



Architecture Enhancements 9.x to 11.x



Security

- Secure Architecture
- Secure Data
- Secure Access



Stability

- Stable Architecture
- Robust Backups
- Load Balancing Schedulers
- Reliable Mail Servers



Speed

- Seamless Integration
- Enhanced Support for Intelligent Workflows
- Flexible MAGIC Admin capabilities
- SFDC FIRE



Simplicity

- Configure & Execute FlexiTouch™ (Multi-Touch) Campaigns
- Exceptional User Experience & Intuitiveness
- Extremely Logical & Super Easy-to-Use Admin Tools

Embark on the UCM Upgrade Journey from 9.x to 10.x to 11.x



Secure Architecture

A+ rated (*Qualys*)
[Security Testing](#) Scores,
and Architecture
Qualifications



Secure Data

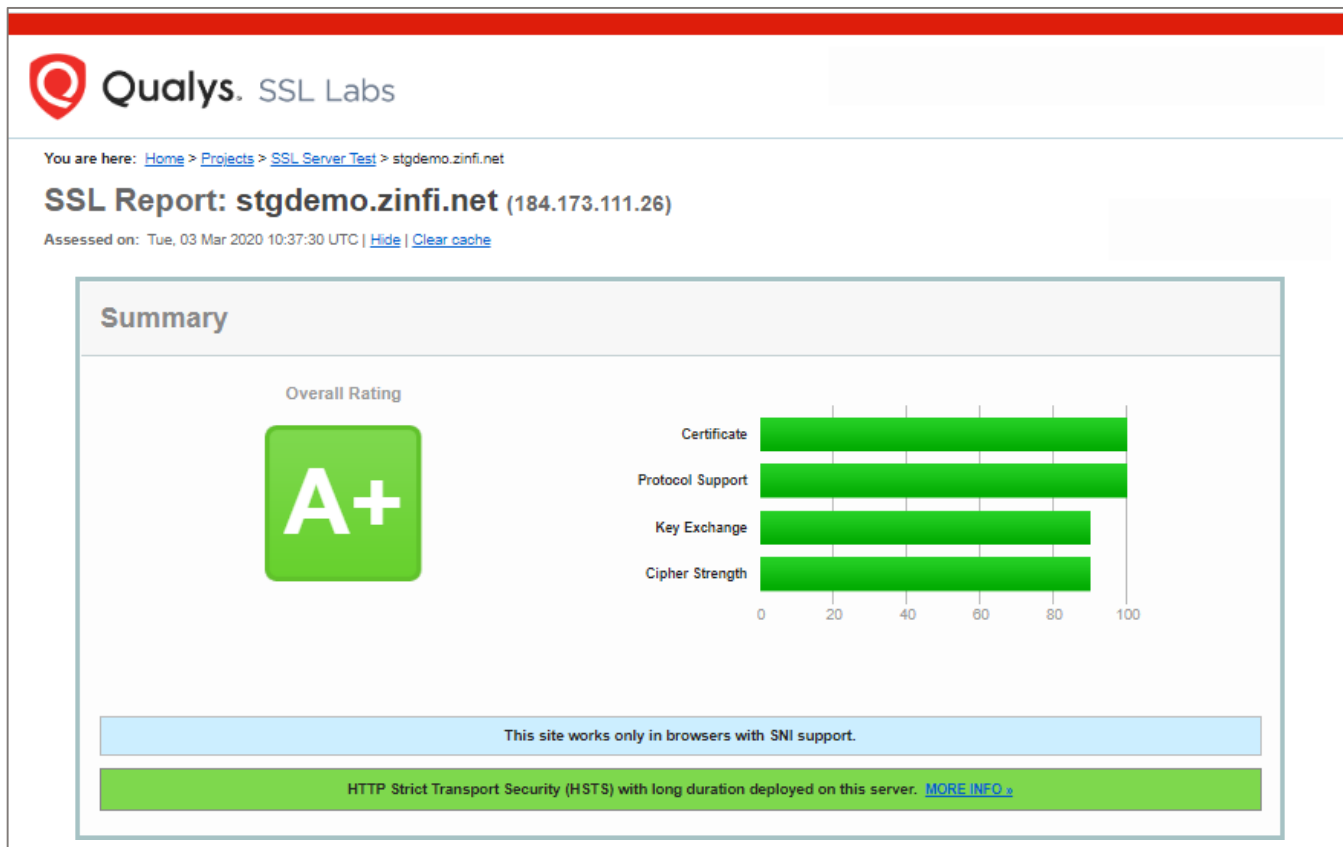
[Updated Data Encryption
Techniques, to offer the](#)
best-in-industry
standards for Data
Protection – at rest and
in transit



