



BUILT FOR B2B SOFTWARE

TEKSTACK VS SALESFORCE
COMPARISON



The B2B software industry invests millions and millions each year in sales technologies, yet 62% of companies surveyed recently by Bain & Company said the return on their investment fell short of expectations.

But now imagine:

200% MORE FUNCTIONALITY, 25% OF THE COST?

Your SaaS business needs a tool that cuts across the entire customer lifecycle. But many tools on the market only focus on one portion of that journey, requiring the help of other tools to fill in the missing pieces.

And finding the "perfect" combination of components for your business takes time - both in selecting them and then in implementing them to your needs. And once you do, a lot of times these pieces fit imperfectly, meaning that they're not talking to each other as well as they should be, resulting in duplicate data, or missed opportunities.

So what does this mean? You have a lot of really fancy features (many which you don't need), that you're still having to take extra steps in order to use properly. Why were you looking for a new solution again?

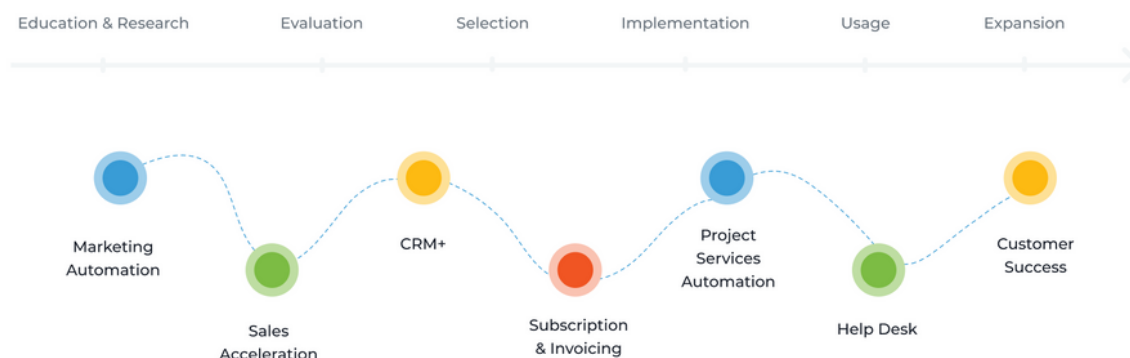
This is why we built TekStack. To provide B2B SaaS companies with an all-in-one tool to address every stage of the customer lifecycle. One tool, not 10.

In this guide we will contrast TekStack to Salesforce in terms of:

