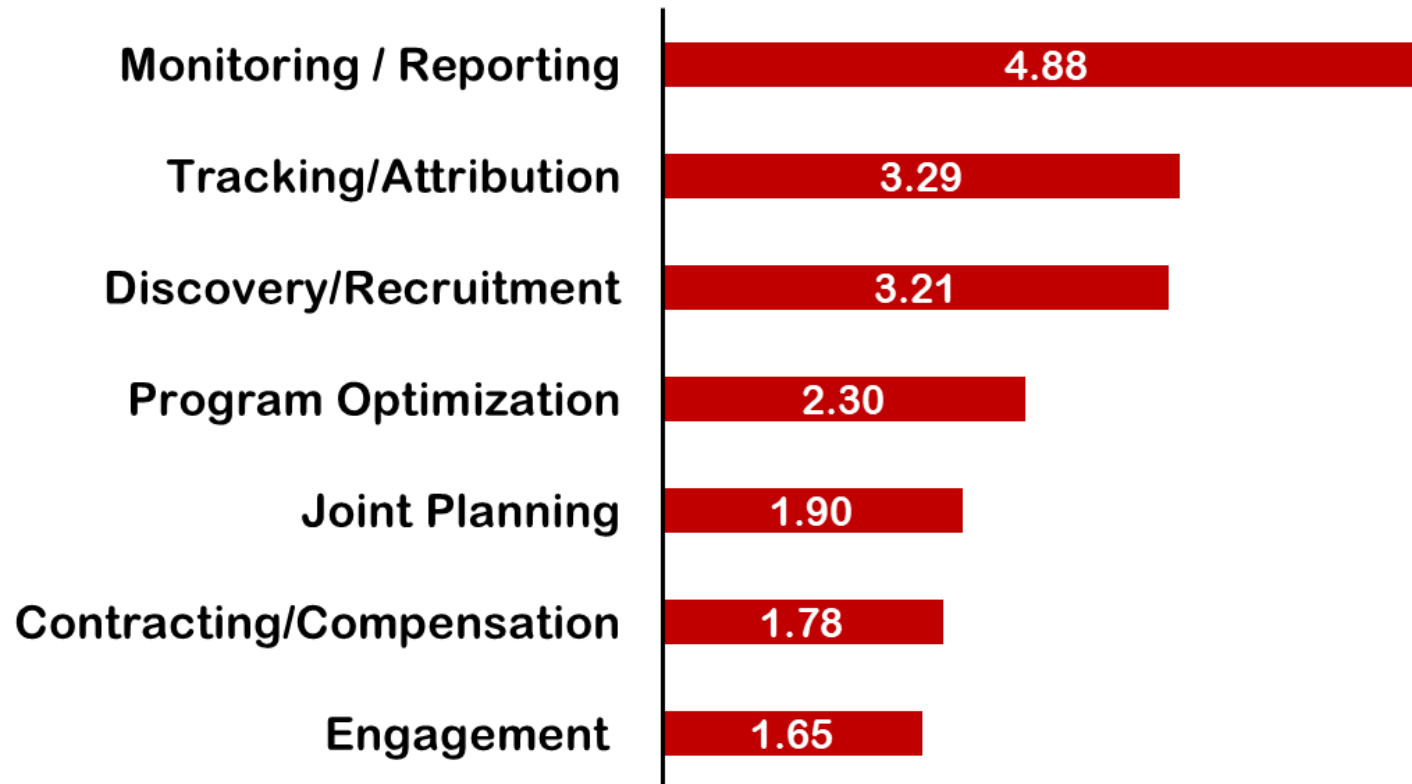
There is a much greater range of recognized channel partner types than in previous years. Traditional PRM systems cannot support this range of partner types, nor the relationships.

Buyers are most likely to engage with vendors that can help them address these challenges. Ideally, these could be themes for content or thought leadership marketing programs.



RESEARCH:

THE IMPORTANCE OF AUTOMATION FOR PHASES OF A PARTNERSHIP PROGRAM

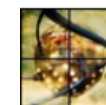


N = 837 Marketing and Business Managers with budget responsibilities.