Secure Access

Upgraded [Identity Server](#)
and refined Access
Management module –
with granular User
Permissioning





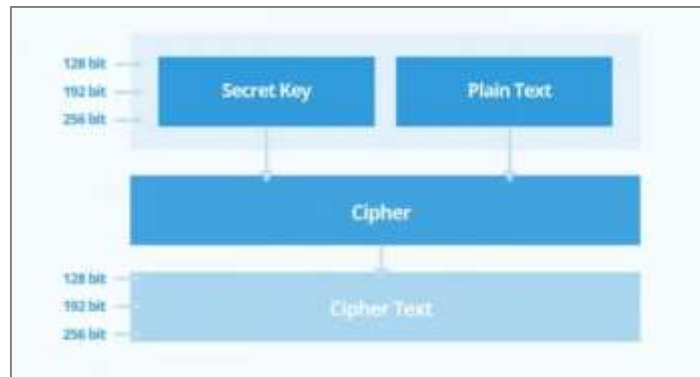
Updated Data Encryption Techniques

Certificate #1: RSA 2048 bits (SHA256withRSA)



Server Key and Certificate #1

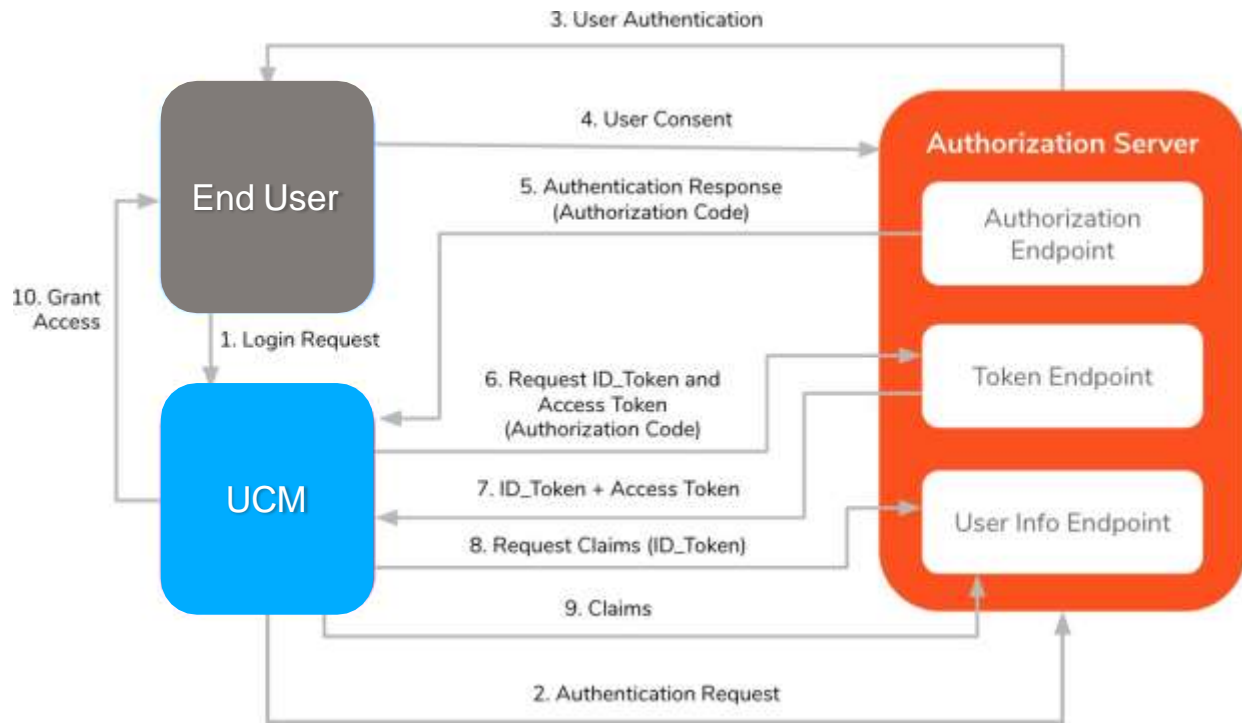
Subject	*.zinfi.net Fingerprint SHA256: b0be5e93c42d4c01c1bc06538fac7b6a24f371c5983cd355754c3a26ed8f908 Pin SHA256: xxslB0w9nmArMEbcY5ncYMBPKJCy2fztc2X1j0=
Common names	*.zinfi.net
Alternative names	*.zinfi.net zinfi.net
Serial Number	1d07281a5f211507
Valid from	Mon, 06 Jan 2020 12:28:30 UTC
Valid until	Sun, 27 Feb 2022 08:38:00 UTC (expires in 1 year and 11 months)
Key	RSA 2048 bits (e 65537)
Weak key (Debian)	No
Issuer	Go Daddy Secure Certificate Authority - G2 AIA: http://certificates.godaddy.com/repository/gdigi2.crl
Signature algorithm	SHA256withRSA
Extended Validation	No
Certificate Transparency	Yes (certificate)
OCSP Must Staple	No
Revocation information	CRL, OCSP CRL: http://crl.godaddy.com/gdigi2s1-1624.crl OCSP: http://ocsp.godaddy.com/
Revocation status	Good (not revoked)
DNS CAA	No (more info)
Trusted	Yes Mozilla Apple Android Java Windows



