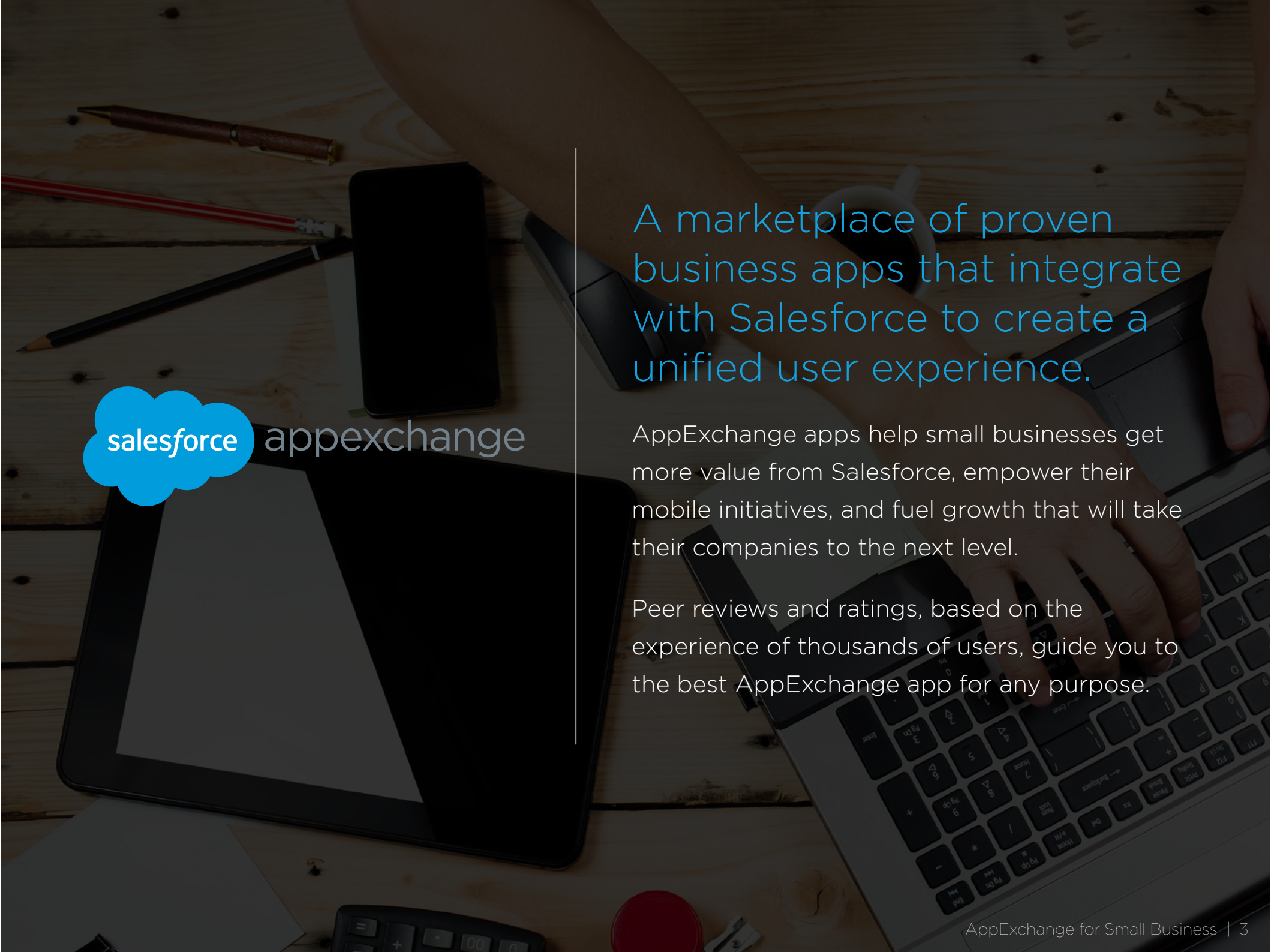
SALESFORCE APPEXCHANGE:

APPS TO PUT YOUR SMALL BUSINESS ON THE FAST TRACK

In a digital world, **Salesforce** helps small businesses become deeply customer-focused by making sure that all departments are connected, with the customer at the center of everything.

AppExchange expands those capabilities: It makes Salesforce a one-stop shop for running your business with apps that give small companies the same tools – and advantages – as larger competitors.



salesforce appexchange

A marketplace of proven business apps that integrate with Salesforce to create a unified user experience.

AppExchange apps help small businesses get more value from Salesforce, empower their mobile initiatives, and fuel growth that will take their companies to the next level.

