

# THE NATIVE APP advantage



## SINGLE SOURCE OF DATA

All customer reference data resides alongside Salesforce account, contact, and opportunity data. Use native Salesforce reports and dashboards, not proprietary BI tools.



## EASE OF USE AND USER SATISFACTION

The ReferenceEdge user interface conforms to Salesforce classic and Lightning standards. Because users already know Salesforce, its a better user experience and adoption is accelerated.



## AUTOMATION

The most common and time-consuming reference management tasks are automated, embedded in the Salesforce UX. They include: reference requests, advocate identification and recruiting, reference data review and update, reference use feedback, and more.



## SCALABILITY

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



## DATA STAYS IN SALESFORCE

ReferenceEdge is 100% Salesforce native. No data syncing with external servers, and that provides security teams with GDPR peace-of-mind.



## PERFORMANCE

Native applications live in Salesforce providing sub-second transaction speeds. Integrated apps (i.e., Salesforce plug-ins) 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 salespeople.



## 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.



## MOBILE READY

Road warriors can search, request reference accounts and share customer content from the Salesforce mobile app. Nothing extra required.



## 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.