The respondents were asked to rate the importance of each phase of a partnership program (5 is most important). Over 800 respondents provided their valuation.

Monitoring the overall program is the top priority, followed by being able to track or attribute the partner's contribution. Traditional PRM, Deal Registration or even Channel Incentive systems now struggle to provide this data in a digital ecosystem.

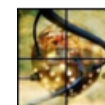
The data varies greatly according to the company size. Enterprises prioritize Program Optimization and Contracting/Compensation much higher.



INSIGHTS: PARTNER MANAGEMENT AUTOMATION

TOP MARKET TRENDS 2021

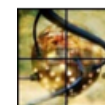
- **Manufacturers are recognizing new cloud-based channels.** The advent of XaaS in many sectors introduces a new dimension of partnerships. When they add software-based services, or “apps” around their products, companies engage new partners – on the cloud and in marketplaces. Cloud has already disrupted many an established vendor-partner relationship in the IT sector - partners of computer hardware vendors now offer their solutions on the cloud instead and need partnerships in a different form altogether. The same will happen in all other manufacturing sectors.
- **Partners have taken control.** Manufacturers can no longer map out target markets and plan partnerships like generals ordering armies around a warzone. The market and partner communities run the new game. Companies must now cope with tens of thousands of potential partners around the world. Partner recruiters/managers cannot handle that volume, they must rely on a software platform to do that.
- **Channel attribution becomes a business fundamental.** 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 PRM/TCMA/eCommerce platforms will need to include truly advanced, multi-touch attribution functions beyond basic attribution like first-touch, last-touch, etc.
- **Channel reward systems must become multi-faceted.** Traditional channel financing arrangements included deal registration, discount/margins contracts and shared marketing funding; 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.



INSIGHTS: PARTNER MANAGEMENT AUTOMATION

TOP VENDOR TRENDS 2021

- **The PMA vendor landscape will leave pure-play PRM or TCMA behind.** Our 2019 report already highlighted that many vendors preferred to stick to their traditional offering of just a PRM platform or just TCMA: they were happy to do “business as usual” and find clients who wanted the same. COVID-19 has been the accelerant for the digital transformation of all channels and those vendors will now run out of addressable clients. They are also likely to lose much of their installed base as they, their customers, transform.
- **Integration of PMA functions becomes more significant.** Most manufacturers have a channel software stack consisting of many parts; a PRM plus other software tools that the PRM does not cover. With smaller volumes and more-or-less manual channel management, this was less problematic. In a more digital business world, with higher volumes of transactions, transactions types, partners and partner types, companies will want a more comprehensive and, more importantly, fully integrated PMA platform.
- **PMA vendors sell to manufacturers but provide a partner experience.** In a manufacturer-led channel model, vendors messaged/configured their products to buyer needs. The balance of power has moved to the partners, who have many business relationships (on average ca. 30). So, partners must navigate multiple portals each day and will prefer to work with manufacturers providing the best user-experience to reduce friction in acclimatization and re-training. PMA vendors take note, make *Partner Experience* a priority.
- **Cloud-based solutions are preferred.** SaaS-based software has made this automation technology easier to adopt and integrate than the largely on-premises-based applications offered a few years ago. This is also resulting in a new market opportunity at midmarket companies with smaller sales and marketing teams who can now afford to invest in PMA.



VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION



These are the Top vendors as selected by 1,500 users based upon product, company and service quality.

VENDOR NAME	PRODUCT(S)
BRANDMAKER	BrandMaker TCMA
CHANNEL MECHANICS	channel enablement as a service (Ceaas)
CHANNELTIVITY	ChanneltivityPRM
CHANNELXPERTS	ChannelPRM, ChannelIOS
COMPUTER MARKET RESEARCH	Channel Data Management Solutions
IMPACT.COM	impact.com partnership management platform
IMPARTNER	Impartner PRM, Demand Generation Center, Referral Automation Platform
MAGENTRIX	Magentrix PRM
ORACLE	Oracle Peoplesoft Partner Relationship Management
SALESFORCE	Sales Cloud PRM
SPROUTLOUD	Sproutloud Distributed Marketing Platform
WEBINFINITY	Webinfinity
ZIFT SOLUTIONS	ZiftONE

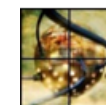
NOTE: If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a vendor scorecard will not be written.