Peer reviews and ratings, based on the experience of thousands of users, guide you to the best AppExchange app for any purpose.

VALUE

The AppExchange helps small businesses get the most value out of their investment in Salesforce. Of the more than 2,600 apps on the AppExchange, 44 percent are available free of charge.

Rather than spending time and money to build their own solutions, small businesses can rely on the AppExchange for trusted solutions to help them grow.

When apps aren't built as part of the same system, "getting them to work together is cost-prohibitive and complex."

– Zach Cohen, Chief Operating Officer, Holonis, Inc.

SMALL BUSINESS CUSTOMER INSIGHTS

HOLONIS

Holonis, Inc., provides a unique set of digital software tools for conducting smarter online commerce. Founded by a biotech executive who saw a parallel between genetic and computer codes, the company is modeled on the philosophy of a holon, something that is simultaneously a "part" and a "whole."

"We use that approach in developing our products, as well as in managing the back end," said Chief Operating Officer Zach Cohen. **"Everything has to be part of one complete system, almost like a biological organism."**

Holonis naturally turned to Salesforce to ensure that its departments are all connected – and to the AppExchange to extend its capabilities. "We wanted to find a platform that could be the backbone of our company and that could also scale," said Cohen.

With the AppExchange marketplace of pre-integrated business apps, "It's very easy to add new users and functionality as our business grows," he said.

That integration creates such strong VALUE for Holonis that the company now turns to the AppExchange first whenever it needs a new business app. Holonis relies on the TaskRay app, for example, to track and manage all of its workflow and projects. "It really connects everything together," Cohen said.

MOBILITY

The AppExchange offers 300+ Salesforce1 mobile-ready apps that are simple to use and help companies do business on the go. Salesforce1 mobile-ready apps allow employees to do everything from planning field visits, to recording sales and service calls, to signing documents and tracking shipments.

More than 70 percent of small businesses say that keeping sales and service employees connected on the go is important to their success, according to Salesforce research.

"Being able to have an app on a mobile device is just invaluable."

– Leyna Hoffer, Sales System Manager, Edmentum

EDMENTUM

Edmentum is a leading provider of innovative online learning programs that drive student achievement for academic and career success.

For a national company, mobility is critical. **"Anything we do, we want to make sure that we do it MOBILE as well,"** said Leyna Hoffer, Edmentum Sales System Manager and a Salesforce MVP (Most Valuable Player).

Apps like Milestones PM for task management enable Edmentum's busy teams to manage more projects at the same time. "It's easy to overlook things, but when you can see the big picture, you can be more efficient," she said.

No matter what the challenge, having one place to easily search for apps by keywords, price, mobility, or user reviews helps Edmentum keep pace with its teams on the go.

"The first thing I do when somebody presents a problem to me, even if I have a solution in mind, is to go to the AppExchange to see if there's something that has been already created," Hoffer said. **"I get to be the expert because I know where to find the answers. I don't always know the answers, but I know where to go to find them."**

GROWTH

Sixty percent of Fast Company's most innovative companies use one or more AppExchange apps and 70 percent of Fortune 100 companies use one or more AppExchange apps. With the AppExchange, small businesses can operate like larger companies.

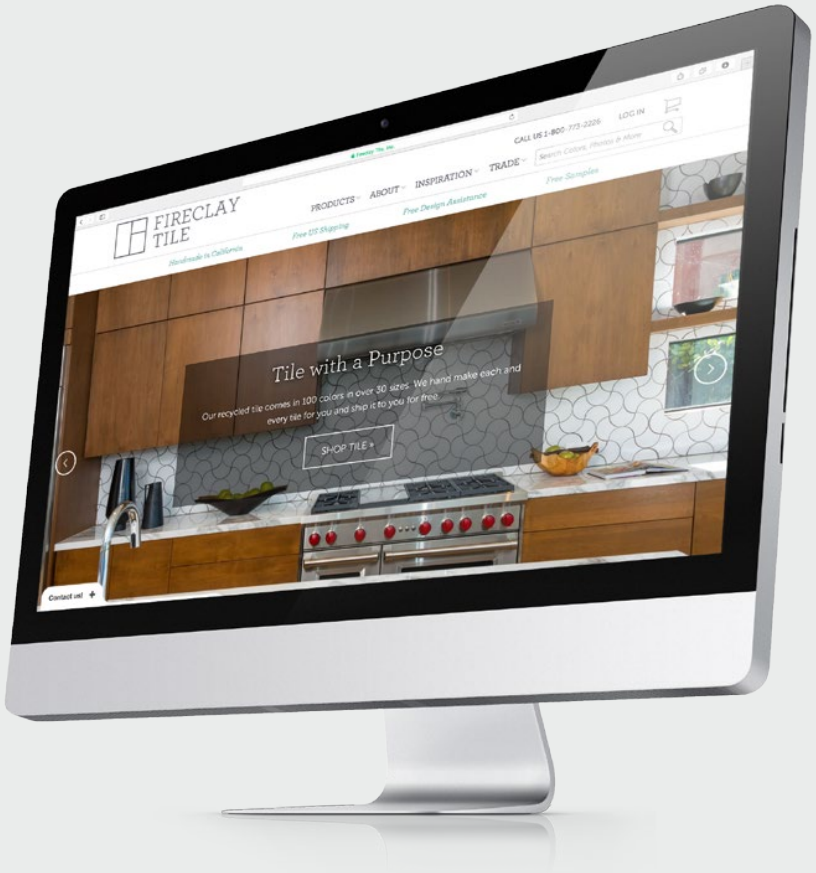
AppExchange apps give businesses tools to do more with less to help them grow, with apps for every department and every budget, and for any industry, any timeline and any desired support level.

