

Salesforce Native vs. Off-Platform Apps: What's the difference?

It can be confusing to distinguish between Salesforce Native and Off-Platform or Native Connected apps. Unlike off-platform apps, a 100% Salesforce native solution is built directly on the Salesforce platform using Salesforce's development tools and technologies. These apps are tightly embedded within the Salesforce platform, leveraging its data model, security model, user interface components, and automation capabilities. An off-platform app, on the other hand, is developed independently and interacts with Salesforce through APIs. This approach creates challenges around security, responsiveness, and user experience.

	Salesforce Native	Off-Platform
 Embedding	100% native apps are seamlessly embedded and can access and manipulate Salesforce data/metadata and can take advantage of standard Salesforce features such as workflows, triggers, and reports.	Salesforce admins can't enhance their existing Salesforce application and processes. Lots of limitations to configuration and enhancements of the solution to meet business expectations.
 Security	Always secure and compliant, your data never leaves Salesforce with a native app, which means you inherit the strict security and data governance measures provided by the Salesforce platform.	Data has to leave the Salesforce platform and be processed and stored on another platform. This adds additional risk to your customer data and adds requires IT to review the additional solution to approve it.
 User interface	Native apps follow the same user interface guidelines and design principles as Salesforce, providing a consistent experience for users.	Users need to navigate to another platform and have inconsistent user experience. It's harder to train users on the different solution and creates adoption issues.



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