This list is alphabetical and includes those vendors solutions named by the PMA survey respondents that scored highly enough. Three vendors told us explicitly they do not wish to be named as relevant to Partner Management Automation at all and have therefore been excluded.

Additional vendors that were cited but did not list in the Top 15, or had less than 15 ratings:

- 360 INSGHTS
- ANSIRA
- APPDIRECT
- BRANDMUSCLE
- BRIDGELINE DIGITAL
- COMVIVA
- ELATERAL
- MODEL N
- SUCCESSFUL CHANNELS
- VISTEX

The renowned research company Forrester Research has documented an overall “Channel Software Tech Stack” with 7 sub-categories and listing 183 vendors.



VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION



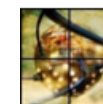
Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
BRANDMAKER	Medium	Medium	Strong	Brand/content management for the most complex marketing ecosystems of partners
CHANNEL MECHANICS	Medium	High	Strong	Enterprise data instantly available, with governance and compliance ensured.
CHANNELTIVITY	Small	Low	Strong	A leading PRM Solution for tech companies
CHANNELXPRTS	Small	Low	Medium	An operating system for cloud-based channel sales and marketing needs
COMPUTER MARKET RESEARCH	Medium	Medium	Good	Automate your channel, enhance channel partnerships and increase mutual growth
IMPACT.COM	Very Big	Very High	Strong	Driving the partnership economy forward
IMPARTNER	Very Big	Very High	Strong	Automating the total partner journey – for every type of partner
MAGENTRIX	Medium	Low	Medium	An alternative to Salesforce Community Cloud due to complexity and cost
ORACLE	Medium	Medium	Medium	Integrated PRM capabilities into every part of the CRM process
SALESFORCE	Big	Medium	Strong	Provides an enhanced extension of its Community Cloud for PRM
SPROUTLOUD	Medium	High	Medium	Defining the future of through-channel marketing
WEBINFINITY	Medium	Medium	Medium	Channel project experience leveraged into a next-generation PRM platform
ZIFT SOLUTIONS	Big	Very High	Strong	A comprehensive all-in-one cloud solution for channel marketing, sales and operations

MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION
Very Big	Very High	Strong
Big	High	Good
Medium	Medium	Medium
Small	Low	Low

NOTES:

- Market Presence combines the market share and perceived Mindshare (or Share of Mind).
- Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.
- Customer Traction combines the vendor's customer retention rate and the Research In Action Recommendation Index (RI). The RI is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".



VENDOR SELECTION MATRIX™:

EVALUATION CRITERIA

STRATEGY

EXECUTION

**Breadth And
Depth Of Solution
Offering**

30%

- › Does the solution cover all necessary capabilities expected by customers?

**Market Share
And Growth**

15%

- › How big is the company's market share and is it growing above the market rate?

**Customer
Satisfaction**

25%

- › How satisfied are customers with the solution and the vendor today?

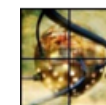
**Price Versus
Value Ratio**

30%

- › How do customers rate the relationship between the price and perceived value of the solution?

NOTES:

- 63% of the evaluation is based on the survey results, 37% is based on the analysts' assessment.
 - 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.
 - 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.
 - 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.
- The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".



VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION



Strategy Leaders

BRANDMAKER
SALESFORCE

Market Leaders

CHANNEL MECHANICS
COMPUTER MARKET
RESEARCH
IMPACT.COM
IMPARTNER
ZIFT SOLUTIONS

Execution Leaders

CHANNELXPERTS
CHANNELTIVITY
MAGENTRIX
SPROUTCLOUD
WEBINFINITY

Challenger

ORACLE

VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Channel Mechanics is a market leader for Partner Management Automation tools, promising enterprise data instantly available, with governance and compliance

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Founded in 2010, in Galway, Ireland, Channel Mechanics provides a cloud-based channel enablement platform which is delivered as a low-cost SaaS model. The vendor calls this “channel enablement as a service (CeaaS)”. The vendor now has offices in Ireland, the UK and the USA.

