

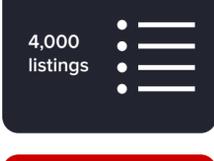
ACCELERATE SALESFORCE ADOPTION WITH THIRD-PARTY APPS

How Apps Boost Adoption

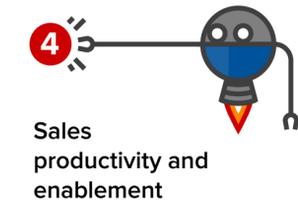
The AppExchange, Salesforce's online application marketplace, offers thousands of applications to extend the core functionality of Salesforce.

PROLIFIQ conducted a survey to better understand how B2B companies are using the AppExchange to boost Salesforce adoption. The results demonstrate how crucial these apps can be.

The AppExchange marketplace features more than:

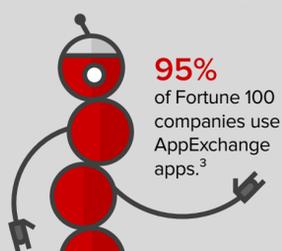
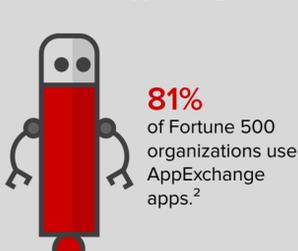
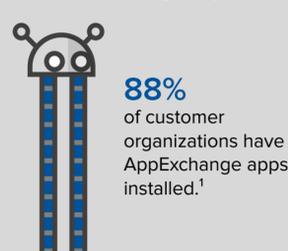


Top solution pillars include:



Turbocharge Salesforce with the AppExchange

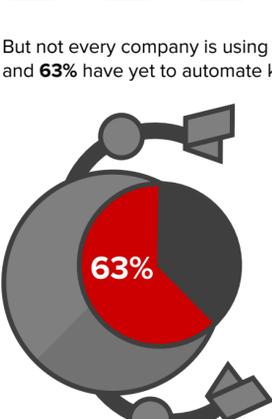
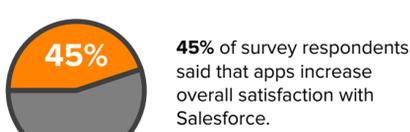
The world's leading companies have turned to the AppExchange to accelerate results and increase adoption.



¹ Salesforce internal data, September 2018 | ² Customer Marketing Fortune 500 stat data, March 2018 | ³ Customer Marketing Fortune 500 stat data, March 2018

What's the Holdup?

Many companies use basic operating apps—like Rollup Helper, Case Merge, and Litmos—to improve platform performance and automate manual processes.



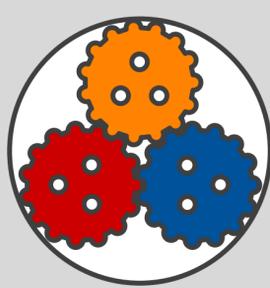
Common hurdles include:



Going Native

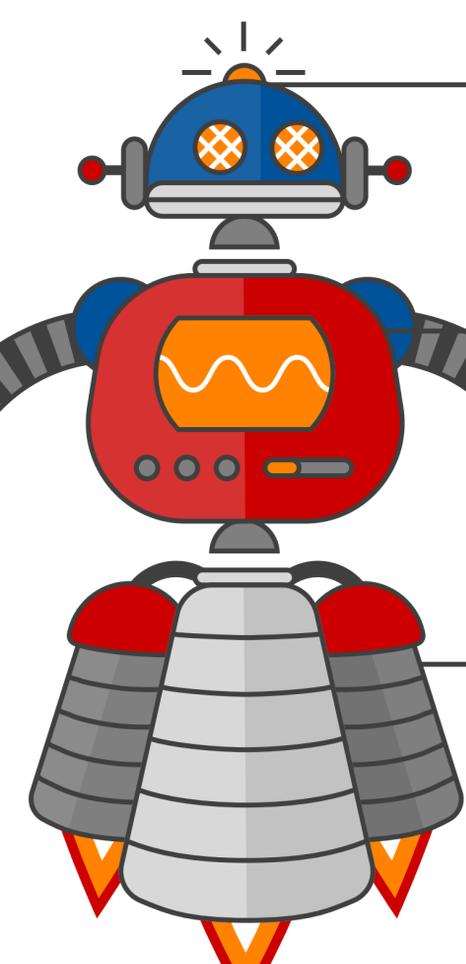
The solution? Native applications. These plug-and-play solutions eliminate these hurdles and keep everything in Salesforce.

Using native apps saves time, money, and shortens the learning curve. The entire team can align on a single platform for fast and frictionless selling.



Hierarchy of Apps

PROLIFIQ's research points to a hierarchy of apps that builds from basic functioning to more advanced needs. This strategy can help increase adoption and drive better results within Salesforce.



Optimize

Applications that organizations use for specific business needs and to support more strategic goals and initiatives. Examples include apps that provide deep data insights and predictive recommendations to help companies exceed goals and prepare for the future.

Enhance

Applications that build on the basics and help accelerate business results, solve inefficiencies, and take adoption to the next level. They help integrate critical processes and data into Salesforce and improve process efficiency by eliminating pain points like tedious data entry and administrative tasks.

Automate

Tactical applications for doing business that often function behind the scenes to make the platform and processes run more smoothly. These apps run quietly beneath the surface to keep things moving, and commonly include a starter pack of apps like Salesforce Inbox and Dedup apps.

When Lightning Strikes

Teams see even better results with Lightning, a modern interface introduced by Salesforce in 2016. Migrating from Classic to Lightning makes work faster and more productive.

Lightning users see a 41% increase in productivity, including:



⁴ <https://searchsalesforce.techtarget.com/tip/Salesforce-Classic-vs-Lighting-How-the-CRM-versions-stack-up>



57% of survey respondents said that third-party apps were somewhat important, important, very important, or extremely important when migrating from Classic to Lightning or when improving Lightning adoption.

Power Up Your Adoption Strategy

While apps are key to successful Salesforce adoption, technology is only one piece of the puzzle. Buy-in is also paramount.



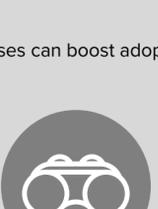
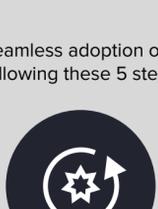
64% of survey respondents indicated that they motivate employees as part of an effort to position Salesforce as critical to business operations.



"If you want users to use the system, make it as simple and user-friendly as possible."

5 Steps to Increase Salesforce Usage and Adoption

Seamless adoption of Salesforce is integral to success. Businesses can boost adoption and usage by following these 5 steps:



Ready to take the next step?

To see more expert analysis and insights, download our full research report.

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