



# ALLBOUND **VS.** SALESFORCE

Learn How Allbound Can Increase the Value of Your Salesforce Instance



Allbound®

# Learn How Allbound Can Increase the Value of Your Salesforce Instance

When suppliers are searching for a solution they can implement that will accelerate their partner relationships, they invariably want to know how any one software package measures up against the other major players on the market. And there's perhaps no name bigger than Salesforce. So when the C-suite is running through a list of Allbound's features, the question they're asking is: Why not go with Salesforce, the name that everyone knows?

But that isn't exactly the way to look at it. For those weighing an Allbound implementation, there are two important facts to understand:

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The choice between Allbound and Salesforce is not an either/or decision.

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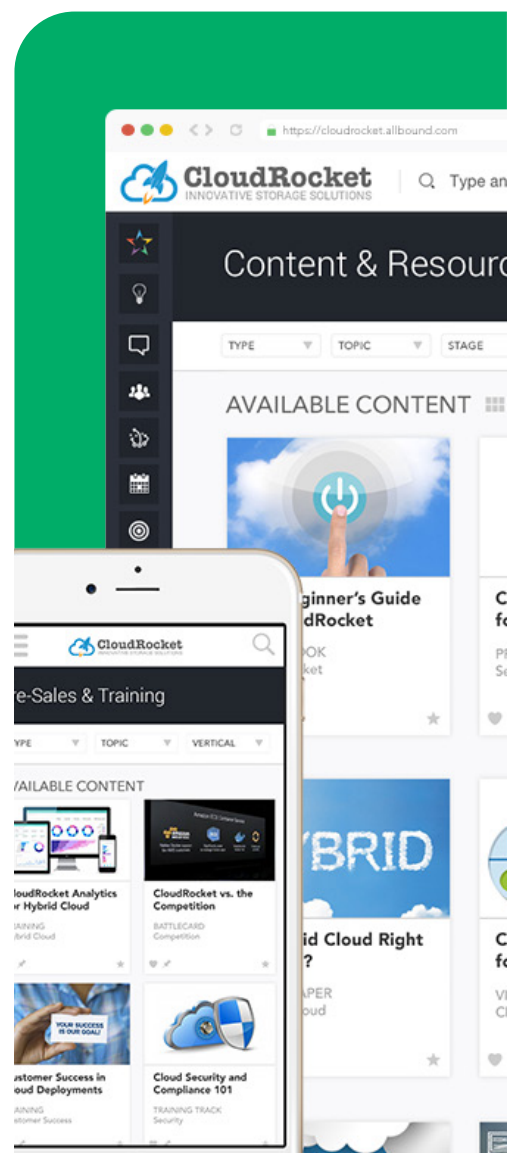
Salesforce Communities and Allbound meet the needs of different kinds of businesses.



The first point is just a matter of clarification. Allbound is a software package that can be integrated with a Salesforce instance. So if your company is already handling elements of its sales and marketing through Salesforce, Allbound will plug right in to manage all the channel partnership-related parts of the business. Allbound can **leverage** the Salesforce platform and **make it more powerful with channel-specific capabilities**. You can take advantage of Allbound's easy-to-manage lead generation, deal registration and gathering and sharing of pipeline data without altering how you use Salesforce for other non channel-related purposes -- and without having to incur extra costs by leveraging the Salesforce Developer Community.

The second point is even more important. It would seem on paper that Salesforce Communities is a Salesforce-native tool that's directly competitive with Allbound. But it's not. Salesforce Communities and Allbound are **different kinds of products for different kinds of businesses**. If you buy Salesforce Communities on name recognition alone, you might end up with technology that costs a lot, doesn't meet your needs, and that you may never get running.

Why is this the case? Let's take a look and explore the advantages of using Allbound for managing your partner sales.