Protocols	
TLS 1.3	Yes
TLS 1.2	Yes
TLS 1.1	No
TLS 1.0	No
SSL 3	No
SSL 2	No
For TLS 1.3 tests, we only support RFC 8446.	
Cipher Suites	
# TLS 1.2 (sorted in server-preferred order)	
TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384 (Secure)	256
TLS_ECDHE_RSA_WITH_AES_128_GCM_SHA256 (Secure)	128
TLS_DHE_RSA_WITH_AES_256_GCM_SHA384 (Secure)	256
TLS_DHE_RSA_WITH_AES_128_GCM_SHA256 (Secure)	128



Upgraded Identity Server

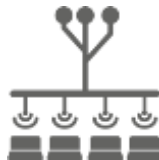




Stable Architecture

Server Load Balancers and Robust Backups

provide Increased
Performance & Retrieval
of Portal Versioning



Load Balancing Schedulers

CENTRi Connector Load Balancing enhances

Email Delivery &
Connectivity to Email
Server Capabilities



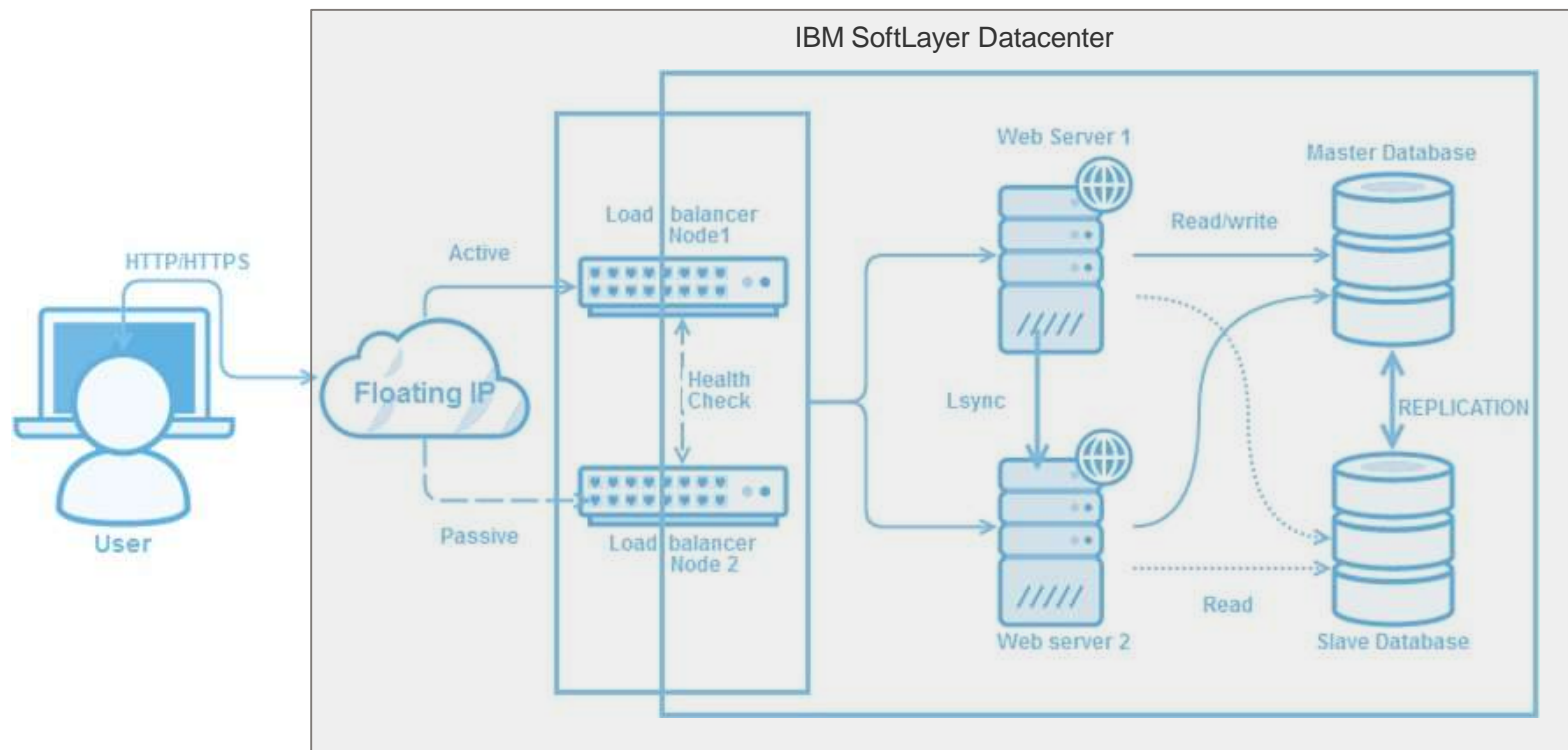
Reliable Mail Servers

Improved Mail Server

Features add next-level
Reliability and
Performance for
Outreach and
Communication