Focused more on the operations aspects of channel management, the vendor platform supports offer packaging and pricing through the channel, sales promotions management, incentives and rewards programs as well as compensation management. It is well positioned to cope with the new digital channels and partnerships as well.

Reflecting its international customer base, the systems are multi-language and multi-currency by design.

STRATEGY:

AVAILABLE
IN THE
FULL
REPORT
VERSION

EXECUTION:

AVAILABLE
IN THE
FULL
REPORT
VERSION

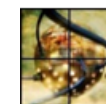
BOTTOM LINE:

AVAILABLE
IN THE
FULL
REPORT
VERSION



Notes:

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Computer Market Research is a market leader for Partner Management Automation tools, automating and enhancing channel partnerships for mutual growth

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Computer Market Research has been delivering channel management solutions for over 35 years. The vendor enables businesses with intuitive software capabilities to strengthen partner commitment levels, reduce overhead, accelerate productivity, and revitalize decision-making.

Headquartered in Las Vega, USA, it offers 18 different channel software solutions covering the management of partners, sales, marketing and data. Essentially, it provides web-based channel cleansing and channel data management solutions for networks of manufacturers and distributors.

The vendor has over 150 employees and operates globally.

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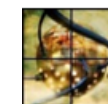
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- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

impact.com is a market leader for Partner Management Automation tools and is driving the cloud-based partnership economy forward

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

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GENERAL:

Impact.com started out in 2008 to help the affiliate industry in its reliance on early affiliate networks where there was high concentration risk (10% of partners drove 90% of last-click attributable revenue); poor partner mix (partnership programs fixated on lower-funnel affiliates); and massive click and attribution fraud.

Impact.com then supported large retailers like Target and Kohls to shift their entire partnership program into a more attractive SaaS model, believing that direct relationships with their partners was the future. Now impact.com software is deployed across the travel, financial services and SaaS sectors as well.

The partnership ecosystem that Impact services have four major players in them: the brand, agencies, partners and the end consumer.

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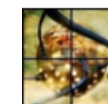
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Impartner is a market leader for Partner Management Automation tools and automates the total partner journey – for every type of partner

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Founded in 1997 and headquartered in Utah, USA, Impartner is now broadly recognized as a leader in the channel enablement category, with over 350 customers across many industries.

In 2020, it integrated many important TCMA and eCommerce functions from its TIE Kinetix acquisition. The last year has also seen further organic growth of their solution to cover most aspects of a modern PMA tool. The latest release focuses on the Partner Experience, recognizing that most partners are “light users”.

It has over 200 employees in offices in the US, France, and UK. The number of partners signed up through an Impartner-based portal is now well over 10 million, from just 1 million four years ago.

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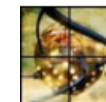
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Zift Solutions is a market leader for Partner Management Automation tools with a comprehensive all-in-one cloud solution for channel marketing, sales and operations

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Founded in 2006 and headquartered in North Carolina, USA, Zift Solutions has grown from a channel marketing software start-up to a global organization focused on channel success.

In 2017, Zift, then a leading vendor of channel marketing software merged with a leading enablement vendor, Relayware. The functions from both solutions have now been re-architected to the brand-new ZiftONE, a full-service integrated platform for Enterprise Channel Management, their term for PMA.

Zift is located in the US, UK, Romania and Australia, has over 200 employees, and over 3,500 vendor/manufacture customers.

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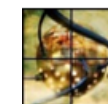
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

ChannelXperts is an execution leader for Partner Management Automation tools, with an operating system for cloud-based channel sales and marketing needs

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

ChannelXperts has been helping high-tech companies since 2012 to develop and run successful partner programs into new regional or vertical markets.

This expertise and experience has now flowed into their offering ChannelOS, a Channel Sales and Marketing Platform available as a SaaS solution.

