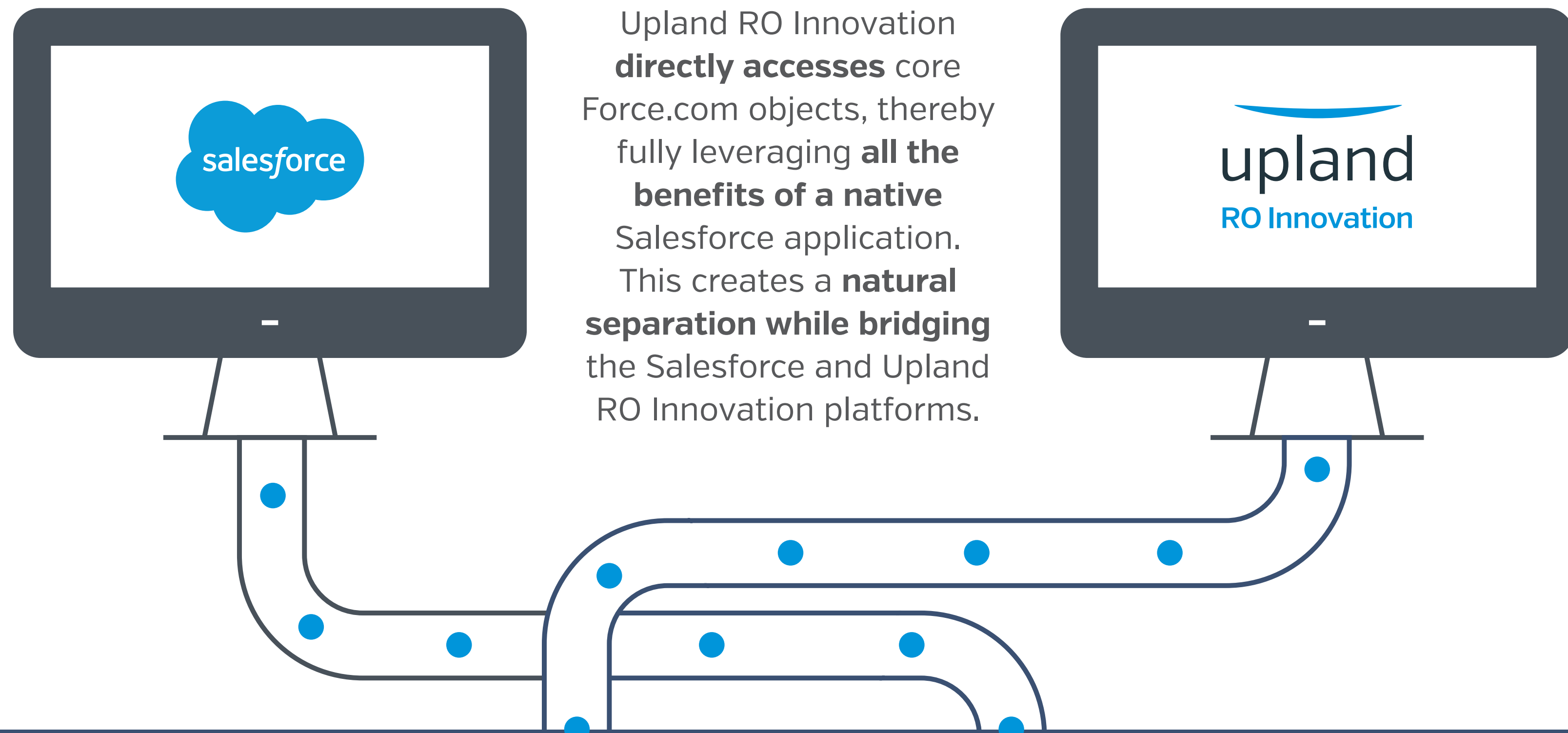


The Integrated Customer Reference Solution

Why it pays to resist going "Native" in Salesforce

Upland RO Innovation has chosen **NOT** to go native within Salesforce for the extreme flexibility and autonomy the integration route provides our customers.



What Are the Advantages of Choosing An Integrated Application?

FLEXIBILITY

- + Works tightly integrated and in stand-alone mode simultaneously
- + Autonomy to house content where you prefer
- + Allows for changes as your processes and team grow



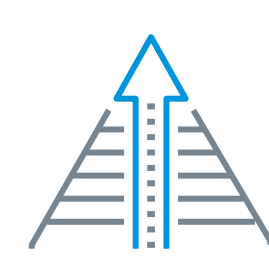
RESPONSIVENESS

- + Faster changes and feature requests
- + Need fewer IT resources
- + Not tied to Salesforce delivery dates, security audits or outages



GROWTH

- + Independence supports your program amongst internal or CRM changes
- + Accessible to users without Salesforce licenses, like channel partners and agencies



What This Means for You & Your Team

MARKETING

AUTONOMY

Keep content where it already lives (Box, website, etc.), whereas, native applications require all content to live in Salesforce.

ACCESS

Stand-alone application mirrors the Salesforce experience without requiring additional Salesforce licenses for those needing access to references or customer content.

IT SUPPORT

PRODUCT DELIVERY

Upland RO Innovation changes and updates are independent of Salesforce updates.

FEWER RESOURCES

Uses far less internal IT and Salesforce resources, which are often already stretched to capacity.

SALES

EASE OF USE

Multiple options for identifying the right reference and sales content in formats Sales prefers.

HIGHER QUALITY INFO

Select the best data in SFDC to map to sync in real-time. Also create richer, more detailed customer profiles aligned with sales opportunities.

Save Money on License Fees



Salesforce native applications require any user needing reference access to have a license. Upland RO Innovation's ability to function in stand-alone mode mirrors the Salesforce experience without costing you extra Salesforce licenses, minimizing your costs!

Configure user profiles for different levels of access. This allows you to support channel partner programs and outside agencies without having to implement additional Salesforce licenses or instances.

Additional Salesforce licenses can cost \$300+ per user per year.

Low Risk for Your Reference Program

If your company ever decides to switch to a different CRM, your reference program's data won't disappear with the old system.

If/when Salesforce is taken offline for data cleanup or revamping (a long and involved project), your reference program won't be put on hold.



"LOVING the new system! Much quicker and easier to use."

- Field Sales Representative

"WOW! This platform is great. Really easy to find information."

- Enterprise Sales Manager

For enterprise organizations, Native applications are often found to be too restrictive and not a long term fit. Managing a large reference program requires a solution that is deeply integrated with Salesforce, making it extremely easy for their end users to operate, but extremely flexible for reference managers.

Ready to Jump Start your Sales and Marketing Initiatives?
Contact Upland RO Innovation for a demo.