

Sales *White Paper*

COMPARISON

300code vs. Salesforce

300code



2023

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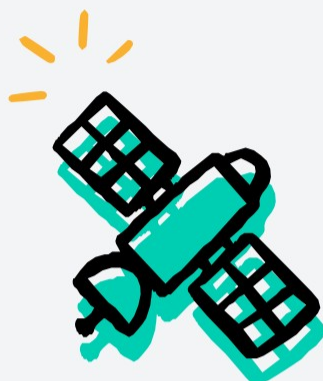
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Overview

Introductio

For this paper, we decided to compare 300code against one of the largest competitors on the market: Salesforce. Specifically, we'll be looking at the 300code Sales app versus the Salesforce SalesCloud application.

While the abilities and functional possibilities of both 300code and Salesforce are expansive, this document solely focuses on comparing the two company's specific Sales-focused offerings. That said, many features and options can be utilized with the addition of add-ons and third-party applications. However, the following comparison is dedicated to the basic, standard version of the product, and what it can do right out-of-the-box.

In order to offer the most fair comparison between the two sales platforms, we've compiled a table of the most important features that sales software should offer.

These are organized into 6 main categories:

- **General Sales**
- **Quotations & Sales Orders**
- **Products & Pricing**
- **Invoicing**
- **Reporting**
- **Connectors & Integrations**

These categories most accurately encapsulate everything a business needs to properly manage its sales. We've also included a comprehensive list of pricing conditions and usability analysis for both solutions to further the comparison.

Limitations

When it comes to comparative white papers of this nature, many claim to present a fully unbiased, straightforward breakdown of two (or more) competing products. However, these materials are usually written and published by one of the companies being analyzed.

Inherently, this doesn't always lend itself to a completely unbiased, authentic comparison – as the publishing party often ends up looking like the more “favorable” option.

We are well aware of this presumption, and feel inclined to point it out for the sake of full transparency.

That said, even though we are one of the companies being examined in this white paper, we did our very best to avoid such biases, and approached this project with the utmost professionalism, objectiveness, and fairness.

While an earnest effort was put forth during the creation of this comparison white paper, it's only right to address a few limitations that occurred during the research phase.

Despite our most diligent attempts, we were unable to obtain fully functional use of the Salesforce software. The data obtained for this white paper, related to Salesforce, was collected via a series of software trials and demos, phone conferences with Salesforce product experts, and also with the aid of in-depth, independent research.

Additionally, there isn't a singular Salesforce “Sales” application to compare against the 300code Sales application. The Salesforce software combines various elements of Sales and CRM, while 300code offers individual solutions for each.

For the sake of full disclosure, the entirety of 300code's software was readily available throughout the creation of this comparison. Please keep these considerations in mind as you review the remainder of this white paper.

300code

300code was created by ERP specialists who spent years implementing the major ERP systems: Microsoft Dynamics, SAP and Bitrix24. From our headquarters in Tambov, Russia, and our office in Damietta, Egypt, we took the best-performing apps from every system and rebuilt them by code into a suite of fully-integrated business applications that constantly communicate with one another.

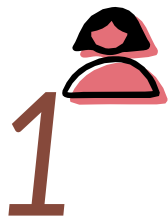
300code's apps cover a wide variety of scopes, including: Sales, CRM, Accounting, Manufacturing, Inventory, HR, and so much more. 300code brings more than 40 integrated applications on one database, maintained by our team so that every app is ready the day you need it.

300code is available in one edition: 300code Online.

300code Online is fully hosted in the cloud: every app is included, hosting, updates and support are handled by our team, and users are billed per user, monthly or yearly, after a free trial.

For the following comparison, we chose to use features that are available with the Online edition.

