

# Webinfinity vs Salesforce Community Cloud

A Comparison

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# Partner Portal Management Criteria and Comparison



Salesforce Community Cloud is a very compelling solution for many companies that are already using Salesforce for CRM and possibly other connected applications such as marketing automation, CPQ, business intelligence and more.

On top of this there is a wealth of third-party SaaS solutions available to plug into these platforms via the Salesforce AppExchange.

Just as the Salesforce approach has been to offer a ready-to-run solution, it is logical to expect the same for Salesforce Community Cloud for partner portals. Not so. Even with the Community Cloud templates the heavy lifting for building the portal is on you.

Compare that to the Webinfinity approach that offers a partner engagement portal solution out-of-the-box, with no need to code anything. This Webinfinity 'buy' vs Communities 'build' option is highly differentiated and should be carefully weighed when considering a partner portal.

# Webinfinity Comparison

Benefit		
<b>Next-Gen, Mobile-First User Experience</b> Component Based Interface Across the Entire Application	✓	✓
<b>Core PRM Tools for Partner Management</b> (Content Delivery, Deal Registration, Lead Distribution, Opportunity Management)	✓	✓
<b>Complex Specialist PRM Modules</b> for (Through Partner Marketing, Business Planning, Incentives Management, Payments etc.)	✗	✗
<b>Enables Infinite Unique User Experiences</b> (Partner and Internal) Without Development	✓	✗
<b>Complete In-App Automated Experience Management</b>	✓	✗
<b>Flexible 'Best of Breed' App Integration</b>	✓	✗
<b>Time to Market</b>	✓	✗
<b>Total Cost of Ownership</b>	✓	✗
<b>Architecture Future Proofing</b>	✓	✗

# Next-Gen, Mobile-First User Experience

## Component Based Interface Across the Entire Application

### Why It Is Important:

- Communicates to partners that the vendor is innovative.
- Enables partners to find what they need more quickly, on any device.
- Easiest way to deliver critical personalized experiences for different partner types, job functions, tasks, and geographies.

### Webinfinity:

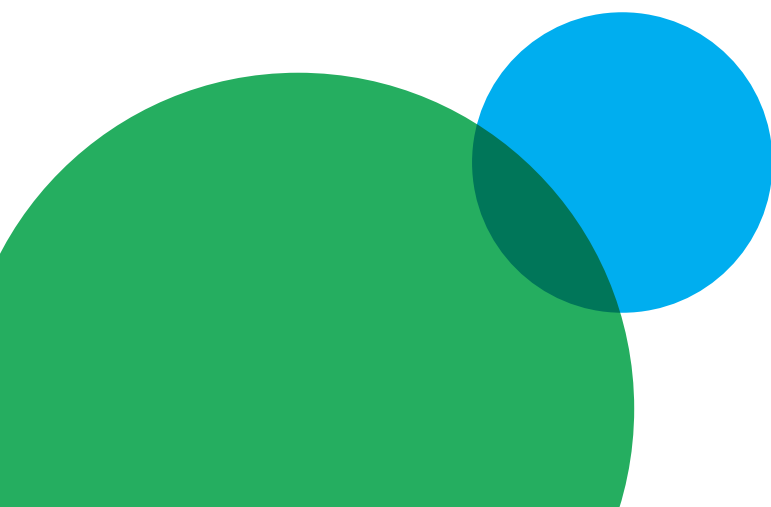
Webinfinity is known for its next-gen component based interface that works for a mobile device, tablet or laptop. The dynamic interface is generated by the Webinfinity engine out of the box, requiring no custom development and is consistent across all elements of the user experience.

Any customization for different partner experiences and personalization is handled via configuration that can be done by non-technical users who are part of the channel team and, most importantly, know best what drives partner engagement for their company.

### Salesforce Community Cloud:

The latest version of Salesforce Communities (based on Salesforce Lightning) provides a modern card style interface, but its roots are still in classic page-based portal design.

It is possible to customize the UX to any required look and feel but this is something you must undertake yourself using development resources and is not something you can achieve through configuration, unlike with Webinfinity.



# Core PRM Tools for Partner Management

(Content Delivery, Deal Registration, Lead Distribution, Opportunity Management)

## Why It Is Important:

- According to Aberdeen Group, “businesses using PRM experience 48% greater annual revenue growth”. These tools streamline key functionality partners need to successfully sell and market vendors’ products and solutions.
- Performing the key functions of channel engagement effectively is absolutely critical in driving partner engagement and revenue (yet often done poorly in most vendor portals).

## Webinfinity:

Webinfinity’s approach to PRM features is to ensure the basic processes are catered for incredibly well, but through configuration, not code and custom development. This provides significant flexibility to modify features for precise needs and to easily extend to other use cases as needed.