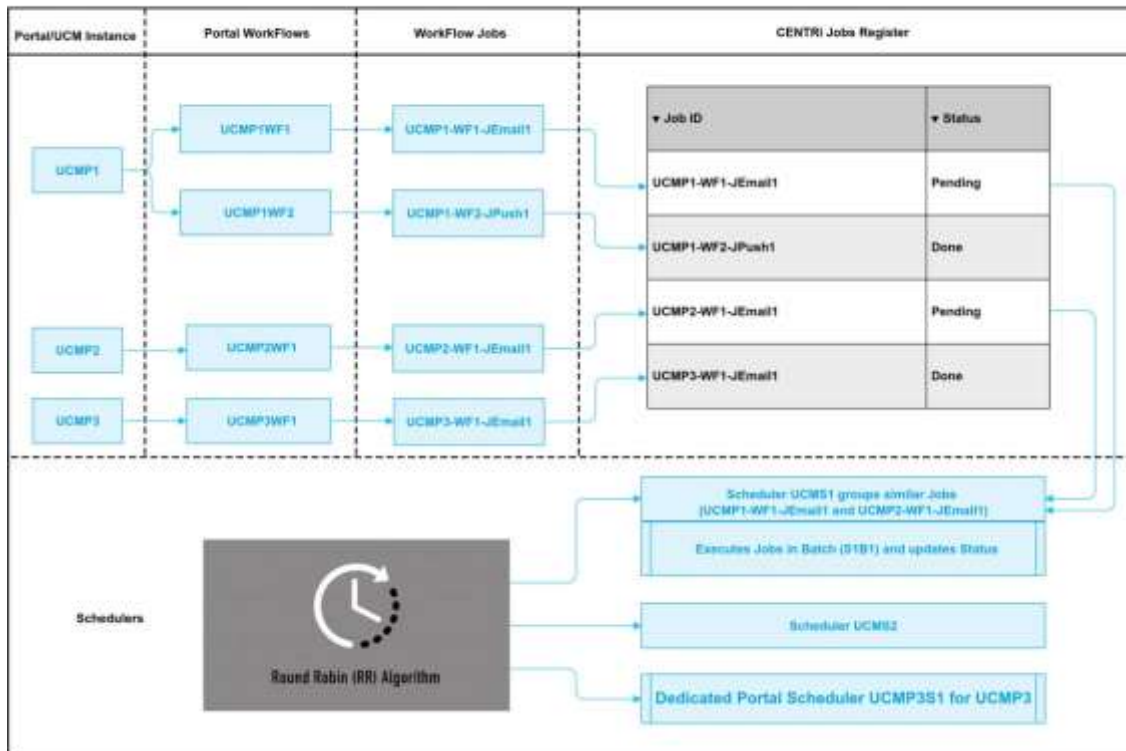


Load Balancers and Robust Backups



CENTRi Load Balancers for Emails

CENTRi Load Balancer Architecture



Enhanced MTA Load Balance – We have enhanced our email engine for better load balancing mechanism of out bound emails. By this enhance, it will auto intelligently select suitable MTA from available MTA pool based on the calculation of current and upcoming email loads of a specific MTA traffic.

Increased IP Pool Capacity – To increase the hourly limitation of out bound emails and proper load balancing intelligence we are increased the IP Pool Size. Right now we have at least 3 IPs for each MTA.

Revised IP & Domain Monitoring Program – We are using set of tools and portals for constant monitoring of our MTA's IP & Domain reputation. Currently we are monitoring this twice in a day. In future we have plan upgrade this to automatic monitoring system.

Daily MTA Switching – Based on our daily monitoring report of MTAs IP & Domain we switch ON/OFF IPs & Domains to ensure better inbox reachability.





Seamless Integration

[CENTRi™ offers Easy API Integration & Speed of Set Up with OOTB Connectivity & Reliability](#)



Intelligent Workflows

Enhanced Support for your Business Needs comes through the [FlexiFlow™ \(Intelligent Workflows\) Controls](#)



Flexible MAGIC

Robust Admin Capabilities in ZINFI MAGIC help you to [move at Faster Enablement Speeds](#)



SFDC FIRE

Instantly Connect to your SFDC Instance with the [“DIY” ZINFI FIRE Installer – and get Synced Quicker](#)