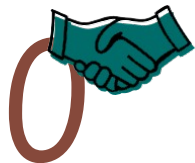
*"Because Amazing Employees
Deserve Amazing Software"*



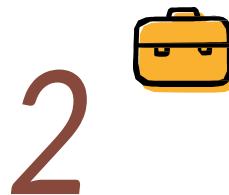
hosted
platform



apps



hidden fees



backup continents

Salesforce

Salesforce, based in San Francisco, was founded in 1999 by Marc Benioff, Dave Moellenhoff, Parker Harris, and Frank Dominguez. While this cloud-based SaaS provider initially started off as purely a CRM (Customer Relationship Management) solution, it has evolved into one of the biggest management software companies in the industry.

Salesforce provides a variety of software solutions to its customers, including: CRM, Sales, Marketing, Service, Analytics, eCommerce, IoT, and so much more.

Salesforce is available in four editions, which are all billed annually:

- - **Starter**
- - **Professional**
- - **Enterprise**
- **Unlimited**

The **Starter** edition allows users to begin their journey quickly, with basic solutions for sales, service, and email outreach tools for \$25/user/month.

The **Professional** edition gives users a more advanced version of their Sales/CRM applications for \$80/user/month.

The **Enterprise** edition provides users the advanced version of their Sales/CRM applications, with detailed analytics and API for \$165/user/month.

The **Unlimited** edition provides users with everything Salesforce has to offer, including the Sales/CRM applications, complete with automation, AI, and built-in developer support for \$330/user/month.

For the following comparison, we chose to use features that are available in the Professional edition.

"We bring companies and customers together."



150k

paying customers



7k

apps (in AppExchange)



630

resellers



56k+

employees



General Sales

300code

Salesforce

Configuration

Multi-User	✓	✓
Different Languages	✓	✓
Supported Countries	80+	100+
Different Types of Access Rights	✓*	✓
Email Templates	✓	✓
Schedule Activities		✓**
Conversation History (Chatter)	✓	✓
Add Attachments	✓	✓
*Must have 300code Studio app installed		
**Only with Unlimited Edition		

Basic Sales Features

B Sales Team/Salespeople

		✓
Customer Portal	✓	*
Customer Preview	✓	✓✓**
Deliver Content by Email	✓	*
Incoterms	✓	✓***
	✓	✓

*Need Additional Salesforce services

**Enterprise Edition required

***Commerce Cloud product required

Quotations Sales Orders



300code

Salesforce

Quotations and Sales Orders

Quotation Builder	✓	✓
Quotation Templates	✓	✗
Quotation Expiration Date	✓	✓*
Terms & Conditions Link	✓	✓*
Upselling and Cross-Selling	✓	✓*
Optional Products	✓	✓*
Online Confirmation (Signature or Payment)	✓	✗
Show Margins	✓	✗
Sales Warnings	✓	✗
Lock Confirmed Sales	✓	✓*
Downloadable & Printable	✓	✓
Delivery Status Visible on Orders	✓	✓**
Configurable Delivery Methods	✓	✗
Lead Times	✓	✓***
Manage Invoicing from Sales Orders	✓	✗
Inventory Levels when Creating Orders	✓	✓**
Scheduled Delivery Dates	✓	✗
Import/Export Quotations	✓	✓*
Import/Export Sales Orders	✓	✓*

*Enterprise Edition

**Additional Salesforce services required

***Commerce Cloud product required

Products Pricing



300code

Salesforce

Products

Product Catalog	✓	✓
Product Configurator	✓	✓*
Product Variants/Attributes	✓	✓
Product Variant Grid	✓	✓
Deliver Product Specific Content by Email	✓	✓*
Internal Notes		✓
Accessory Products	✓	✓
Alternative Products	✓	✓
Continue Selling when Out-of-Stock	✓	✓*
Print Configurable Labels		✗
*Additional Salesforce Services required	✓	

Pricing

Discounts on Order Lines		✓**
Gift Cards	✓	✗
e-Wallet	✓	✗
Coupons	✓	✗
Promo Programs	✓	✗
Price Rounding	✓	✗
Multiple Currencies		✓
Time-Based Rules	✓*	**
Pricelists		**

*Only usable with the Subscriptions application
**Additional Salesforce services required

Products Pricing



300code

Salesforce

Pricelists

Multiple Prices per Product



Pricing Based on Cost



Pricing Based on Other
Pricelist



Pricing Based on Formula



*Additional Salesforce services required

**Enterprise Edition and/or Commerce Cloud required

Invoicing



300code

Salesforce

Customer Invoices

Proforma Invoices



Multiple Taxes



Advanced Taxes (filed, tax of taxes, etc.)