ChannelXperts has 20 core employees and a global associate network who assist clients onsite. It has well over 100 clients around the world.

The vendor recognizes that cloud and digital marketing trends present a new challenge to manufacturers and their partners. ChannelXperts call this Channel 4.0, modern software markets with more complex ecosystems of multiple vendors with their partners.

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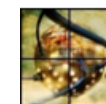
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RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Channeltivity is an execution leader for Partner Management Automation tools, providing a leading PRM solution for the tech industry

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Channeltivity's headquarters is located in Charlotte, North Carolina. The vendor offers a partner relationship management software platform that helps companies build strong relationships, optimize partner productivity and support new sales.

The software was launched in 2007 and originally targeted at small and mid-sized tech vendors but is now successful in all company-size segments.

The company stresses that its software is easy to use, fast to set up, and empowers vendors and their partners with the right tools to grow a channel. It is a full-featured PRM platform offering partners a self-service portal.

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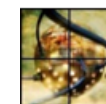
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Magentrix is an execution leader for Partner Management Automation tools as an alternative to Salesforce Community Cloud due to complexity and cost

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Canadian vendor Magentrix, founded in 2012, supports enterprises and not-for-profit organizations in Air portal projects, with some third of their 200 clients using them for PRM.

Its worldwide client base ranges from small-medium to large businesses and the software is used by over 300,000 active users each day.

The vendor is closely aligned to the Salesforce and Microsoft cloud environments and its major target buyer is the CRM administrator that finds the standard PRM solution lacking.

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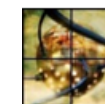
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

SproutLoud is an execution leader for Partner Management Automation tools, defining the future of through-channel marketing

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

SproutLoud was founded as a TCMA vendor in 2006 to “simplify channel marketing with software, service and solutions designed to increase brand sales through partners in local markets.

Now with over 200 employees in North and Latin America plus India, it supports over 80 manufacturers and their partner channels - a total of over 250,000 users. Remarkable in this industry, SproutLoud still has the same leadership.

The vendor feels most comfortable helping enterprise clients with a large pool of decentral marketing funds to support a complex ecosystem of independent channel marketing partners selling to consumers (often called B2B2C).

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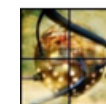
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Webinfinity is an execution leader for Partner Management Automation tools and has channel project experience leveraged into a next-generation PRM

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

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REPORT VERSION

GENERAL:

Huntington, NY (USA) based Webinfinity has delivered channel software projects since 1998 and offers the Webinfinity Engagement Automation Engine based upon that experience.

With 35 employees in offices in the US, UK and France, the vendor now has recruited 40 software customers including NetApp, with over 40,000 partners supported, and other technology providers such as Extreme Networks.

Webinfinity promotes its software as a next-generation platform for PRM where all internal and external users obtain the information they require easily. It also provides some TCMA coverage through its connector strategy and integrations with campaign automation solutions.

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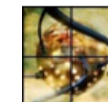
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

BrandMaker is a strategy leader for Partner Management Automation tools, providing brand /content management for the most complex ecosystems of partners

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Founded in 2008 in Germany, BrandMaker has over 300 enterprise customers worldwide, who are challenged with marketing processes more complex than normal in terms of channels, subsidiaries, and geographic spread.

Clients praise the vendor's continuous innovation and BrandMaker is especially strong in the automotive, retail and CPG sectors. Its decentralized marketing portal architecture enables programs to be defined and modified by all levels of user according to their profile: headquarter or OEM; country or subsidiary level; dealer/agent or store level; and by individual sales reps.

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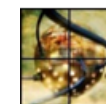
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Salesforce is a strategy leader for Partner Management Automation tools, providing an enhanced extension of its Community Cloud for PRM

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Over 250,000 businesses recognize the Salesforce ecosystem as an integrated customer relationship management solution that gives all departments (marketing, sales, commerce, service) a single, shared view of every customer.

Within that vision, there is the Sales Cloud PRM solution, a version of its Community Cloud product with functionality extensions to cover marketing and partner management needs.