- Functionality
- Flexibility
- Pricing
- Ease of Use
- Reporting
- Support

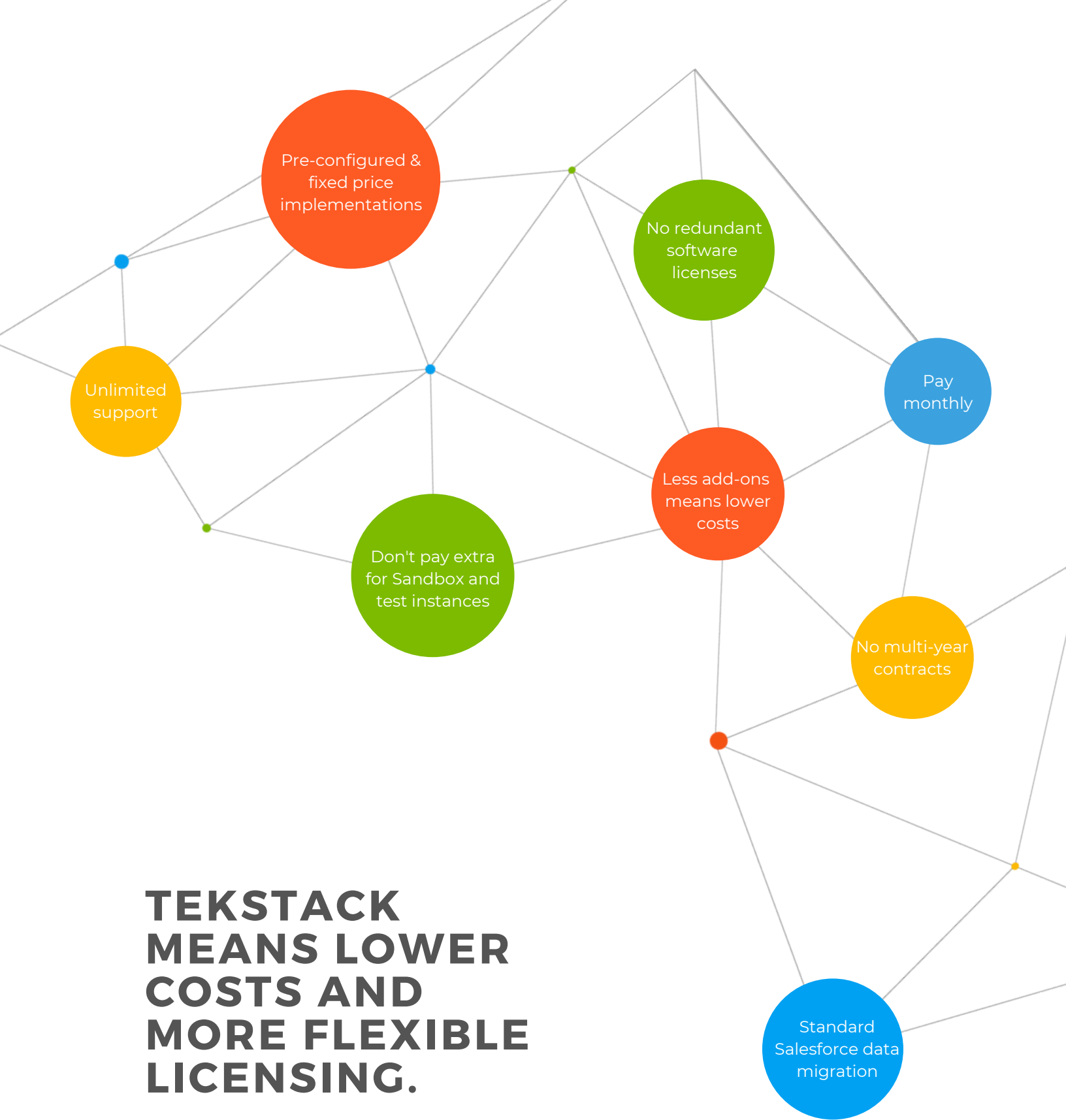
AN ALL-IN-ONE TOOL FOR B2B SAAS COMPANIES LIKE YOURS

TekStack gives your company a single integrated tool to support each stage of your customer's journey



Get all the tools you need, fully integrated, one throat to choke, no need to stack licenses.

Included Functions for a SaaS business	TekStack	Salesforce	With Salesforce, you'll need
Outbound Sequencing	✓	✗	Outreach
Built-in Pricing & Quoting	✓	✗	Salesforce CPQ
Subscription Billing	✓	✗	SaaSOptics
Professional Services Automation	✓	✗	Mavenlink
Customer Support Module	✓	✗	Zendesk
Customer Success	✓	✗	ChurnZero
Business Intelligence	✓	✗	Tableau



TEKSTACK MEANS LOWER COSTS AND MORE FLEXIBLE LICENSING.