"For a young company, or one that is moving really fast, the AppExchange is a no-brainer."

– Eric Edelson, CEO, Fireclay Tile

SMALL BUSINESS CUSTOMER INSIGHTS

FIRECLAY TILE



From toilets to tiles, Fireclay Tile focuses on sustainability with beautiful handmade tiles forged from recycled materials. Fireclay's products have a story to tell, and AppExchange helped this small California business tell it in a big way, quadrupling its business in just four years.

The AppExchange made it easy for Fireclay to find world-class solutions that can just launch and go. **"We were very aggressive about integrating everything that we do into Salesforce, and it's led to a lot of fantastic GROWTH for us,"** said CEO Eric Edelson. "It really allowed us to do so much more with so much less."

Free shipping is an important perk for Fireclay's customers, as well as an opportunity for branding. Fireclay uses the Shipmate app from ZenKraft to create in-house shipping notifications for products and samples sent via FedEx or USPS. "Now our shipping notifications came from Fireclay and not FedEx," Edelson said. "That little touch point of people seeing our brand was really neat."

"AppExchange allowed us to appear bigger than we were," he said. "As a small company, I always want to look as huge and reliable as everybody else."

AppExchange gives Small Businesses the tools to extend Salesforce into every corner of their business – Sales, Service, Marketing, IT, HR, and more – to help teams become more efficient and able to maximise their time and money.

Apps are also available for businesses in nearly every industry, including:

- Government
- Financial services
- Healthcare
- Education
- Nonprofits
- Retail

Great AppExchange Apps for **SALES**

STEELBRICK

Simplifies configuration and ensures pricing and sales quoting accuracy

HOOPLA

Easily creates contests, competitions and leaderboards to motivate and track sales team performance

XACTLY INCENT EXPRESS

Incentive compensation and sales performance management for growing companies

TOUTAPP

Helps manage, track and template daily e-mails sent to contacts and leads

CONGA COMPOSER

Easily create and deliver documents, presentations and reports

SALESFORCE CRM DASHBOARDS FREE

A one-stop shop for great example dashboards for executives, reps, sales teams, and more

DOCUSIGN

Electronic Signatures (eSignature) for Salesforce anytime, anywhere, on any device

ACTIVITIES TAB PLUS FREE

Manage all activities from one screen

APTTUS X-AUTHOR

Transforms Microsoft Excel from a stand-alone productivity tool into a real-time user interface for Salesforce

S1 IGNITION PACK FREE

A suite of applications for field sales built to work in the Salesforce1 Mobile App

Great AppExchange Apps for **SERVICE**

SERVICEMAX EXPRESS FOR SMALL BUSINESSES

Gives small businesses a revolutionary new way to automate field service

LIVEOPS VOICE ADVANTAGE

Embedded cloud contact centre with seamless voice interactions for better sales and service

SURVEYMONKEY

Create and send surveys to track customer and employee satisfaction and more

CALENDARANYTHING

Create customisable calendars with the #1 calendar app on the AppExchange

GEOPOINTE

Provides proximity searching, optimised routing, territory management, boundary layers, demographics, and more

TIME TRACKING FREE

Track the hours your service team has worked so you know when contracts are about to expire

KNOWLEDGE BASE DASHBOARDS & REPORTS FREE

Reports and dashboards that help you monitor your knowledge base e-mails sent to contacts and leads