Automatic Invoice Generation



Invoice Status



Orders to Invoice



Orders to Upsell



Export Batch Invoices



Calendar View



Graph View



Pivot Table



Kanban Pipeline



Down Payments



Various Invoice Policies



Deliver and Invoice to Different Addresses



Invoice on Project Milestones



Tax Mapping (Avatax or TaxCloud)



Invoicing



300code

Salesforce

Send Invoices

Generate PDF Invoices



Batch Send Invoices by Email



Post Invoices by Standard Mail



Payment

Multiple Currencies



In-Store Payment



Online Payments



Credit Card



PayPal



Wire Transfer



Adyen



Alipay



Amazon Payment Service



Asiapay



Authorize.net



Buckaroo



Flutterwave



Mercado Pago



**Additional services are required

Invoicing



300code

Salesforce

Payment

Mollie	✓	✓ **
Ogone	✓	✓ **
PayU Latam	✓	✓ **
PayUmoney	✓	✓ **
Razorpay	✓	✓ **
Stripe	✓	✓ **
Bank Transfer	✓ *	✓ **

*Only in USA, via Authorize.net

**Additional services are required

Reporting

	300code	Salesforce
Reporting		
Pivot Table on Multiple Dimensions	✓	✗
Analytics	✓	✓*
Download as xlsx	✓	✓
Insert in Spreadsheet	✓	✓
Customizable Reports	✓	✓
Customizable Dashboards	✓	✓
Multiple Graph View Options	✓	✓
Customizable KPIs	✓	✓
Order and Invoicing Analysis Additional Salesforce services are required	✓	✓
Tracking		
Lead/Opportunity	✓	✓
Campaign	✓	✓
Medium	✓	✓*
Source	✓	✓

*Commerce Cloud product required

Connectors App Integrations

300code

Salesforce

Connectors

External API	✓	✓*
Amazon Connector	✓	✓**
eBay Connector	✓	✓**

*Enterprise Edition required

**Enterprise Edition + additional services required

Shipping Connectors

UPS Connector	✓	✓*
USPS Connector	✓	✓*
DHL Express Connector	✓	✓*
FedEx Connector	✓	✓*
Bpost Connector	✓	✓*
Easypost Connector	✓	✓*
SendCloud Connector	✓	✓*

*Enterprise Edition required

App Integrations

Accounting	✓	✓*
eCommerce	✓	✓*
Inventory	✓	✓*
Manufacturing	✓	✓*
Subscription	✓	✓*
Point of Sale	✓	✓*
CRM	✓	✓*

Connectors App Integrations

300code

Salesforce

App Integrations

Contacts	✓	✓*
Rental	✓	✓*
Documents	✓	✓*
Events	✓	✓*
Sign	✓	✓*
Website	✓	✓*
Projects	✓	✓*
Calendar	✓	✓*
Timesheets	✓	✓*
Barcode	✓	✓*

*API access only available with Salesforce Enterprise Edition

Subscription

Subscription Templates	✓*	✓**
Recurring Invoices	✓*	✗
Recurring Periods	✓*	✗
Automatic Closing	✓*	✗

*Must have 300code Subscriptions application installed

**Additional Salesforce services required

Projects

Create Projects from Sales	✓	✗
Create Tasks on Existing Projects from Sales Orders	✓	✗
Create Field Service Tasks	✓	✗

*Must have 300code Subscriptions application installed 17

User Interface



The mark of a truly valuable platform comes down to its user interface.

