**Q. How Salesforce different from other CRMs?**

**1. Packed with features for market and salespersons**

One of the reasons that Salesforce is so popular is that it is packed with features like no other CRM software.

Features such as contact management, workflow creation, task management, opportunity tracking, collaboration tools, customer engagement tools, analytics and an intuitive, mobile-ready dashboard.

**2. The advantages of Salesforce cloud apps**

Salesforce offers several innovative SaaS solutions that enable businesses to use a common platform.

**3. Security**

One of the most important aspects of businesses that use CRM is data security.

**4. Partner ecosystem**

When you become a Salesforce AppExchange partner, you will have access to the widest range of free and popular apps.

You can also develop apps for Salesforce and market these as well.

**5. Multitenant architecture**

All customers have common networking, hardware and software platform.

The multitenant architecture also ensures that updates and upgrades are instantaneous, without any requirement of customer intervention.

**6. Scalability & Customisation**

Every business has its own needs, and that is the same with a business’ customers as well.

Not only is Salesforce scalable, but it can be customised to fit the unique needs of a business.