

salesforce

CUSTOMERS CHOOSE CHATTER OVER YAMMER



YAMMER CUSTOMERS ARE SWITCHING TO CHATTER



It was painful because I had to toggle back and forth between systems all the time. - Former Yammer Customer (12/2011)

The only info we had in Yammer was about BBQs and weekend plans. - Former Yammer Customer (1/2012)

The thing that scared me was when I realized we didn't own any of the IP. - Former Yammer Customer (3/2012)



SALESFORCE SECURITY IS ENTERPRISE-READY



30-day window to install security patches

Company does not own data / IP in basic orgs – users do.

Manual removal of former employees

Salesforce Security, Privacy and Policy Accreditations:



Companies are disillusioned with Yammer Security policies.

CHATTER ALLOWS YOU TO COLLABORATE IN CONTEXT



Collaborate inside transactions you are already working on.

Bring others in the conversation as necessary.

No more searching emails, meeting notes and collaboration silos.

Yammer silos collaboration from business transactions.

FOLLOW EVERYTHING THAT MATTERS TO YOU IN CHATTER

All CRM objects, plus all Custom Objects!

- Knowledge Base
- Expense Reports
- Invoice Tracking
- Travel Bookings
- Time-off Requests
- Peer Recognition
- ...and more



Yammer limits what you can follow, unless you want to get into heavy, complex customizations.

CHATTER HAS TRIGGERS TO GIVE YOU REAL-TIME UPDATES

Chatter automatically pushes information, vs. having to search for it yourself.

No more waiting for status report updates.

Yammer does not have a platform to support triggers.

CHATTER BRINGS WORKFLOW DIRECTLY TO YOUR FEED

Chatter's platform supports workflow and approvals from any system.

Your activity stream is full of actionable items, not just FYIs.



Yammer does not have a platform to support workflow.

CHATTER MAKES YOUR EXISTING PROCESSES SOCIAL



Key Chatter Services

- Collaboration on Records
- Approvals
- Customer Groups
- Triggers & Apex
- Criteria-based Newsfeeds
- Messenger

Yammer lacks the platform necessary to add a social layer to your traditional business processes.

CREATE A SOCIAL MANAGEMENT MODEL WITH WORK.COM



Yammer has "Praise", but no solution for social goals, coaching or performance reviews.



THERE ARE **HUNDREDS OF APPS** AVAILABLE ON THE APPEXCHANGE

Yammer has 17 pre-built integrations.

SALESFORCE IS THE PREMIERE PARTNER OF CHOICE



59 Billion Transactions per Quarter

3 Billion Expected Annual Revenue Run Rate for FY13

#1 World's Most Innovative Company – 2 years in a row

#27 World's Best Places to Work