SERVICE AND SUPPORT DASHBOARDS FREE

Provides metrics to monitor performance

SURVEY FORCE FREE

Create, send, and capture customer feedback natively in Salesforce.com

CASE AGE IN BUSINESS HOURS FREE

Enables reporting on the time that a case has spent with support and awaiting the customer

Great AppExchange Apps for **MARKETING**

PARDOT

An easy-to-use marketing automation suite enabling sales and marketing groups to team up for maximum efficiency

DADDY ANALYTICS

Connects AdWords to Salesforce so you know which ads, keywords, and campaigns generate leads

SENDIT CAMPAIGN MONITOR

Send and track beautiful targeted emails and automatically add contacts to mailing lists

INSIGHTSQUARED

Delivers powerfully simple business analytics for companies of any size

FORMASSEMBLY

Create powerful web forms to collect and send data

MARKETING CALENDAR FREE

View marketing campaigns in a convenient month-calendar format

VIDYARD

Provides a simple interface to upload and share videos with contacts and leads and see video engagement data

CAMPAIGN COMBINER FREE

A Visualforce page enabling members from multiple campaigns to be added into a target campaign

BIZIBLE

Make profitable marketing decisions by connecting sales and marketing data

LEAD SCORING FREE

Score leads based on who they are (lead criteria) and what they do (campaign member criteria)

Great AppExchange Apps for **IT & ADMIN**

TASKRAY

The modern project management app to easily track, manage and communicate your work

ROLLUP HELPER FREE

Rolls up any Salesforce data with no coding

DEMAND TOOLS

Data quality power toolset to standardise, verify, deduplicate, and import

GRAPHICS PACK FREE

Contains hundreds of images and icons that can be used in Salesforce applications

ZAPIER

Makes it easy to connect Salesforce to hundreds of apps to automate your work

MASS UPDATE & MASS EDIT FREE

Admins and standard users can mass update and mass edit records from any filter view or related list

JITTERBIT

Data Loader that automates import/export of data between flat files, databases and Salesforce

DBSYNC FOR QUICKBOOKS FREE

Provides easy synchronisation for accounts, products, jobs, and more in QuickBooks

FIELD TRIP FREE

Run reports on standard and custom field usage in Salesforce

MILESTONES PM FREE

A great way to manage projects and tasks for your users

Great AppExchange Apps for **HR AND CORPORATE**

YESWARE

Track, template and manage sales emails from Gmail and Outlook

VISITOR1 FREE

A visitor check-in solution for offices, native to Salesforce1 Mobile App

APPIRIO CLOUD SYNC FOR GOOGLE APPS

Configure two-way synchronisation between Google Apps and Salesforce calendars and contacts

KIZUNA EVENT MANAGEMENT FREE

Save time and reduce administrative costs for recruiting, managing, and tracking volunteers at events

FINANCIAL FORCE HUMAN CAPITAL MANAGEMENT

Recruit, hire, track and manage your entire workforce using a single unified app

SHADOWR FREE

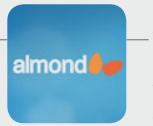
Mentoring and job shadowing for Salesforce1 Mobile App

SHIPMATE

Send mail, ship orders and track packages

CHATTER USAGE DASHBOARDS FREE

Provides 20 Dashboard components and 25 reports for a broad view of Chatter



ALMOND FREE

A learning management app to create and assign learning activities

EMPLOYEE MANAGER FREE

Allows small businesses to manage employee information

GET STARTED

With over 2,600 apps, how do you find the most effective tools to help your small business grow?

1

DEFINE SUCCESS

Make a roadmap that sets your goals for both long and short-term success. Do you have a budget for paid apps or do you need to start with free apps?

2

USE SEARCH AND FILTERS

Once you know your goals and your budget, the AppExchange site's search field, top-of-page filters and navigation tools on the left can help narrow your search.

3

READ REVIEWS

With over 44,000 user reviews, it's easy to get feedback from other users to help inform your decision.

4

TRY BEFORE YOU BUY

Free trials are a great way to help you evaluate your next app. Use a Salesforce sandbox to mimic your production and see how the app will perform in your small business environment.

5

GET TO KNOW YOUR COMMUNITY

There are over 14 million members in the Salesforce community, including hundreds of dedicated MVPs and customers who can share knowledge with your small business.

GIVE IT A TRY TODAY

appexchange.salesforce.com/collection/smb

CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY

Blog Facebook Twitter Linkedin

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