

THE NATIVE APP advantage

salesforce
native
SINCE 2013



SINGLE SOURCE OF DATA

All customer advocate information is centralized alongside Salesforce account, contact, and opportunity data. Use native Salesforce reports and dashboards, not proprietary BI tools.



A BETTER USER EXPERIENCE

The ReferenceEdge user interface conforms to Salesforce UI standards. Because users already know Salesforce, it's a better user experience, which accelerates adoption.



ACCESS TO EMERGING TECHNOLOGIES

Native apps can leverage a wide range of Salesforce technologies, which are rolled out to partners regularly. Whether AI + analytics (CRMA), community (Experience Cloud), or generative AI (ChatGPT copilot & Slack app), native app developers have an extensive technology "toy box" to work with.



ADVOCACY AUTOMATED

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



SECURITY

Native applications, like ReferenceEdge, share the same security model as Salesforce, which provides granular access controls—right down to the field level. Native apps undergo the most rigorous technical reviews (at least annually) to qualify for an AppExchange listing.



SCALABILITY

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



DATA STAYS IN SALESFORCE

ReferenceEdge lives entirely on your Salesforce instance, and so does its data. No data syncing with other clouds, and that provides security teams with GDPR peace-of-mind.



PERFORMANCE

Native applications live in Salesforce, providing sub-second transaction speeds. ReferenceEdge is built with Lightning Web Components to optimize heavy data page loads. Conversely, integrated apps (i.e., Salesforce plugins) are hosted on external servers, increasing transaction time and consuming more network bandwidth.



ADAPTABILITY

The Salesforce platform is built to accommodate an organization's unique needs. Flows, triggers, and the robust, bi-directional API ensure Salesforce, and because it's fully native, ReferenceEdge, offer the flexibility you need.



MOBILE READY

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

reference edgeSM
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