

HOW TO

EMPOWER YOUR PARTNERS *to* ACCELERATE CHANNEL GROWTH *with* EXTERNAL APPS

BUILD RICH, DIGITAL EXPERIENCES FOR YOUR PARTNERS THAT UNLOCK THE FULL VALUE OF YOUR INDIRECT SALES CHANNEL

External Apps is Community Cloud's premium offering that empowers businesses with the tools to rapidly build innovative digital portals and apps that accelerate growth in the indirect sales channel. External Apps delivers the power of the Salesforce Platform with more custom objects, file and data storage, and API integrations to give businesses the ability to easily scale and adapt their digital portals to reflect the evolving needs of their indirect sales channel.

1 Launch Personalized Experiences for Your Partners, Fast

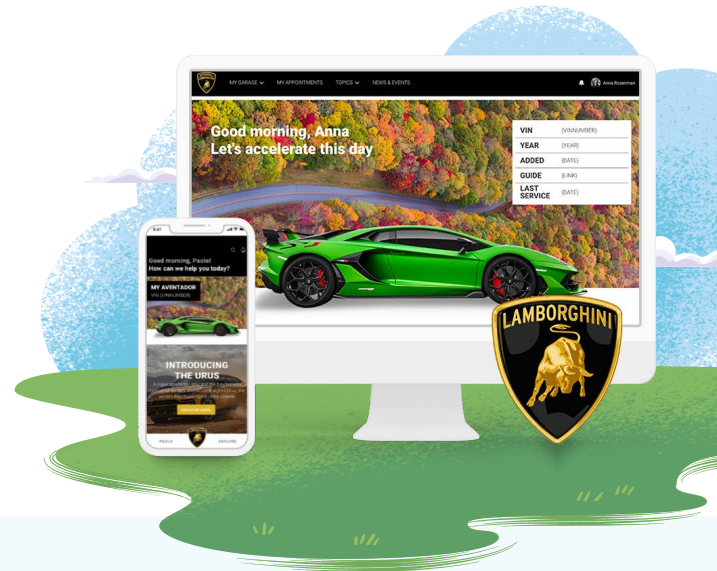
Create rich, customized partner portals and apps that can scale to adapt to the unique needs of your channel partners.

2 Accelerate Partner Productivity to Grow Revenue

Remove friction in channel processes through automation and self-service.

3 Deliver Real-Time Channel Visibility with Data

Unify your data sources and unlock key insights to make data-driven decisions that optimize your indirect sales channel.



WHY BUILD DYNAMIC, DIGITAL PARTNER EXPERIENCES WITH EXTERNAL APPS?

66%

faster launch with Salesforce vs. using homegrown solutions

25%

increase in channel pipeline growth

319%

ROI in over 3 years

USE CASES

Onboard Partners Efficiently

Shorten time to value by guiding partners through a tailored, trackable sequence of onboarding activities.

Track KPIs to Drive Channel Profitability

Get real-time AI-powered reports and dashboards to track partner performance, engagement, and ROI.

Empower Partners with Self-Service

Provide on-demand access to resources, user control, and multi-channel support so partners can help customers and themselves.

Amplify Marketing Campaign Reach

Help partners generate demand by extending prebuilt campaigns and simplifying market development funds workflows.

Deliver a 360-Degree View of Your Channel

Integrate data sources from third party and back office systems and roll up data from multiple layers of partners for accurate channel forecasting.

Boost Partner Pipeline and Sales

Close more deals, faster, by streamlining deal registration, commerce, lead distribution, quoting, and real-time collaboration on sales records.

HOW TO EMPOWER YOUR PARTNERS WITH EXTERNAL APPS



PRODUCT FEATURES

Experience Builder

Empower anyone in your organization to rapidly build dynamic and custom partner portals and sites using hundreds of prebuilt Lightning-powered drag-and-drop components.

Audience Targeting

Personalize with ease by creating and controlling which custom page, theme, or component is visible to your diverse members in your partner community.

Flow Builder

Declaratively build and extend any custom business processes into your digital portals and apps to help keep your partners moving fast.

Custom Objects (100)

Use up to 100 Custom Objects to customize and scale your partner portals with new data representations and business processes that will make your partners more productive and efficient.

CMS Connect

Extend your own content or integrate CMS content from Adobe Experience Manager, Drupal, and Sitecore for your partner community to use.

Partner Community License

Personalize your partner community using a quick-start template that helps you manage partner funds, lead distribution, and partner programs. Access leads, quotes, opportunities, and cases to manage your indirect sales channel forward.

File and Data Storage

Leverage the maximum file and data storage to ensure all your important information is tracked and available to your partners throughout the partner lifecycle.

Open API Framework

Enhance your partner portals with data that is integrated from back-office and external data sources such as SAP, Oracle, and Microsoft.

MOBILE PUBLISHER

Easily transform your digital partner portals into dynamic, native mobile apps.

Low-Code Building

Transform your partner portal into a pixel perfect app with clicks, not code.

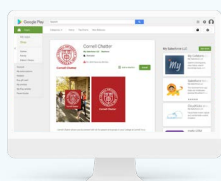
Easy Publishing

Salesforce will publish your app to the Apple App Store and Google Play.

Automatic Updates

Changes to your community are instantly pushed to the mobile app.

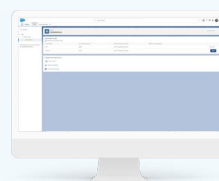
1 Create your digital experience



2 Upload app logo & app information



3 Salesforce assembles your app



4 Publish to App Store & Google Play



LEARN HOW TO BUILD CUSTOM PARTNER PORTALS ON TRAILHEAD TODAY

Complete your trail on how to build customer partner portals today.



CONTACT US TO
LEARN MORE
1-800-667-6389