



The Advantages of Salesforce-Native Applications

The advantages of native
Salesforce applications over
externally integrated software.

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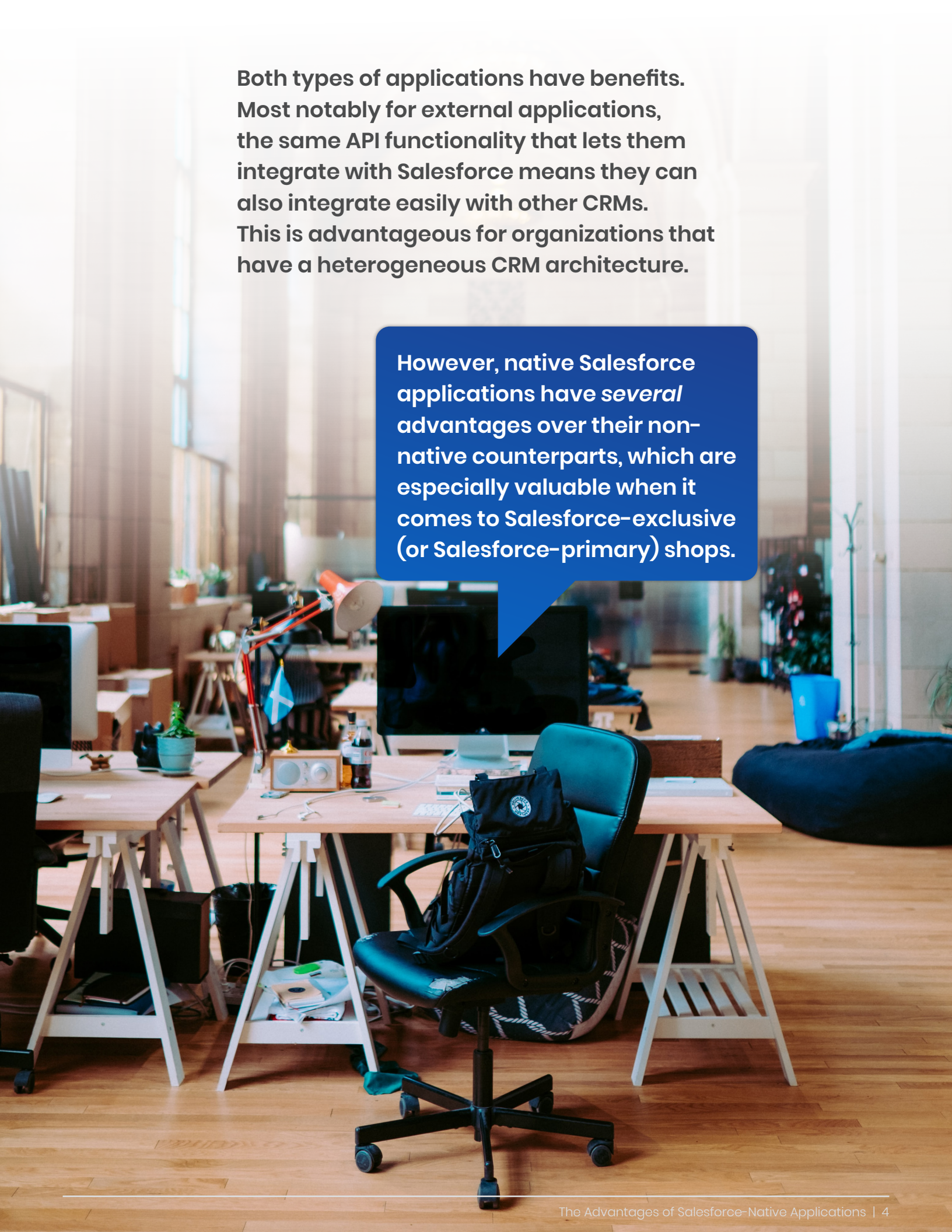
The Advantages of Salesforce-Native Independent Software Vendor Applications

One of the most valuable benefits that Salesforce delivers to its customers is the size and extent of its solution ecosystem. This is particularly true of the independent software vendor (ISV) solutions that extend the value of Sales Cloud, Sales Cloud PRM, Service Cloud, Marketing Cloud, Community Cloud, and more.