In-app workflow is pre-configured for deal registration, lead distribution and management, onboarding, including intelligent content delivery aligned with partner opportunities (no matter where the content is stored throughout the enterprise). The configuration within the platform enables clients to easily modify fields, data objects, workflows and form login without any technical expertise.

## Salesforce Community Cloud:

Because Community Cloud is connected to Salesforce, their PRM solution offers relatively easy to deploy templates to handle core process such as deal registration and lead management. This works well if needs are totally standard, but will require modification and custom development to fit with precise needs if you are not able to work with what is provided out of the box (which is the case for many organizations).

Salesforce also provides core functions for other key processes like content delivery, online support and chat, but only if you are leveraging the Salesforce platform for those elements.



# Complex Specialist PRM Modules

(for Through Partner Marketing, Business Planning, Incentives Management, Payments etc.)

## Why It Is Important:

- As channel programs scale and mature, it will become increasingly important to add additional components to further automate channel management in a scalable and effective manner.
- Vendors may need to leverage existing tools, for example re-purposing learning/certification content in an existing Learning Management System (LMS) for use within the partner community.

## Webinfinity:

Webinfinity embraces the rise of cloud apps, with a purpose-built architecture capable of creating a single pane of glass for any combination of tools and apps you may wish to use to support your partners.

Webinfinity agrees with the 82% of CMOs and CIOs who think a “best of breed” strategy is the only way to solve for users in the modern enterprise architecture. For this reason, Webinfinity has deliberately decided not to create “modules” designed to compete with complex specialist vendors such as Perks (Incentives/MDF), Zift (TPMA), Successful Channel (Business Planning) and many more. In fact, Webinfinity pro-actively partners with and recommends, these organizations to deliver a fully integrated solution through one unified UX.

This flexible, API-first approach to best-of-breed PRM provides ultimate choice and flexibility for clients, as well as ensuring an ability to leverage the most current technology in these speciality functions.

## Salesforce Community Cloud:

Compared to more established, all-in-one PRM vendors like Impartner and Zift, Salesforce does not provide a wide range of PRM modules and tools out of the box. You can build whatever you like using Salesforce for developer tools, but the cost/execution and maintenance risk is all on you.

There are certain third-party tools available via the AppExchange but these are more generally more lightweight add-ons/CRM components not full blown PRM modular solutions.

If you choose to leverage specialist ‘best of breed’ vendors to fill these gaps, there can be significant effort required to integrate other key partner management applications such as LMS, MDF, partner incentive management and partner-branded campaign management. Unlike Webinfinity, the Salesforce architecture was not built to embrace third party vendors so it can be like trying to fit a square peg into a round hole.

# Enables Infinite Unique User Experiences (Partner and Internal) Without Development

## Why It Is Important:

- For engagement to flourish, experiences must be entirely relevant to each and every member of the channel ecosystem.
- Partner ecosystems are complex with the variations in partner types, user job functions, geographies/languages and more. This complexity only grows as your partner program grows.
- Experience management is governed by the rules and tags used to automatically deliver personalized experiences across the partner ecosystem. Automation is a must with this ecosystem complexity.

## Webinfinity:

Webinfinity's Engagement Automation Engine enables an almost infinite number of personalized experiences, with a significant number of ways to curate assets to make it easier for partners, partner managers and program executives to get what they need.

This increases effectiveness in selling, managing partner performance and tracking program success. Personalization can be driven by partner type, user job function, user task, partner account, specific objective, and many other criteria. Personalization also can be configured at the individual asset level.

Curation can be done automatically by the system for content such as guided selling playbooks (a big time-saver for administrators, geo leads, partners and partner managers), or manually for time-driven groupings such as launches, key customer use case scenarios, etc.

With Webinfinity, new areas of personalization can be added simply through configuration, no custom development required.

## Salesforce Community Cloud:

Community Cloud provides methodologies to support page and asset personalization including the ability to leverage other Salesforce components like Einstein as part of solution.

But much like the rest of the solution, how this performs is based on your ability to assemble (build) experiences that can support the myriad different needs of your partners. There is no out of the box automation, as with Webinfinity, meaning that most Salesforce partner portals end up looking and working pretty much the same for all partners, albeit with some rudimentary differences in the content and features shown based on the profile of the partner.

# Complete In-App Automated Experience Management

## Why It Is Important:

- With programs, content and communications evolving in real time it's critical the channel team can "move at the speed of the business".
- Without complete self-service there is too much reliance on IT or vendors resources leading to delivery delays and increased costs.
- Highly engaging portals need contributions from the entire channel community, not just portal administrators and developers.

## Webinfinity:

Webinfinity puts all elements of experience management in the hands of the client. Every single element of every experience (from navigation to content publishing to complex lead management) is managed in-app, via simple user interfaces that a non-technical user can control without any IT or vendor support.