ZINFI's Centralized Interconnect (CENTRi™) integration engine is the core driver for the processing of workflows and approval flows created with UCM's dynamic workflow engine, FlexiFlow™.

CENTRi provides a cross-platform workflow server and a cross-platform back end for managing, designing and tracking workflows with ease and flexibility.

CENTRi is based on modern architectures providing orchestration of stateless and internal/external functions, such as APIs, SSO and OAuth.

Utilizing these functions or services, CENTRi provides a way to implement complex end-to-end business capabilities, which often stretch across multiple platforms and web services.

With CENTRi, you gain access to our updated extensive library of marketing APIs, as well as popular databases, cloud storage platforms and big data environments. Simply select your platform connector to automate your data integration directly, updating at the interval of your choice. Our updated APIs cover the full spectrum of the mar-tech and ad-tech ecosystem so you can connect to just about any data source—marketing automation systems, ERPs, SSO, eSign, data feeds, CRMs, email and more—all in one place, quickly and easily.



Using ZINFI's FlexiFlow™, you can create sophisticated, targeted flows without the headaches, and give every contact in your database the attention they deserve.

The FlexiFlow visual editor has been updated to make it easy to envision workflows in real time—while building simple or complex follow-up workflows.

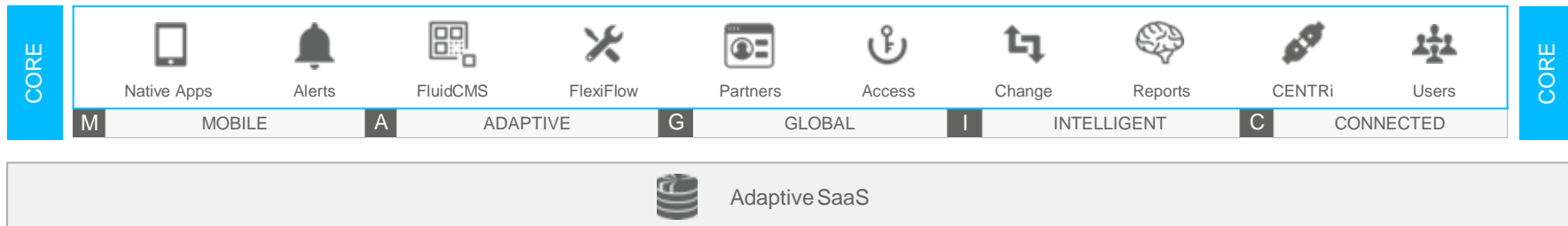
Use advanced segmentation logic to determine exactly who gets enrolled in your organization's workflows and when.