Since 2007, when Salesforce introduced its Platform-as-a-Service framework Force—now known as Lightning Platform—that enables developers to create applications which integrate right into the Salesforce application, there have been two paths to crafting a Salesforce-compatible application:

External applications integrate with Salesforce via the Salesforce API. With an external application, the data is captured and stored by a third party and then transmitted to the Salesforce Lightning Platform database via the Salesforce API.

Native Salesforce applications are built entirely on the Lightning Platform. They sit inside the Salesforce infrastructure and are hosted, managed, and delivered by Salesforce.com. With a native Salesforce application, data is accessed directly in the Salesforce Lightning Platform database, just like the Salesforce Sales Cloud and Service Cloud applications.



Both types of applications have benefits. Most notably for external applications, the same API functionality that lets them integrate with Salesforce means they can also integrate easily with other CRMs. This is advantageous for organizations that have a heterogeneous CRM architecture.

However, native Salesforce applications have *several* advantages over their non-native counterparts, which are especially valuable when it comes to Salesforce-exclusive (or Salesforce-primary) shops.

8 Advantages of Salesforce-Native ISV Applications

From more usable data to impressive security to faster speed to market, Salesforce customers enjoy these and many other benefits when they choose native Salesforce applications instead of integrating non-native, external software.

Top-of-the-Line Security

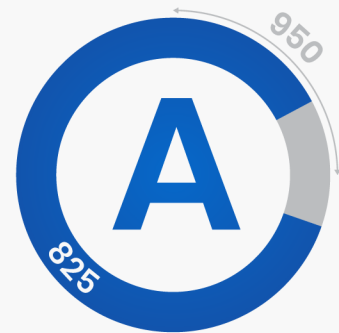
Salesforce-native apps live within the Salesforce cloud and run on the same server as the Salesforce Lightning Platform and Sales Cloud applications. What this means is that they enjoy [the same level of security](#) as the rest of the billion-dollar platform—making them less likely to fall victim to misconfigurations, vulnerabilities, attacks, weaknesses, and other factors that threaten security.

Salesforce Security Rating

UpGuard's Cyber Security Rating measures several essential elements of security:

- Security misconfigurations
- Indicators of malware, phishing, and similar attacks
- Susceptibility to web vulnerabilities
- Weaknesses in security practices and hygiene
- Vendor security ratings
- Vendor responses to security questionnaires

As of February 2020, Salesforce has an “A” security score, with 825 out of 950 points.



source: <https://www.upguard.com/security-report/salesforce>

Data Accuracy and Relevance

With a native Salesforce application, your data is always 100% accurate *and* 100% up to date thanks to the power of the Salesforce ecosystem.

This means that as you are creating tasks, logging calls, and taking notes; you won't need to waste time and headspace remembering to refresh your screen, you won't encounter databases that are out of sync and feeding inaccurate data, and you can trust that your reporting will be up-to-the-minute and free of any record conflicts or outdated results.

Improved Identity Management

[Salesforce Identity](#) creates a single, secure identity record for every user of your Salesforce instance. Native apps can take advantage of Salesforce Identity to provide frictionless and secure sign-ins, keep directories in-sync, share data between Salesforce apps easily and securely, view engagement, deploy two-factor authentication, and increase overall employee productivity and happiness.

