

# THE NATIVE APP

# advantage

## Single Source of Data

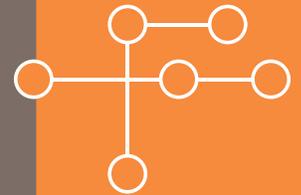
ReferenceEdge is already part of the Salesforce database. That means just one set of reports. Users have real-time access to all data, and the ability to mash-up data from any number of sources including Accounts, Requests, Opportunities, Contacts, Invitations, Content, Rewards and Users.

## Ease of Use & User Satisfaction

To users, ReferenceEdge is an extension of Salesforce. The user experience is consistent with Classic and Lightning UIs. This speeds adoption and increases user satisfaction because users already know the look and feel of the screens, reports and dashboards.

## Real-Time Alerts

ReferenceEdge leverages email, Salesforce Chatter™ or Slack™ for real-time system notifications to users who are involved in a reference activity. Users need not go looking for activity updates, they come to them.



## No Data Syncing

ReferenceEdge data is 100% contained in the Salesforce environment. No data syncing required. Really. Nothing resides outside of Salesforce, no data silos, 3rd party reports and dashboards, and no GDPR worries.



## SalesForce 1 Mobile Ready

ReferenceEdge was created in 2013 and is optimized for the Salesforce 1™ 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.



## Full Salesforce Functionality

ReferenceEdge leverages native features such as Chatter and Tasks, but can also be extended using Salesforce flows, processes, triggers and the API. Make it work the way you need it to work.

## 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.

## 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.



reference edge<sup>SM</sup>