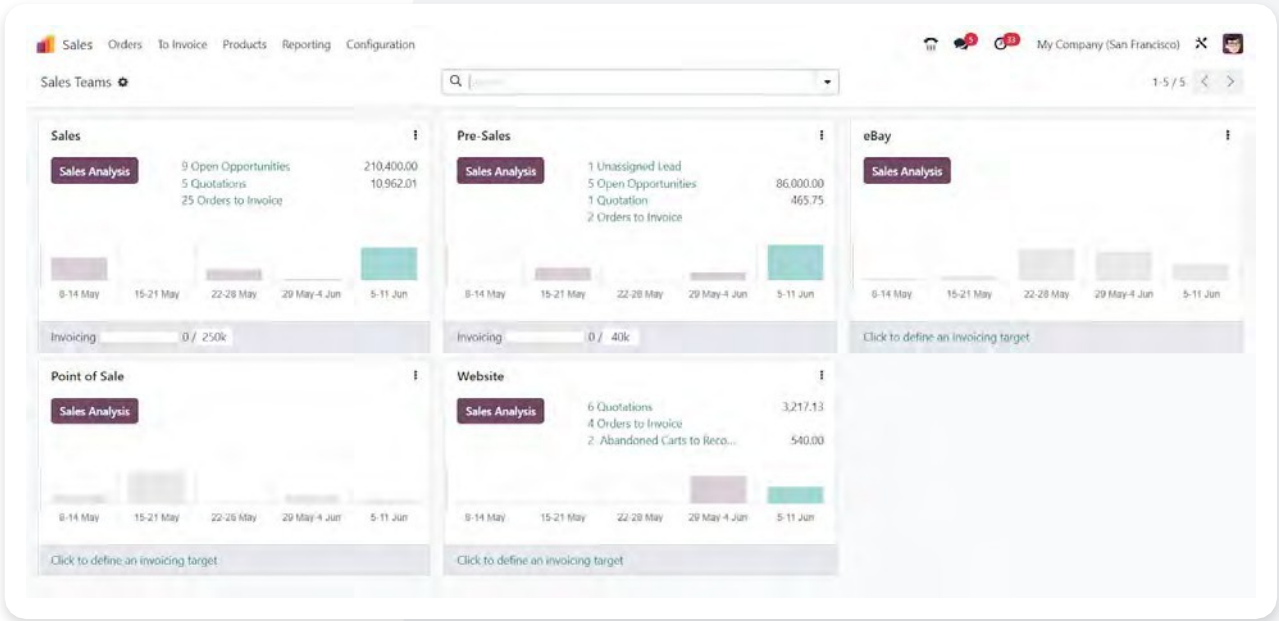
A top-tier interface not only makes the completion of complicated tasks quick and efficient, it also provides a heightened level of success and satisfaction, due to the reliable convenience provided by its easy-to-use design, functionality, and wide array of features.

The best-designed software organically creates a familiarity with the user, by delivering a consistent dashboard layout with predictable interactions, helping users establish an immediate comfortability with the platform.