**“Allbound can leverage the Salesforce platform and make it more powerful with channel-specific capabilities.”**



# What Makes Allbound Right for Your Business (and Vice Versa)?

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There's no doubt about it: Salesforce Communities is powerful. If you're a massive enterprise with the resources and budget to have an entire wing of your IT team dedicated to running Salesforce Communities, you could undoubtedly do some impressive things with it. But Salesforce Communities requires a **tremendous** amount of technical effort to build out and implement and an ongoing investment to maintain.

Most small to medium-sized businesses, and even many enterprises, just don't have those kinds of resources. Nor, when it comes down to it, do they need the degree of customization that Salesforce Communities can enable when used to the fullest.

Allbound is **built for the channel**. By people who work in the channel, understand the channel, and **believe** in it. So all the features critical to doing business in the channel come built in to Allbound. From the most common fields that your partners will need to register their deals to marketing, information sharing, and collaboration tools that meet the specific needs of the complex partner relationships—they're all right there.

# Implementation

Because it's not their main offering, Salesforce Communities might not have available the type of guidance and support for installation that a less-skilled tech team would require. So if you want to implement it, not only would you need a whole team of tech gurus and a top-notch project management team working over a period of **months** to build it out and launch it, the team would be largely working on its own.

And the reality is that after taking on the expensive, resource-heavy project of making Salesforce Communities meet your needs, what you would end up with would resemble what Allbound already offers. But Allbound can be launched in a **matter of hours**. You can quickly configure and launch it without even needing to tap an IT person, and your sales team and partners can start collaborating.

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## Management

Not only is Salesforce Communities markedly more difficult to deploy, but it requires a full-time technical staff to manage. Allbound can be managed by a non-technical marketing administrator, a coordinator, or even an intern.

