



## Key Features

- Provide your partners access to real-time information
- Deliver information on a cost effective basis
- Ensure successful partner collaboration
- Improve partner productivity
- Strengthen partner loyalty
- Customize the layout of every portal
- Supply Superior Multi-Channel Service
- Let partners update there account and contact profile
- Deliver product information
- Provide targeted alerts
- Integrate with other applications to receive orders or take payments
- Release independence
- SSL support
- Part of a complete CRM solution

## Provide an Extended Enterprise for Your Partners

Soffront Partner Portal extends the power of Soffront CRM to your website and enables your company to effectively collaborate with partners, streamline sales efficiency, gain partner loyalty and ultimately increase mutual profitability.

Soffront Partner Portal centralizes your partner's view of all information & applications in a personalized way. Forge a stronger relationship with your partner by providing valuable services & information through the portal.

### Successful Partner Collaboration

Use the partner portal to collaboratively sell, service and market. Increase partner efficiency, retention and loyalty by delivering permissions-based online access to collaterals, product and training resources within your organization.

### Manage Leads and Opportunities

Soffront partner portal helps you to manually or automatically distribute leads to partners and receive lead updates. You can also share opportunities and collaborate with partners on tasks and activities.

### Information Driven Marketing

With Soffront Partner Portal you can jointly manage multi-stage campaigns with your partners. Soffront Partner Portal provides marketing materials and collaterals tailored to specific partner needs.

### Deliver 24x7 Service to Partners

Partners can login to the portal, submit tickets, and check the status of existing tickets. With this functionality, access to your support is available 24x7. Reduce partner management overheads while increasing productivity by providing partners with the ability to self-assist 24x7 using an online knowledge base.

### Role Based Delivery of Applications

The application gadgets that are delivered to the end user depend on the role of the user. E.g., the Partner Manager can see the status of all leads across partners while the individual channel partners see only their respective leads.

### Company Branding

You will be able to change the look and feel of the Soffront Partner Portal to match your Web site. This branding can be done easily without extensive customization.

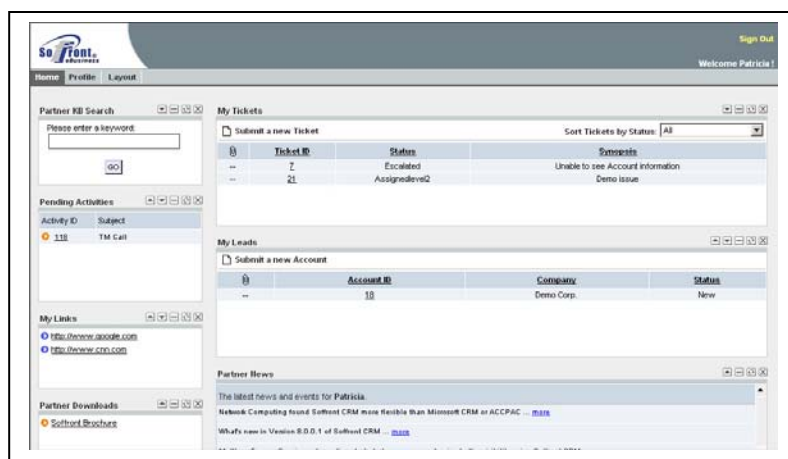
### Targeted Communication

Create communications targeted at specific partner accounts. Specific communications in areas like training, rebates, programs, new product introductions, specific events, etc can be easily delivered to all or selected partners.

### Configurable Layout

The partner decides which application gadgets to see and where to see them within the portal. The layout is configured by the end user with just a few clicks and without writing a single line of code

## Partner Portal dashboard



The screenshot displays the Soffront Partner Portal dashboard for a user named Patricia. The interface includes several key sections:

- Partner KB Search:** A search box with the placeholder text "Please enter a keyword" and a "GO" button.
- My Tickets:** A table with columns for Ticket ID, Status, and Comments. It shows one ticket with ID "2" and status "Escalated".
- Pending Activities:** A table with columns for Activity ID and Subject. It shows one activity with ID "118" and subject "TM Call".
- My Leads:** A table with columns for Account ID, Company, and Status. It shows one lead with Account ID "10" and Company "Demo Corp".
- My Links:** A list of links including "http://www.soffront.com" and "http://www.crm.com".
- Partner News:** A section titled "The latest news and events for Patricia" with a link to "Network Computing found Soffront CRM more flexible than Microsoft CRM or ACCPAC".

### Multiple Applications in One Place

Everything they need is in one place from Soffront CRM applications to others. Web-tickets, Soffront Knowledge Management (self-service), Soffront Contact Center, all integrate as gadgets in the portal. You can even integrate applications from other solution providers and provide easy links to important web sites.

### Provide Self Service

Partner Self-Service can lower the cost of providing partner support, while at the same time improving your partner's sense of being provided with quality support when it is needed. Soffront Partner Portal comes integrated with Soffront Knowledge Base.

### Soffront CRM Solution

The Soffront CRM solution spans sales, marketing and service functions. The complete suite is available as the Soffront CRM application.

### Flexible Licensing

Soffront offers an end-to-end CRM solution. However, because the Soffront solution is modular, you don't need to deploy the entire solution at once. Select the modules you need today, and activate the rest when you are ready. Soffront offers very flexible licensing options - floating, dedicated, site, departmental, timed or leased licensing options. You can also select either hosted or server licensing.

### The Soffront Advantage

- Over 15 years of product maturity
- Unmatched adaptability
- Deployed in days
- Zero footprint web-client

### Partner Portal

- Leads management.
- Opportunity management.
- Web ticket submission.
- See promotion information.
- Read or download Product literature and company news.
- Download software updates.
- Manage partner profile.
- Provide self service with Soffront Knowledge Base.
- Configure and provide Role based access.

### Base features included in all configurations

- Create, configure and manage user groups and users.
- Calendar and Task Management includes group scheduling and support for multi user time zones.
- Configurable Dashboards.
- Full Email functionality including reusable email templates.
- Standard report writer, with Drill down Graphical and Matrix reports.
- Integrated with MS Word to create, edit, and link documents from templates.
- Data management tools– easily copy, batch update/delete and merge records.
- Ad-hoc and complex querying capabilities including direct SQL queries.
- Data import and export capabilities, with better duplicate resolution and auto assignment of records.
- New Google Map Integration.
- Integration with Active Directory and LDAP.
- Business Rules & Notifications, template driven notification rules.
- Escalation Rules for all Modules.
- Linking Rules.
- Sales Rep and Helpdesk Agent Assignment Rules.
- Customize tables, fields, views and pick-lists.
- Define relationships between all tables.
- Create and customize workflows through system.
- Scripting interface and documented API with examples.

### Add-Ons

- Integration with Outlook: Calendar, Contacts and Email.
- Mobile and PDA Server
- Offline Client and synchronization Server
- Knowledge Management— Create, edit, manage, publish searchable knowledge database.



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