One-Click Development

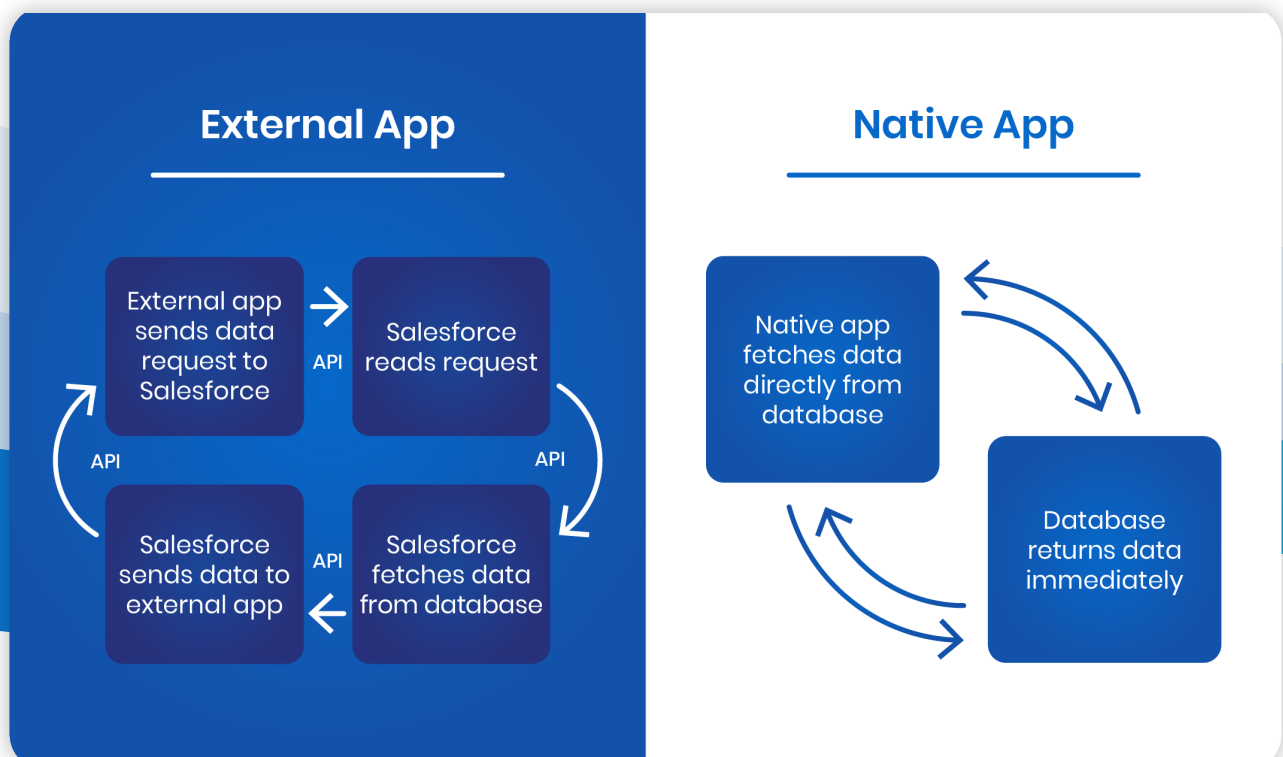
[Salesforce Lightning App Builder](#) is an easy-to-use, point-and-click feature that enables Salesforce customers to quickly configure custom Salesforce mobile app pages, Community Cloud pages, Lightning Experience pages, and native Lightning apps.

External apps? Well, you're on your own with everything from development to integration to upkeep.

Better Performance

External application integration involves API calls. That means the app must send a request to Salesforce for data (via the API) before Salesforce reads the request, fetches the data from the Lightning Platform database, and sends the data back to the external app (again via the API).

With a native Salesforce app, the app itself does the fetch from the Lightning Platform database directly, eliminating the complexity and performance drag associated with the request/send functions of the API method.



Faster App Implementation

Native Salesforce apps easily “roll in” to your organization’s Salesforce setup. That means there is no need for field mapping, data syncing, API testing, etc. like there is with external integrated apps. This speed of implementation enables businesses to get to market faster and win first-mover advantage in a business environment that’s only speeding up as digital transformation continues.