The FlexiFlow engine automates the regular and repetitive tasks of a business process, allowing your organization to define workflows without any code changes, thus saving both time and money.

The FlexiFlow engine helps you process and automate external tasks by letting you configure and connect to external platforms through CENTRi to manage such external processes.



Portal Administration Management



ZINFI's Unified Channel Management™ Platform allows you to architect your own channel vision using our **MAGIC** Admin tools – enabling you to move at a **FAST** rate of Management & Enablement



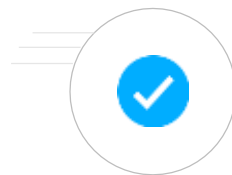
FULL CONTROL

YOU have complete control in deciding what you want to do yourself, and what you want to outsource to ZINFI or to your 3rd party agencies, etc. YOU control what works for YOU!



AFFORDABLE OUTSOURCING

If you want to outsource to ZINFI or to your 3rd party providers the overall Total Cost of Ownership (TCO) would be lower than any one of our competitors due to our MAGIC DIY tools



SIMPLE USAGE

Extremely logical & super easy to use admin tools, allowing in-house or agency-assisted portal control. This eliminates users going back and forth to ZINFI for support and lowers cost



TIME SAVING

Flexible MAGIC admin capabilities allows you or your agency to move to at lightning speed – with little dependency on ZINFI support so you can get it done FAST >>>



UCM's latest offering, the SFDC Fire Installer allows you to instantly connect with Salesforce to automate your work and find productivity super-powers.

- **Easy to Install & Connect** – ZINFI UCM would need fewer permissions on the standard SFDC object. Installation of our package in the Salesforce environment from the customer perspective, would be way easy and lightning fast.
- **More Configurable by Salesforce Admin** – ZINFI UCM will give added FIRE-power to the Salesforce Administrator to add sync criteria, etc. from Salesforce admin console and they do not need to do those in ZINFI UCM or no need to wait for ZINFI to configure those.
- **Quick FIRE Install in the Live Demo** – The package can be installed quickly during the demo with the customer salesforce organization to show the configuration and sync process at lightning speeds.
- **Dashboard Reports in Salesforce** – The new architecture would be capable to provide native dashboard reports in Salesforce based on dynamically synchronized data from ZINFI UCM, so the customer can see the basic reports from Salesforce and they do not need to login to ZINFI UCM for these reports. Please note that we are trying to provide as many reports as possible in this release but would continue to release more reports in the upcoming releases.





Intuitive Control

Extremely logical and easy-to-use [Admin Tools](#) complete with Guided Support Help & Knowledge Base



Enhanced UX


[Exceptional User Experience to provide](#) Small-Step Execution & Easy Navigation through All Activities



FlexiTouch™

Configure & Execute [Multi-Touch Campaigns](#) with Drag-and-Drop simplicity & visualization





[Administration](#)
[Dashboard](#)
[Onboarding](#)
[Partners](#)
[Learning](#)
[Planning](#)
[Library](#)
[Marketing](#)
[Sales](#)
[Incentives](#)
[Community](#)
[Reports](#)

Welcome Chris Field (as Channel Marketing Manager)

Administration


Intro Welcome Video



Branding Your Portal

Add your logo, color palette and branding themes to the portal to apply your company style.


Need Help? Get Started



Customize Your Portal Pages

Build and manage the web pages in your partner portal, with easy-to-use CMS tools to apply your designs.


Need Help? Get Started



Connecting to External Systems

Do you have sub-systems that you need to intergrate with to import or sync data and content? Get connected!


Need Help? Get Started



Set Up Countries & Regions

Whether you are deploying globally or locally, set up the countries and regions you need for your partners.


Need Help? Get Started



Set Up Languages & Currencies

Once you have set up your countries and regions, create the languages and currencies needed to localize your portal.


Need Help? Get Started



Customize Your Terminology

Manage the terminology you use in all your form and tool labeling, to match the lingo of your business or industry.