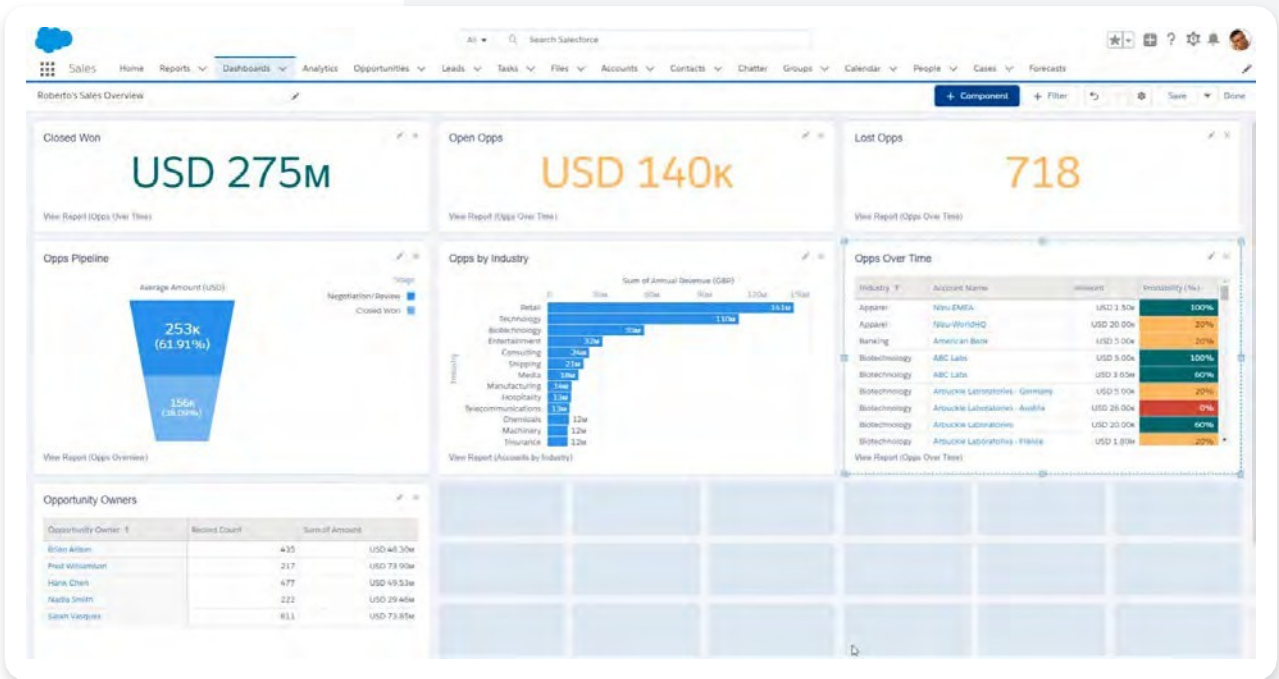
In the next section, we'll examine screenshots from these two software interfaces to get a better look at their differences.

Main Dashboard

300code



Salesforce



Sales OrderForm

300code

The screenshot shows a Salesforce Sales Order form for S00113. The form is divided into several sections: Customer, Referrer, Invoice Address, Delivery Address, and Quotation Template. The Customer section includes details for Azure Interior, 4537 De Silva St, Fremont, CA 94538, United States - US12345677. The Referrer section is empty. The Invoice Address and Delivery Address are both Azure Interior. The Quotation Template section is empty. The form also includes a table for Order Lines, a section for Terms & Conditions, and a summary section for Totals.

Product	Description	Quantity	Delivered	Unit Price	Taxes	Tax excl.
(FURN_8855) Drawer	(FURN_8855) Drawer	1.00	0.00	110.50	15%	\$ 110.50

Un taxed Amount:	\$ 110.50
Tax 15%:	\$ 16.58
Total:	\$ 127.08
Margin:	\$ 10.50 (9.5%)