Webinfinity's no-coding solution is designed to continuously configure and curate experiences to improve engagement - whether it's a launch for a specific set of partners, or for a specific promotion or incentive, or targeted content for a specific group of users. You can even create a specific sub portal for a new partner program for new types of partners. All the configuration can be done by the team working closest to the partners. Without the cost of custom coding, the engagement ROI is significantly increased.

Additionally, the system provides a highly flexible and scalable rules management framework enabling delegation of experience management to any member of the channel team. This ability to delegate authority to many individual contributors (for example, a technical expert in EMEA who can create just blogs that are sent only to a sub-set of partners in their region) results in much richer, ever changing engagement experiences. These experiences in turn drive increased partner engagement and productivity.

## Salesforce Community Cloud:

Salesforce provides tremendous flexibility in being able to create and manage whatever experience you want, but this is a capability at a developer level NOT a user level.

You can theoretically build anything, but like any manufactured 'end product' the product is only as good as the team that designs and delivers the solution. Successfully building a portal in Communities is critically dependent upon the skillset and business knowledge of the design and development teams.

In addition, the ongoing management and maintenance of the experience will require development support outside of the core administration and content management features provided to users. This is very limiting compared with the complete in-app experience management capabilities provided by Webinfinity.



# Flexible 'Best of Breed' App Integration

## Why It Is Important:

- Provides flexibility in partner management capabilities as partner program needs evolve.
- Provides partners seamless access to additional capabilities such as campaign management, business planning, incentive payments, and more.
- Enables a unified partner "workspace" for partners to access everything they need to do business with you.
- Enables flexibility to integrate with the application innovation that is exploding in the partner management arena.

## Webinfinity:

Webinfinity has an extensive connected application capability embedded in its Engagement Automation Engine, partnering with many of the leading software companies of best of breed applications that are fully integrated with its engine. These include applications for incentive automation, sales opportunity management, business planning, pipeline management and more.

It has integrated with a select few of the iPaaS platform developers, each of which have portfolios of application connectors making it faster to integrate applications preferred by its clients.

It has tight integration with Salesforce and MS Dynamics CRM systems and will also work with its clients to connect other CRM systems if required.

It has created a storage connector that connects and syncs content stored in many cloud storage systems so as to enable its clients to keep content in whichever system they choose.

All integrated applications are made to work within the Webinfinity unified interface to keep the user experience as frictionless as possible. In addition to application integrations, Webinfinity can embrace and embed any desired application within its same unified interface that can be experienced in-app or in a new window.

## Salesforce Community Cloud:

Salesforce's position on best of breed is that you should leverage or create apps using Salesforce technologies or AppExchange partners. Third-party applications are certainly available via the App Exchange but may not include the specific best-of-breed PRM and/or portal applications desired. For instance, an integrated MDF or incentives management application would be a custom project with a hefty price tag.

If you turn to third party vendors, it's theoretically possible to integrate them using middleware technology like Mulesoft, but again the portal implementation and execution risk is on you.

# Time to Market

## Why It Is Important:

- Partner engagement equates to more revenue for the business, both in the short and long term.
- Getting to market is the usual metric, but the more important measure is time to partner engagement for different types of partners and partner users.

## Webinfinity:

With its pre-built, out of the box functionality and partner portal set-up blueprint, Webinfinity-powered portals can be configured to drive engagement within a month or less. This includes the intelligence for the content assets and the segmentation of the partner user community; enabling users to get what they need in order to be effective faster. Building on this initial engagement foundation, channel teams can easily enhance as they learn more about their partners' needs, as new assets are added, as new relationships are onboarded, etc.

There is no technical work involved - just simple configuration of rules, tags and profiles.

## Salesforce Community Cloud:

Outside of the cookie-cutter templates that might work for smaller companies, Community Cloud is typified by significant implementations and cost overruns.

Business requirements can be endless when it comes to the build stage. It is common for companies to quickly become overwhelmed by the scope of a complex implementation project leading to a scope reduction and a refocus on the basic deliverables / minimum viable product (MVP).

With Webinfinity the time to market and execution is focused solely on configuration, not development, removing the risk and improving the quality vs a build led approach.



# Total Cost of Ownership

## Why It Is Important:

The cost of PRM software gets significantly larger with incremental costs factored in such as:

- Business costs - the time required for business owners to provide requirements and perform set up, UAT and other tasks.
- Technical/development costs - the time required by a business analyst, UX designers, developers and integration specialists.
- Consultant costs - cost to implement and customize to fit partners' needs.
- Integration costs - cost of needing to compromise on best-of-breed partner management applications.
- Opportunity costs - cost if go-live produce delivers fewer features and functions over a longer timeframe, diminishing revenue and productivity opportunities.

