

RelPro Partners with Zennify to Streamline Deployment of Business Development & CRM Solutions for Financial Institutions

RelPro's SaaS & Data platforms combine with Zennify's experienced CRM consultants to deliver client growth, retention & operating efficiencies for financial institutions.

Short Hills, NJ and Sacramento, CA — November 16, 2022 — [RelPro](#), the fast-growing business development and relationship management solution for Financial Services professionals, announced today a new partnership with [Zennify](#), a leading technology consulting firm supporting financial institutions to connect their data, applications, people and processes. The partnership, which has emerged from RelPro and Zennify working together with several mutual clients over the past two years, will enhance both companies' ability to support their clients' investments in CRM, Sales Intelligence and Digital Transformation technologies.

RelPro SaaS and Analytics platforms provide financial services professionals with data, insights and time-saving workflow efficiencies to achieve their business development and relationship management goals. RelPro integrates 18 best-in-class company, executive and industry data sources into a single solution, delivering valuable intelligence on US Companies with revenues over \$1 million. This enables powerful search and research capabilities to find companies by geographic location, size, industry, financing & loan history, and MBE / DBE certifications. RelPro also delivers accurate contact details and biographical insights for company executives and board members, and has recently added Commercial Real Estate and Buyer Intent insights to further refine SMB targeting and pre-call research processes. Business Development and Relationship Management professionals at half of the Top 50 Banks in the United States use RelPro to acquire new business clients, retain and grow existing relationships, and save their precious time. Integration of RelPro with their CRM platform increases operating efficiencies and strengthens account and contact data management effectiveness.

Zennify is an award-winning Salesforce and nCino consulting firm that helps businesses grow by unifying data, applications and people. Through strategic consulting, Zennify enables financial service providers to better use their technology by building and implementing solutions to leverage data for customer growth, retention and employee efficiency.

"Zennify is excited to partner with RelPro to provide our banking clients with access to high-quality leads and actionable intelligence," said Eric McCoy, Principal Banking Consultant at Zennify. "There have been a lot of tools in the data provider space but RelPro stands out with its breadth of data sources and advanced filtering capabilities.

By formalizing and growing our partnership, financial institutions can more easily unlock key insights that drive growth."

"RelPro integrates best-in-class data to address bankers' needs for a business development and relationship management solution that combines accurate company and decision-maker data with actionable insights," said RelPro CEO and Founder, Martin Wise. "Through our partnership with Zennify, we can enable our mutual clients to accelerate their CRM deployment and derive even greater value and efficiencies from their investment in digital transformation initiatives."

"RelPro's mission has always been to help financial services professionals save time and grow their business by unlocking deeper insights into mid-market companies and their decision-makers," added Lauren Meyers, RelPro's VP of Partnerships & Customer Success. "Partnering with Zennify helps us further simplify bankers' workflows and ensure they are leveraging the data and insights they find in RelPro most efficiently."

About RelPro

Founded in 2009, RelPro's Relationship Intelligence platform was built with the experience that there is no one nirvana source of B2B Company and Decision-Maker data – so why rely on one source of data? RelPro integrates data from best-in-class partners and the web to deliver a unique global database of over 7 million Companies and 150 million business decision-makers, allowing B2B Marketing, Business Development and Relationship Management professionals to quickly identify new prospects and close deals faster. RelPro includes automated Prospect Research to quickly inform business development outreach, and powerful Alerts that provide a call-to-action prompting timely interactions with prospects and clients.

To learn more about RelPro, visit our website – www.relpro.com, give us a call – (888) 561 7890, send us an email – info@relpro.com, or [schedule a demo now](#). To learn what our customers are saying about RelPro, [read the reviews on G2 Crowd](#).

About Zennify

Zennify is a technology consulting firm with a reputation of accelerating financial institutions' growth by connecting their data, applications, people, and processes. Using cloud-based systems like Salesforce, nCino, and MuleSoft, Zennify delivers impeccable solutions to help companies use their technology better. For more information visit www.zennify.com