The PRM solution includes platform software plus integrations with other Salesforce capabilities like Mulesoft, content management, and Einstein for artificial intelligence capabilities.

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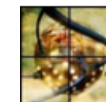
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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

Oracle is a challenger vendor for Partner Management Automation tools, having integrated PRm capabilities into every part of the CRM process

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Oracle is one of the largest software vendors in the world and most of the buyers of its recently much-improved PRM solution are committed customers of other Oracle products.

The solution can be used across many different industries, which has allowed Oracle to build functionality and use cases to serve almost any type of channel, partner, or alliance.

Oracle Partner Relationship Management (PRM) enables channel managers and partners to manage channel programs, share leads, register deals, create quotes, collaborate in real time, and deliver results with streamlined channel execution.

Oracle PRM is marketed as part of the Oracle Experience Cloud.

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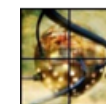
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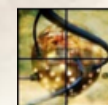
THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

Vendor Selection Matrix™ Disclaimer:

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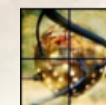
About:

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.



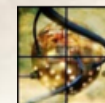
APPENDIX: MARKETING PROCESS DEFINITIONS

- **ABM (Account based marketing).** A process of leveraging collected behavioral and profile data on target companies (accounts) or even individual buying decision-makers.
- **Attribution Reporting.** The ability to recognize the contribution of individual pieces of marketing investment (campaigns, events, specific content assets) to business success. The success factors include metrics like deal progression through the funnel, deal value increase, deal velocity increase and deal closure.
- **BCM (Partner Management Automation).** Process to control the brand messaging, from corporate brand to individual messaging statements around products. Companies in a more distributed (or local) marketing environment use BCM systems to manage content across internal organizations, subsidiaries, and/or all business partners.
- **CEM (Customer Engagement Management).** The full orchestration process, support by personalization, of providing and supporting an ongoing digital relationship with individual customers across the full customer lifecycle and organization.
- **Content Distribution.** Process and systems that collate, manage and distribute marketing content both from internal and external sources.
- **Content Marketing.** Publishing digital content on the company website but also on other sites to generate additional web traffic.
- **CRM (Customer Relationship Management).** In most companies, CRM was set by Sales Ops and/IT and has little marketing value. But integration to the CRM database is necessary for marketing/sales alignment.
- **DAM (Digital Asset Management).** The process of consolidating and aggregation of all data from disparate systems in the company about customers - a Marketing-led initiative to ensure the data unification project is focused directly on marketing requirements.
- **DXM (Digital Experience Management).** Creating and updating content, as personalized as possible to the consumer, and rendering it through all required digital communications channels (web, social, POS, etc).
- **eMail Marketing.** The process of setting up campaigns via eMail to purchased or built-up lists of contacts.
- **Interactive Marketing.** Digital marketing programs that provide responsiveness and deep personalization.
- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.



APPENDIX: MARKETING PROCESS DEFINITIONS

- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.
- **MLM (Marketing Lead Management).** Often called just “Marketing Automation”, especially in the US, this is the backbone process family to share content and run digital campaigns, nurturing and progressing leads through all digital channels.
- **MRM (Marketing Resource Management).** The budgeting and reporting processes for marketing executives consolidate management of all asset projects plus human and financial resources to support business analytics focused on the marketing organization.
- **MPM (Marketing Performance Management).** Dashboard and reporting that consolidates data from MRM, DAM and attribution reporting to list the financial return on individual and aggregated marketing investments.
- **PIM (Product Information Management).** Maintaining all product data on one system to optimize product presentation across sales and marketing channels.
- **PMA (Partner Management Automation).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, plus management of brand content, marketing programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.
- **SEM (Sales Engagement Management).** A process where marketers provide relevant digital assets to a salesperson to support their customer interactions, supported by training and coaching delivered on-demand.
- **Social Engagement and Advocacy.** Processes to manage and leverage interested parties within communities and on social media.
- **Universal Content Management.** Combination of content management, DAM and PIM into one common system of record and management. It-centric organizations call this Master Data Management.
- **WCM (Web Content Management).** The process of creating and updating content on the company website.



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