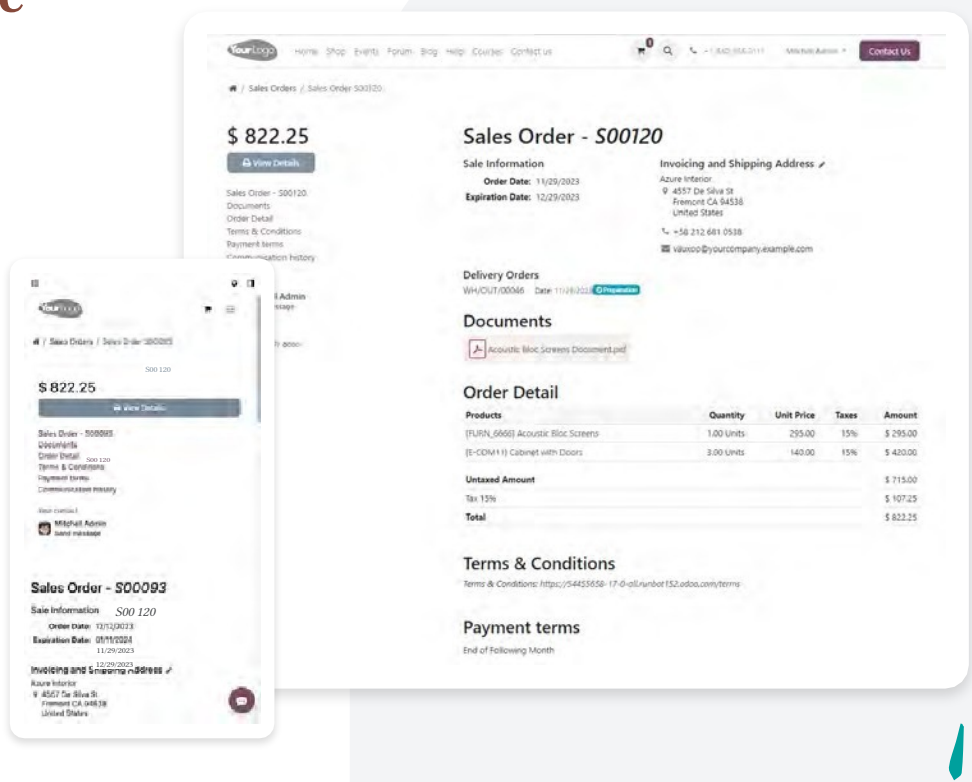
Salesforce

The screenshot shows a Salesforce Order record for 00002228. The record is in the Draft status. The Account Name is ABC Account, the Order Date is 04/08/2023, and the Order Amount is \$1,468.15. The record is divided into two main sections: Related and Activity. The Related section shows a table of Order Products (4) with columns for Product, Product Code, Quantity, and Unit Price. The Activity section shows a list of activities, including a note about the order status.

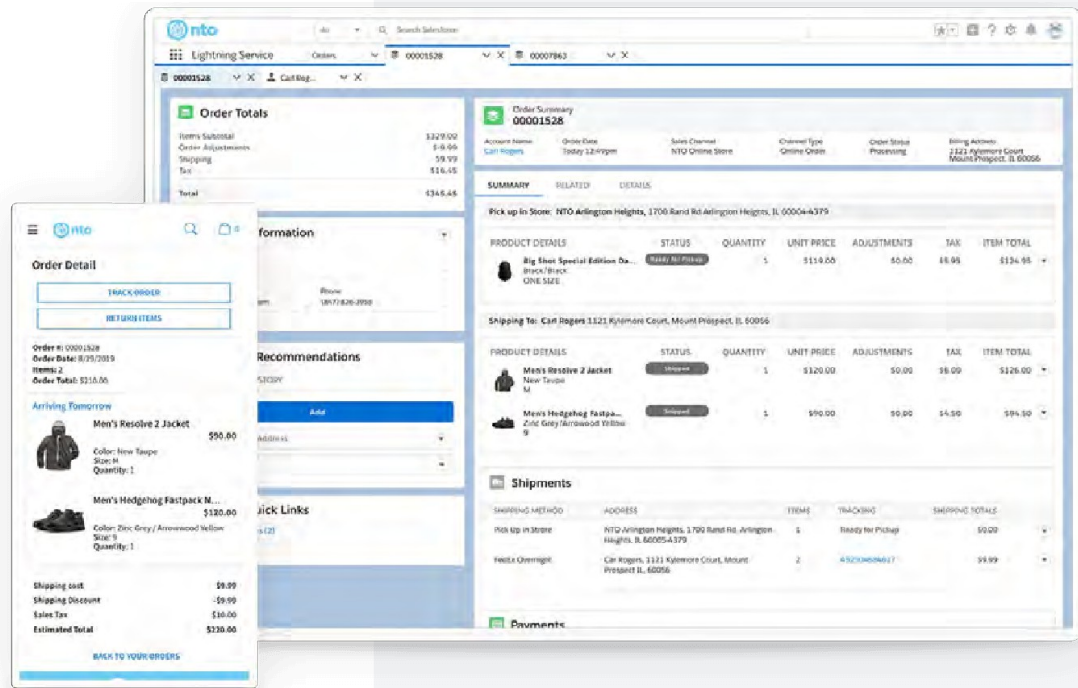
Product	Product Code	Quantity	Unit Price
Adhesive		1.00	\$250.00
ADHESIVE (R-316TB) SOLVENT RA...		1.00	\$931.73
ADHESIVE POLYMAXX CS		1.00	\$176.00
ADHESIVE POLYMAXX CSN		1.00	\$110.42