We are a fair and flexible business partner

TEKSTACK PRICING IS SIMPLE

\$80
per user/month

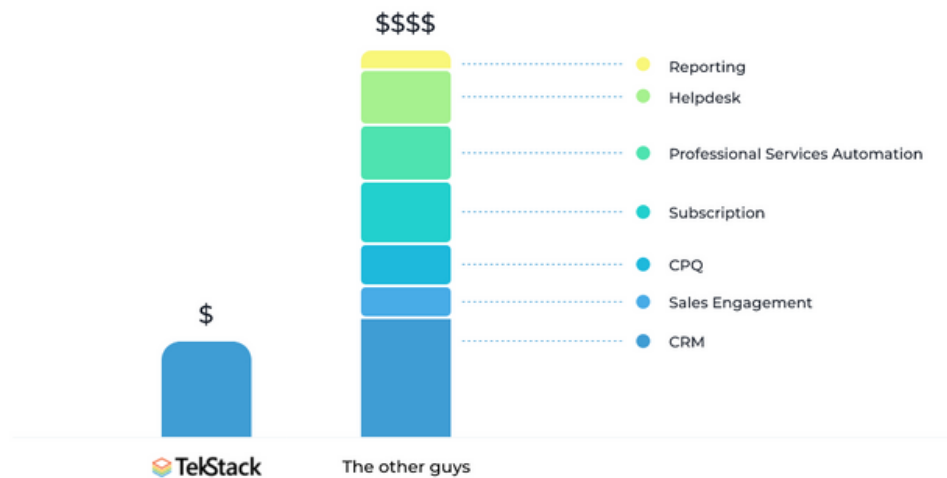
A per user price, plus optional apps for the users who need them. Our software pricing also includes support. We offer optional modules for the customers that need a little more capability. Fixed fee on-boarding plans for customers that want a prescriptive approach and best practices out of the box.

- Unlimited Application Support Included
- Upgrades Included
- Test Instances Included
- Optional Monthly Payment
- One Year Terms

DON'T YOU HAVE BETTER THINGS TO SPEND \$\$\$ ON THAN INTERNAL TOOLS?

Would you rather pay a bunch of software vendors a ton of cash and then try to figure out who to call when stuff doesn't work? Or instead put that spend towards hiring more sales reps, marketing or building more features?

Your internal tech stack can become expensive and may not help you achieve your goal of increasing ARR.



How much could you save with improved revenue operations?
Crunch some numbers with our ROI Calculator

[CALCULATE NOW](#)

Winning companies are 1.4 times more likely to fully deploy sales technology tools and 1.9 times more likely to fully integrate them.

- Bain & Company Research

EASE OF USE

Productivity tools should empower your team to be more productive. They should be easy to use, automate key steps, and provide the information needed to make decisions.

That's why TekStack is built on Microsoft's Power Apps platform. It's familiar to users right out of the gate, without training; better yet, it connects to all the tools they use today. One log in, one data source for information.

We work tightly with Outlook, SharePoint, Teams, OneNote and other great productivity tools your team uses each day. Collaboration and document management is fully baked in to key processes. Adoption and training is easy because your team is using tools they use every day!





KEY METRICS OUT OF THE BOX

There are 2 reasons why you want to integrate a new system into your business.

One is to improve efficiency and profitability.

The other is to be able to see how you did and identify where you can improve. Scaling a business means being able to make data-driven decisions.

While Salesforce provides powerful reports, with the number of steps it takes to generate the report are frustrating, and should you get a report, they can be very complex to understand.

And if you can't understand what's going on, how will you be able to identify and act upon opportunities to help take your business to the next level?

But how do you collect this data, which data is important, and how do you turn data into information that can be used to make good decisions?

This is probably the hardest part. Most companies spend more time and effort in trying to collect information, than on actually using the information to improve the business.

TekStack provides key metrics right out of the box, powered by Power BI and comes with TekStack's Account, Opportunity, Subscription, and Project processes. All in an easy to understand format so you can spend your time scaling your business instead.

Microsoft's Power BI is recognized by Forrester and Gartner as being the market leading reporting tool. The best part is that it is also fully integrated into the Microsoft stack.

TekStack's Power BI App can be accessed from mobile devices, web, within TekStack, and even Microsoft Teams. Collaborate on key metrics, engage a conversation. Identify problems quickly and decide the right course of action as a team. Online, together - not in silos.

