

Relayware vs. Salesforce.com

For Managing Your Partners



To increase your indirect channel sales, you need to effectively manage the entire channel partner lifecycle from recruiting the right partners, to onboarding and training your partners, through the sales cycle to performance management and optimization.

Relayware offers the most comprehensive PRM solution, where Salesforce.com offers shallow PRM functionality that is solely focused on the sales part of the entire cycle as partner management is not an area of focus or expertise for the company.

Relayware is 100% focused on improving partner engagement and performance. We enable companies to achieve a higher return on their channel investment. Best of all, Relayware seamlessly integrates with Salesforce.com so you can leverage Relayware's fit-for-purpose partner relationship management solutions while synchronizing the data to your Salesforce.com solution.

If you're still considering Salesforce.com to manage your partners, buyer beware.

✗ **Salesforce.com is cost-prohibitive for partner management.**

Salesforce.com charges you more for more partner logins, penalizing your program for being successful.

Salesforce.com publishes a low list price and has high over-usage charges that break your budget.

For real functionality, you need their enterprise system, which is 25% higher than the professional version.

For whole partner lifecycle management, you will have to use other suppliers, which will not share data.

✗ **Salesforce.com lacks key PRM functionalities.**

Salesforce.com does not have partner-specific learning management systems, much less any type of automation for partner certifications or accreditations.

MDF functionality is limited. Vendors cannot create funds, manage roll-offs, make adjustments or track partner payments.

Content management system is limited, and while it can be customized, it is expensive to make these modifications.

✓ **Relayware is affordable.**

Relayware's pricing is simple, and you won't lose your shirt either. Just select a Partner Pack that suits your need – whether it is Partner Portal, Partner Sales, Partner Training or Partner Marketing. We don't hamper the growth of your program with pricing based on # of logins or licenses. Relayware manages the whole partner lifecycle, providing you with metrics and control to proactively influence desired behavior all from one control center.

✓ **Relayware has full PRM functionality.**

Relayware offers modular Partner Packs that address every aspect of the entire partner lifecycle. Beyond a partner portal for communications and collaboration, Relayware makes training, marketing, sales and the business intelligence behind it all easy to use at a very convenient price.

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For Managing Your Partners (cont'd)



✗ You can't measure what you can't see with Salesforce.com.

Salesforce.com does not have training or marketing functionality, and therefore you cannot tell if your partner marketing and training activities are lifting your sales or not.

Salesforce.com limits the number of reports you can create with the data you do have in their system, therefore limiting your information and insight.

✗ Salesforce.com does not know partner management.

As a CRM solution, Salesforce.com is focused on customer relationships. Their PRM application makes up less than 1% of the company's overall revenue, and it is not a high priority.

Managing your indirect channel is more complex than direct sales, because there are many moving parts to carefully orchestrate. Salesforce.com does not provide the flexibility needed for partner relationship management.

✓ Relayware gives you full metrics and reporting.

Relayware offers a 360° view of your partner program with 75 measurement reports based on best practices that enable strategic decision-making. With Relayware, you can easily and proactively drive desired behavior all from one central control panel, so you can increase your partner productivity.

✓ Relayware is 100% focused on improving partner engagement and performance.

Relayware is completely dedicated to enhancing your partner relationships and driving a greater return on your channel partner investment. Our years of experience have given us in-depth insight into best practices that we bake into our solution that customers get out of the box.

About Relayware

Relayware is a leading SaaS-based partnering automation company, serving hi-tech, manufacturing, telecommunications, financial services and insurance companies around the world. Providing a comprehensive range of partner-centric applications, including partner portals, training, sales and marketing packs that unlock the key to partner productivity, Relayware

delivers greater partner engagement, productivity and return on indirect channel investment. At the core of Relayware is the Partner Cloud, a platform for deploying and integrating the communication tools that simplify and extend partner processes beyond the enterprise. Additional information is available at www.Relayware.com.