Increased Uptime

External apps that are integrated with your Salesforce instance continuously run the risk of unplanned downtime. Downtime—*especially* of the unplanned variety—can cost your organization in terms of lost business, missed opportunities, and the time and salary dollars required to diagnose and correct whatever's broken.

With *native* Salesforce apps, as long as the Salesforce server is up, so is your app.

Decreased Operational Limits

Depending on which Salesforce edition you have, there is a limit to the number of Salesforce API requests that can be made in a 24-hour period—which impacts performance and operations for external applications that rely on API calls for every interaction. In other words, an external app will simply stop transacting with Salesforce at some point in a day if the 24-hour API limit is exceeded.

[Your API call limit caps the number of inquiries](#) your CRM system fields from external information sources. Every time a user requests another page of CRM data, or every time one of your external solution integrations sends or requests information, you consume a call. In other words, your API call limit ultimately controls your access to your vendor's infrastructure.

While the API request limits seem very generous, transaction-heavy integrations with marketing solutions like Hubspot and Marketo can burn through your calls very quickly. And the APIs that count toward your total allocation add up. Currently, Salesforce counts every call from the Lightning Platform REST API, the Lightning Platform SOAP API, Bulk API, and Bulk API 2.0. Remember, limits are enforced against *all* API calls made in the instance in 24 hours—*not* counted per user.

Since native Salesforce apps make no API calls, they are not subject to these API operational limits, i.e., you can rest assured that you will never have operational interruption or cutoff.

Salesforce's Total API Call Allocations

The limits of API requests per 24-hour period for a Salesforce environment

Salesforce Edition	API Calls, per License Type, per 24 Hours	Maximum Calls, per 24 Hours
Developer Edition	N/A	15,000
Enterprise Edition Professional Edition, with API access enabled	<ul style="list-style-type: none"> Salesforce: 1,000 Salesforce Platform: 1,000 Lightning Platform - One App: 200 Customer Community: 0 Customer Community Login: 0 Customer Community Plus: 200 Customer Community Plus Login: 10 External Identity 25,000 SKU: 70,000 External Identity 250,000 SKU: 750,000 External Identity 1,000,000 SKU: 4,000,000 Partner Community: 200 Partner Community Login: 10 Lightning Platform Starter: 200 per member for Enterprise Edition environment Lightning Platform Plus: 1000 per member for Enterprise Edition environment 	100,000+ (number of license times calls per license type)
Unlimited Edition Performance Edition	<ul style="list-style-type: none"> Salesforce: 5,000 Salesforce Platform: 5,000 Lightning Platform - One App: 200 Customer Community: 0 Customer Community Login: 0 Customer Community Plus: 200 Customer Community Plus Login: 10 External Identity 25,000 SKU: 70,000 External Identity 250,000 SKU: 750,000 External Identity 1,000,000 SKU: 4,000,000 Partner Community: 200 Partner Community Login: 10 Lightning Platform Starter: 200 per member for Unlimited and Performance Edition environment Lightning Platform Plus: 5,000 per member for Unlimited and Performance Edition environment 	100,000+ (number of license times calls per license type)
Sandbox	N/A	5,000,000

source: https://developer.salesforce.com/docs/atlas.en-us.salesforce_app_limits_cheatsheet.meta/salesforce_app_limits_cheatsheet/salesforce_app_limits_platform_api.htm

Summary

Could you use a little top-of-the-line security?

Maybe more of that money-making uptime?

Operational peace of mind?

How about an employee incentive program that doesn't just generate desired outcomes but *changes* employee behavior in a way that drives permanent results?

[Fielo](#) is the premier end-to-end channel and customer incentive automation platform and the *only* one built on the Salesforce cloud.

If you're ready to implement Salesforce-native software to quickly design, simply manage, and effortlessly scale impactful incentive and loyalty programs—[visit our learning center](#), [check out success stories from our partners](#) around the globe, or [request a free demo](#) at [fielo.com](#).



field

incentive automation