ALL THE B2B SAAS METRICS YOU NEED

SALES	CUSTOMER MOMENTUM	WIN ANALYSIS
<p>Activity leaderboards</p> <p>Sales activity</p> <p>Marketing leads</p>	<p>Opening & closing MRR by month</p> <p>Subscription growth rate by revenue type</p> <p>Net churn & retention</p> <p>Renewal management</p> <p>Customer relationship analysis</p>	<p>Average deal velocity by the same filters</p> <p>Closed deals per month</p> <p>Win rate over time</p> <p>Win rate by lead source, product, industry, territory, and seller</p>
FUNNEL ANALYSIS	PROJECT PERFORMANCE	CUSTOMER SUPPORT
<p>Funnel Size incl. pipeline change over time</p> <p>Sales forecast</p> <p>Funnel Creation by lead source and seller</p> <p>Deal analysis by product, territory, industry, and seller</p>	<p>Budget to actual by project</p> <p>Time entry and team utilization</p> <p>Services revenue forecast</p> <p>Project status</p>	<p>Top customer cases</p> <p>Cases created and resolved by month</p> <p>Case severity & resolution time</p> <p>Customer Satisfaction</p> <p>Customer Net Promoter Score</p>

SALESFORCE MIGRATION

We make it easy to get started.

Move from existing tools to TekStack in as little as 32 days. We recognize that you have better things to do, so we take most of the work away from your team.

We provide you with over 40 pre-configured data templates covering 30 main entities to load data. We'll identify all the fields, and mark the key fields that we need in TekStack. If you have fields that we need to track, no problem, we'll create new fields and map them to the appropriate forms.

If you want us to do that work for you, no problem, we offer data migration services as well.

Prefer to use another method?

With the help of Microsoft's Power Automate, we can use a web services approach to data migration from Salesforce.com

4 Phases of Data Load

Seed

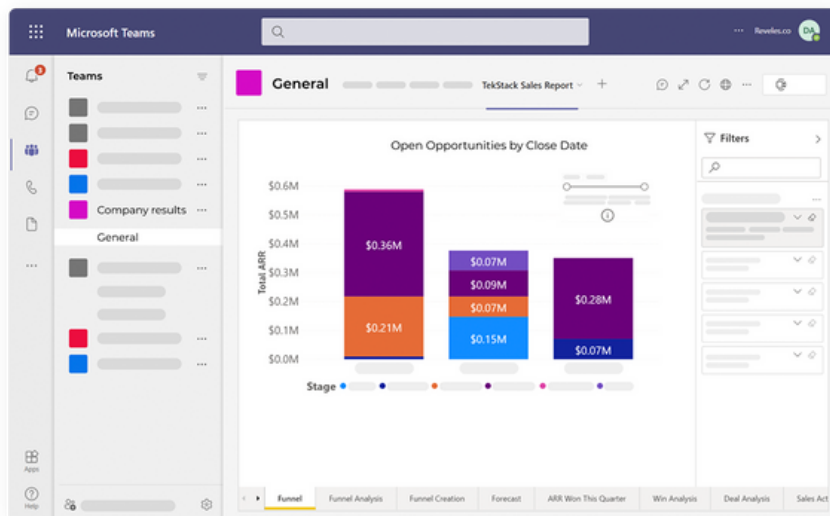
TekStack starts with a 'Seed' data load at the earliest stage of the project. This allows you to see what your data looks like in TekStack. It can be a real eye-opener and ends up providing great feedback on what is required and not required from your current system.

2 x Prep data loads

We have two data loads throughout the project, practicing cutover for go-live.

Go-Live

A final extraction and loading your new production system with data so your users can use their new tools with confidence.



SUPPORT

On top of buying extra apps to get you the services you need, should product support cost you extra? We don't think so. At TekStack we include it within your monthly fee - and there's no cap!

Unlimited and responsive support is included in your monthly subscription. There's no need to purchase advanced support plans or resort to third-party support services.

TekStack also provides a repository of support articles in our Customer Support Center, for you to refer to and keep for whenever you need.



TekStack works exclusively with B2B SaaS companies like yours. All of the tools and metrics contained in this guide are delivered from TekStack right out of the box.

Most importantly, everyone in the company has access to information to make data-driven decisions.

Our tool is essentially a supercharged CRM product and is based on Microsoft technology like Power Apps, Power BI; and works with tools your company may be using every day like Office 365, and Microsoft Teams.

GET IN TOUCH

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