Sales Order Portal (Customer View)

300code



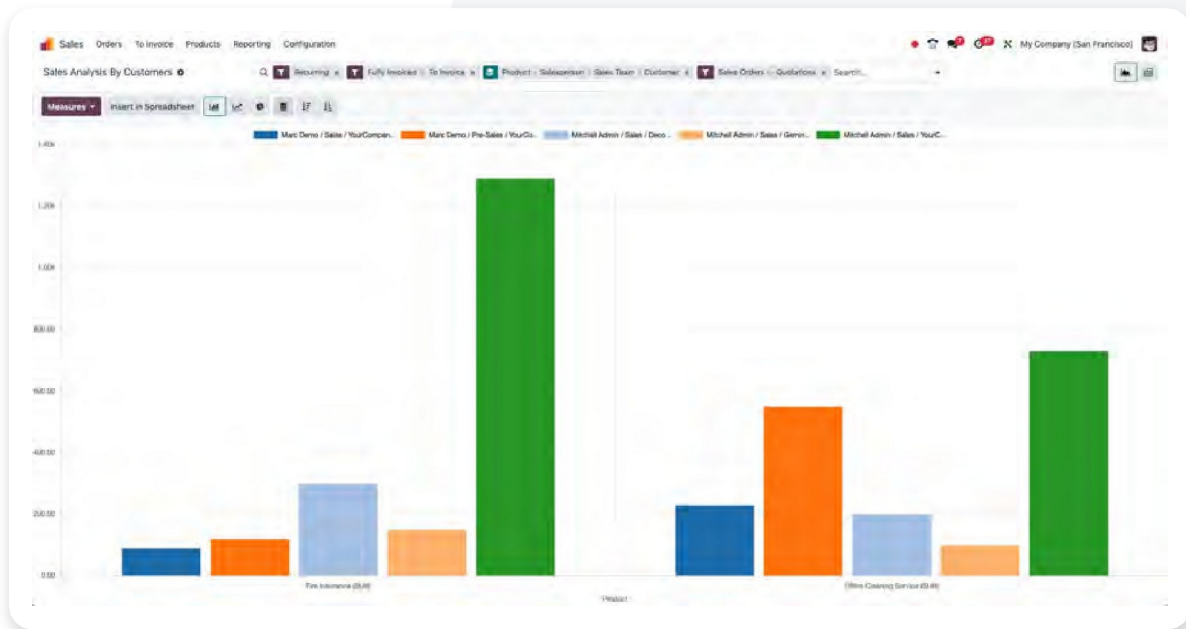
Salesforce



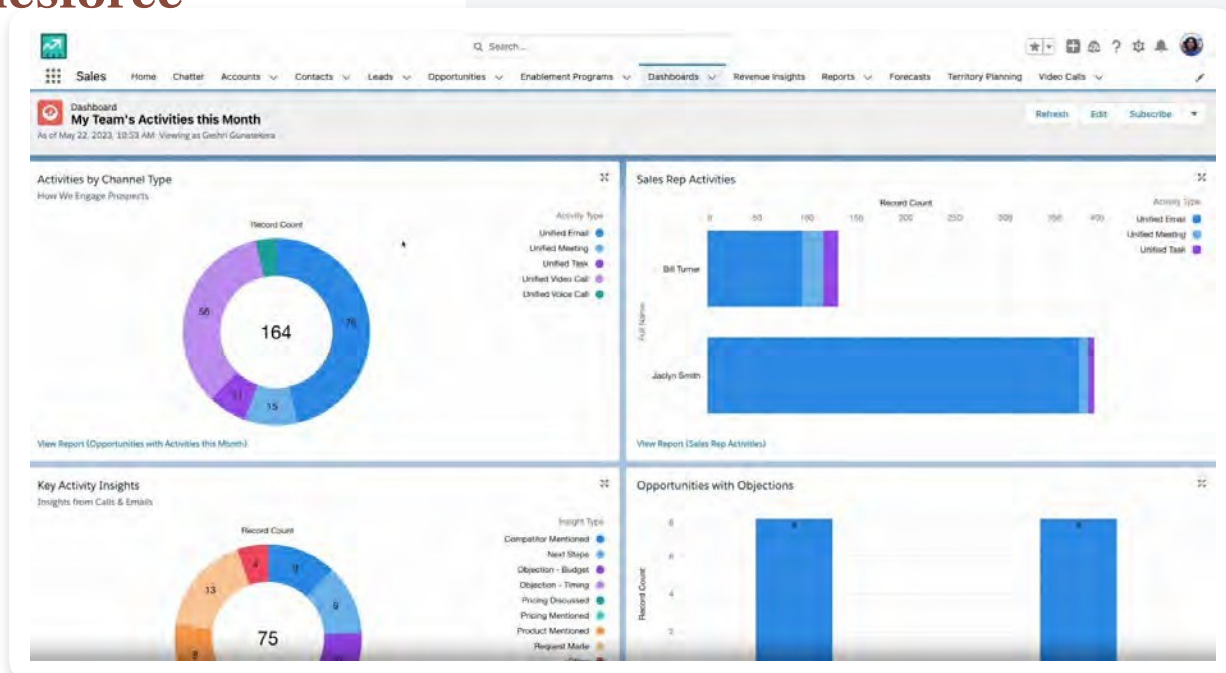
Reporting



300code



Salesforce





Miscellaneous

Usability Comparison Table

	300code	Salesforce
UI		
Full Web Interface	✓	✓
Mobile App	✓	✓
Android App	✓	✓
iPhone App	✓	✓
Marketplace		
App Store / Add-Ons	44k+	4.5k+



General Sales



Monthly Pricing	\$24.90 *	\$80 **
Number of Users	Unlimited ***	Unlimited **
Contract Duration	Yearly/Monthly ¹	12 Months (min.)
Free Trial	✓	✓

*\$24.90/mo pricing is based on an annual subscription, otherwise pricing is \$31.10 per month. Both subscription options for 300code include access to **all** 300code apps, in addition to 300code Sales app

**Billed annually at ~\$960/yr

***There is no cap on user count for either platform. **Note:** both platforms' subscription plans charge *per user*¹ Choosing between a yearly or monthly subscription option for 300code will affect the contract duration as well as the price per monthly subscription (e.g. \$24.90/mo for annual, \$31.10/mo for month



Conclusion

Conclusion

Several factors come into play when searching for the ideal sales software, like overall cost, user interface, and amount of features, to name a few. But it all comes down to what's really important for *your* business.

Selecting a software that strikes the perfect balance between these vital elements will ultimately lead to positive results.

Another aspect to consider is the day-to-day needs of your sales team. Finding a simple solution to aid and assist them with their regular duties is paramount.

In short, quality software should help your colleagues get their jobs done faster, while avoiding any costly, time-consuming training sessions.

So, whether you're a burgeoning startup researching various sales platforms for the first time, or a large business considering a migration from current software, the information presented in this document is a useful way to compare the most important aspects of each sales solution, in order to find the right software for *your* specific needs.

feedback@300code.com This comparison is adapted by 300code from the Sales Whitepaper published by Odoo SA (2023), whose platform 300code builds on as an Odoo partner. The feature and pricing data are carried over from that document unchanged. If you find mistakes or missing features, please report it to feedback@300code.com and we will keep this comparison accurate and up to date.