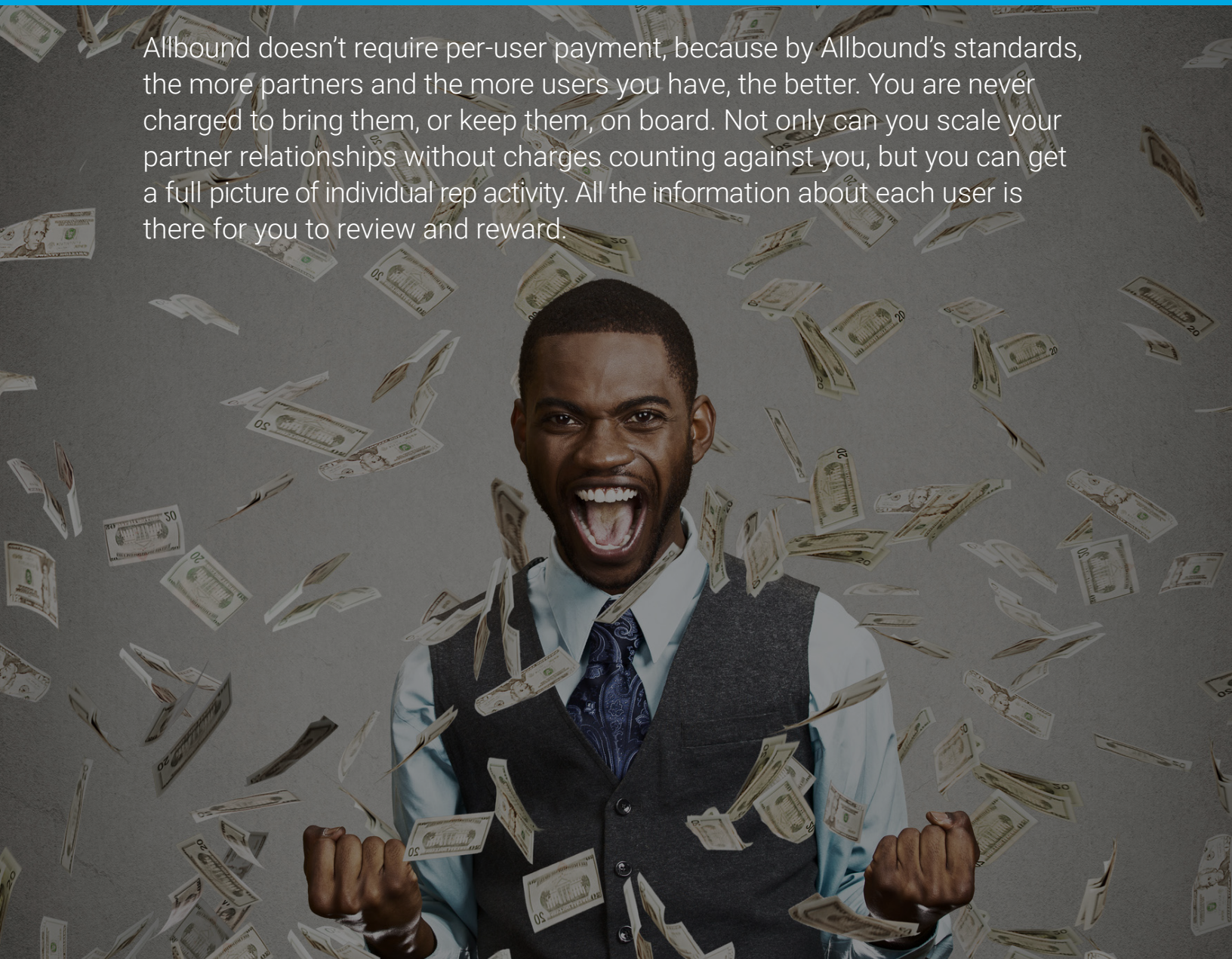


# The Many Ways Allbound Saves

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Streamlined implementation and easy management obviously translate into savings on technical staff. But Allbound also saves above and beyond that. Allbound's pricing model is more attractive to smaller businesses. Because Salesforce Communities requires a business to purchase a seat for each user, suppliers have a financial incentive to keep the number of individual users down low. This might mean only having one account for a partner, with literally hundreds or thousands of reps using the same account. Such a setup can make tracking and assessing the work of any one individual rep quite difficult.

Allbound doesn't require per-user payment, because by Allbound's standards, the more partners and the more users you have, the better. You are never charged to bring them, or keep them, on board. Not only can you scale your partner relationships without charges counting against you, but you can get a full picture of individual rep activity. All the information about each user is there for you to review and reward.



# Allbound: 100 Percent Channel-Born and Bred

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Allbound is more than a tool; it is a **full channel sales and marketing methodology**. It's not just a place where partners check in in order to drop off information and let it sit or for managers to leave playbooks and marketing materials that are then buried at the bottom of a list of resources and never actually reach the eyes of the sales staff.

Allbound is built to maximize channel growth, productivity, and profitability. Allbound responds dynamically to the needs of sales reps, serving up relevant content like playbooks, trainings, news, and marketing content in order to improve product knowledge, service, and deal quality. It features tracking and archiving functions that position suppliers to incentivize the use of materials and observe and monitor partner behavior to better understand what's working and what isn't. Its collaboration tools are likewise built with the channel in mind, so they streamline the complex multi-business, multi-user communication central to good partner relationships.

Not only that, but in offering an intuitive, user-friendly path to the channel and back, Allbound makes all your sales and marketing teams more effective and efficient.

From the c-suite down, a company can pursue a consistent, productive strategy that crosses departments, partners, and teams – with the whole enterprise benefitting. Allbound can help replace silos with synergies, and let everyone see, and contribute to, the full picture of a business's sales success.

So Allbound isn't just a less expensive solution for suppliers; it's one that, at the end of the day, creates more profitable relationships and results in more profit. Choose Allbound and enable your channel partners to work in an environment **specifically created** in order to let them do their best—for you.

# About Allbound

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Allbound is fundamentally changing the world of sales by giving suppliers and partners the solutions they need to engage efficiently and effectively with one another so that they can make the most out of their channel relationships.

REQUEST A DEMO



Allbound  
[www.allbound.com](http://www.allbound.com)

111 W. Monroe St.  
Suite 603  
Phoenix, AZ 85003  
480.685.5470