## Webinfinity:

Webinfinity provides a true SaaS solution with a pricing model based on Monthly Active Users (MAU's). This means a client only pays for users who are actively engaging with the portal on a month to month basis. If there is no usage, costs will be minimal. All features and future releases are available to all clients regardless of the fees they are paying.

This enables young companies with embryonic or scaling partner programs to cost-effectively access the full features of the Webinfinity engagement automation engine. Once engagement is increased (leading directly to revenue and productivity gains) costs will follow, but with true ROI.

For larger enterprises, it provides a true economy of scale with costs based only on the sub-set of users who are active on a frequent basis.

## Salesforce Community Cloud:

Like Webinfinity, Salesforce costs scale up depending on the number of users on either a named user (seats) or active user (sessions) based model.

What is misunderstood when it comes to Salesforce is the Total Cost of Ownership (costs beyond the licenses). As the design, development, innovation and maintenance on the portal will be down to you, consideration must be afforded to the associated development and business costs of choosing to build rather than buy a partner portal solution.

Typically, license costs are just the start when it comes to building and maintaining a portal using Salesforce Communities. This is one of the reasons Salesforce is usually willing to discount Community licenses heavily (keeping customers highly dependent on the platform).



# Architecture Future Proofing

## Why It Is Important:

- Partner engagement scalability is critical both in the early stages of a partner program where success is equated to the recruitment of additional partners. Also critical for mature programs where new types of users and user job functions need to be served.
- Experience flexibility is critical as different types of partners, user job functions and tasks require additional content assets.
- Flexibility to infinitely scale to future proof your investment as your partner program evolves is critical, particularly as new cloud procurement models are changing how vendors need to work with their partners.

## Webinfinity:

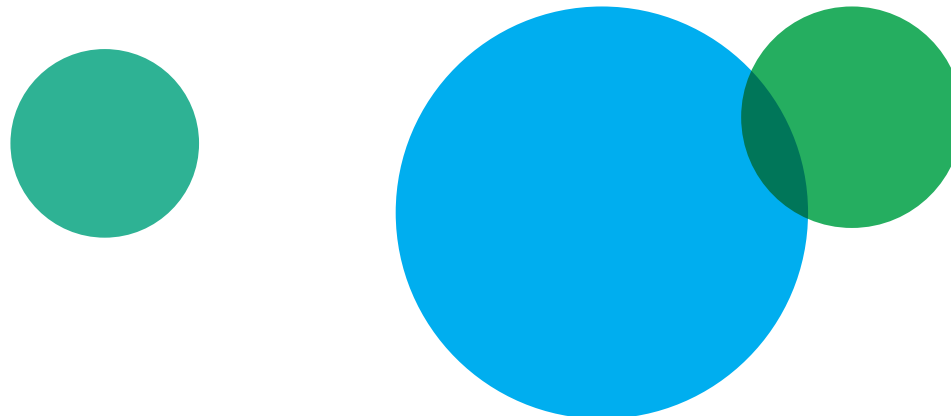
Webinfinity has proven case studies demonstrating its ability to scale to reliably serve personalized experiences to tens of thousands of users. It also has demonstrated how it can start small and enable clients to grow as their partner programs and content portfolios grow.

Webinfinity's customer-centered feature prioritization, development and release cycles bring significant new features and functionality enhancements to its customers at least three times per year at no extra charge. This strengthens its customers' ability to continuously improve their ability to serve their partners more effectively.

## Salesforce Community Cloud:

While Salesforce is undoubtedly an enterprise class solution, building out all application functionality on the Salesforce platform limits the flexibility for the future. What if the business decides to switch CRM platforms? What if new functionality that Community Cloud can't support is required to drive partner revenue?

Without the flexibility to configure according to what it takes to drive engagement is seriously limiting. There is no guarantee for future partner engagement with Community Cloud - feature development is done by developers, not by the channel teams who use the product.





Webinfinity personalizes the user experience by weaving systems and content together – at scale.

It's born from and delivered with incredibly deep channel knowledge and experience, to drive greater revenue, increased productivity, maximized deal flow, and enhanced partner satisfaction.

## About Webinfinity

Webinfinity is a no-code engagement automation solution that creates a personalized experience for any member of your ecosystem. Providing high-impact, personalized experiences can dramatically improve performance in all areas, giving your business a significant advantage in a digital-first world.

Leveraging 20 years of custom development experience in the channel space, Webinfinity improves content management, creates personalized experiences and measures content effectiveness and ecosystem member performance to provide unprecedented visibility into your pipeline.

Clients from venture-backed startups to established enterprise brands rely on Webinfinity to drive engagement at scale with their business ecosystem.

More information can be found at [www.webinfinity.com](http://www.webinfinity.com).

