### ReferenceEdge™ Product Overview

**Manage & Share Customer Content**
- Surface relevant customer content on opportunity pages, share through microsites, track engagement, and revenue influenced.

**Prevent Advocate Overuse**
- Set limits on and track how often advocates are used to prevent advocate fatigue.

**Secure & Scalable**
- Leverage these core attributes of the Salesforce platform. ReferenceEdge runs exclusively in your Salesforce environment.

**Search**
- Relevant advocate accounts surfaced on opportunity pages. Use filters and keywords together for precise results.

**Request Automation**
- Automate the reference request workflow for peer-to-peer or program team fulfillment.

**Program Membership Management**
- Manage, in Salesforce, who is referenceable, for what, how often, and for what activities.

**Program Metrics**
- Track real-time program performance, including revenue influenced, through pre-built reports and dashboards.

**Profile Update Minder**
- Automate advocate data updates through periodic reviews by account relationship owners.

**Reference Lead Finder**
- Maintain a full pipeline of qualified customer advocate program candidates.

**User Rewards**
- Reward and recognize customer advocate activities.

**Gamification**
- Make using ReferenceEdge fun and rewarding for end-users while reinforcing desired behaviors.

**Technology Integration**
- Integrate with related technologies with Salesforce processes, workflows and triggers. Pre-built integrations available are for Influitive, Gainsight™, and TechValidate™.

**Mobile**
- Give your road warriors access to ReferenceEdge natively through Salesforce1 Mobile.

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The only 100% Salesforce® native app for customer advocate management. ReferenceEdge centralizes advocate data and content in Salesforce, provides a consistent UI (Lightning ready), automates time-consuming processes, and leverages the security and scalability of the Salesforce platform. We make it easy to find advocates and influence opportunities.