Need Help? Get Started



Set Up Groups

Create your custom set of groups, to assign to users to drive what content and data they will see within the accessible modules.

Need Help? Get Started



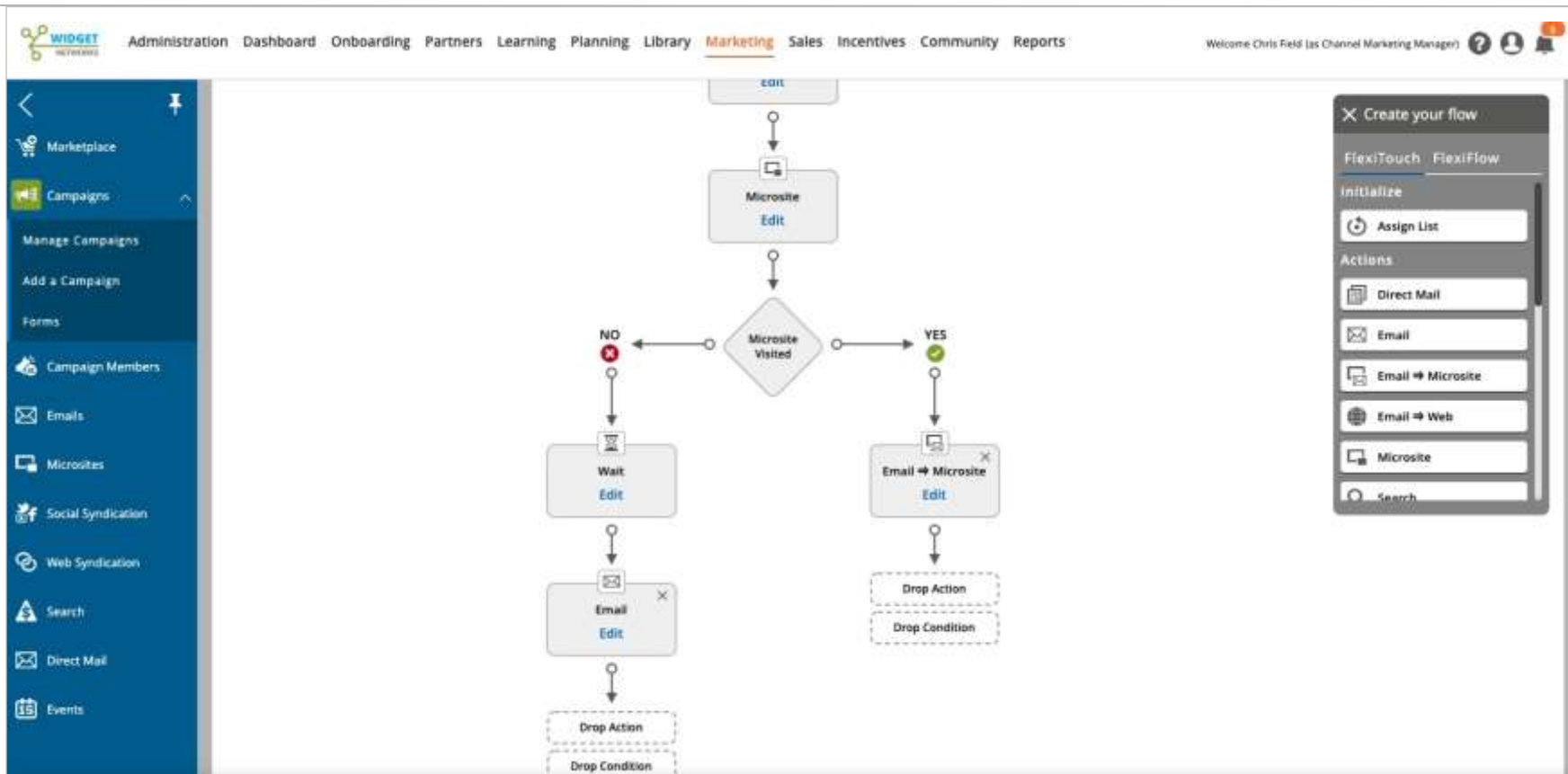
Set Up Profiles

Configure profiles (roles) to apply to all your users that will drive what tools and functionality they have access to.

Need Help? Get Started









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