

THE NATIVE APP

advantage

✓ Single Source of Data

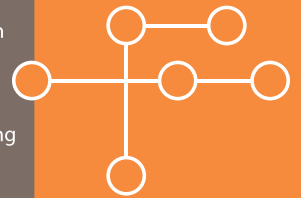
ReferenceEdge is already part of the Salesforce database. That means just one set of reports. Users have real-time access to all data, and the ability to mash-up data from any number of sources including Accounts, Requests, Opportunities, Contacts, Invitations, Content, Rewards and Users.

✓ Ease of Use & User Satisfaction

ReferenceEdge is a continuous extension of Salesforce and conforms to the same familiar user interface. This speeds adoption and increases user satisfaction because users already know the look and feel of the screens, reports and dashboards.

✓ Collaboration

ReferenceEdge provides real-time collaboration capabilities by natively taking advantage of Salesforce Chatter™ with capabilities such as feed tracking and real-time updates that are automatically pushed to those who are following a project and topic, ensuring everyone has up-to-date information.



✓ No Data Syncing

ReferenceEdge data is 100% contained in the Salesforce environment. No data syncing required. Really. No external servers, data silos or separate reporting and dashboards.



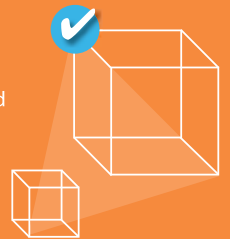
✓ SalesForce1 Mobile Ready

ReferenceEdge was created in 2013 and is optimized for the Salesforce1™ platform. This ensures ReferenceEdge is honed to perform best on smart phones and tablets – the essential tools of today's sale teams.



✓ Scalability

Salesforce is massively scalable and by default so is ReferenceEdge—same platform, same data centers.



✓ Performance

Native applications live in Salesforce providing sub-second transaction speeds. Integrated apps are hosted on external servers, increasing transaction time and requiring more network bandwidth. A second here and there adds up and time is money, particularly for busy sales people.



✓ Full Salesforce Functionality

ReferenceEdge employs key Salesforce features like Chatter and My Tasks as well as extended functionality with lots of other native Salesforce features including Workflow Rules and Triggers. ReferenceEdge can leverage any applicable new functionality from Salesforce releases.

✓ Security



Native applications, like ReferenceEdge, share the same security model as Salesforce, which provides significantly more flexible controls—right down to the field level. Native apps have built-in testing, and undergo the most rigorous technical reviews to qualify for AppExchange.

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