



# Accelerate Salesforce® adoption, increase customer satisfaction, and create new revenue streams.

Maintaining customer skills beyond 'go-live' impacts customer success and satisfaction, and customer support costs. Just-in-time learning sustains your customers' skills and builds proficiency, enabling them to maintain focus on business objectives and realize the full potential of their technology investments.

## Overview

ANCILE uGuide™ enables Systems Integrators and ISVs to create and publish in-application guidance for Salesforce, delivering customized, relevant, and interactive help to users directly inside the Salesforce application.

## Partnering with ANCILE

We have over a decade of experience partnering with the world's largest independent software vendors.



## Unique Advantages



### Simple to Set Up

uGuide for Salesforce requires no modification or integration with the underlying Salesforce application. It can be set up through a simple, intuitive process, by non-technical users, to target the Salesforce application pages where guidance is required.



### Works with All Major Browsers

uGuide for Salesforce works with all major browsers and doesn't require the user to download, install, or run files locally.



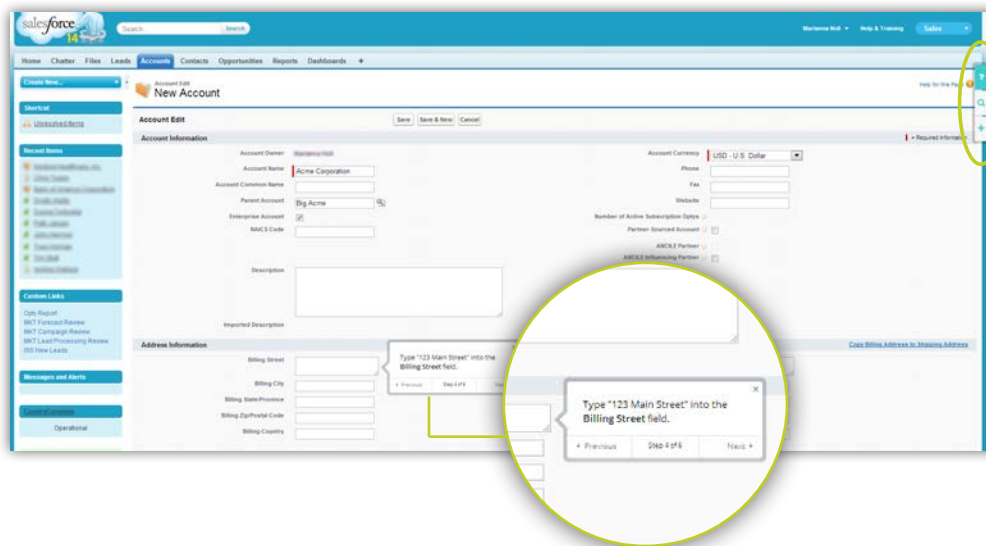
### Allows SME to Quickly Create and Publish Tailored Help Content

uGuide for Salesforce allows a subject matter expert to use the uGuide recorder to create and publish help content in minutes, without any technical skills.



### Offers End Users Just-in-Time Help

uGuide for Salesforce offers end users field-level guidance at the moment of need to effectively step through tasks and complete processes efficiently and effectively.



With a simple step, you can integrate ANCILE uGuide into Salesforce – creating and delivering guided help in minutes.

## Benefits

**For System Integrators** – Create new licensed revenue streams by allowing customers to create and maintain Salesforce help content that is tailored for their organization. As the Salesforce application is updated, as customer processes change, or as language translations are required for global support, help remains customized, relevant, and interactive.

**For ISVs** – Increase adoption of your customer's Salesforce application with standard uGuide guidance for all your customers or choose to expand services revenue with engagements to create customized Salesforce help content for your customers.

**For the Customer** – Enable quick learning of the Salesforce application which reduces long-term operational costs. With just-in-time support, users quickly adopt Salesforce and continue to maintain proficiency, which enables customers to achieve business objectives.

**For All** – Realize the full potential of technology investment throughout the software lifecycle.

## Adoption is maximized in-application — not outside of it

By offering guidance inside the application, uGuide users receive help that is tailored for the organization and to the specific tasks being completed. Instead of spending time in classrooms or searching generic help that is not organization-specific or task-specific, ANCILE uGuide provides help directly inside the application. With ANCILE uGuide, users maintain focus on business objectives and engage uGuide help, right at the moment of need, to master new or unfamiliar tasks in Salesforce, building proficiency that leads to long-term adoption. Through successful user adoption, ANCILE uGuide for Salesforce enables organizations to realize the full potential of their Salesforce investment.

## About ANCILE

ANCILE creates solutions that enable organizations to realize the full potential of their technology investments by creating, delivering, and sustaining moments of understanding that drive user adoption across the entire software life cycle. Our software solutions are used by over 4,400 global customers, including half of the elite Fortune 100.