

ARROWPOINTE

Free AppExchange Applications *(and a few inexpensive ones)*

Scott Hemmeter, Arrowpointe Corp.
San Diego Salesforce User Group
April 3, 2009

www.arrowpointe.com

About Arrowpointe

- Focused on the successful delivery of solutions utilizing Salesforce.com technology
- Builds tools & utilities on the Force.com platform



Arrowpointe Maps

A configurable, on-demand mapping platform that ties together your Salesforce.com data and MapQuest maps



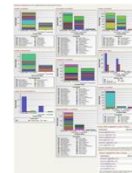
Auto vCard

Allows you to create a vCard file for the import of information from Salesforce.com (e.g. a Lead, Contact or Account) into a Personal Information Manager (e.g. Outlook, Address Book, etc).



Web to Lead Spam Check

Performs a spam check on incoming web to lead submissions



User Adoption Dashboard

A dashboard focused on analyzing the data activity that has taken place over the past 60 days



Info Center

Provides a mechanism for you to publish Messages, Frequently Asked Questions (FAQs) and Links to your Salesforce users.

Free Applications

Adoption Dashboards

A User Adoption Dashboard

Arrowpointe Corp. 4/18/2006

A dashboard focused on analyzing the data activity that has taken place over the past 60 days. Dashboard components exist for each major type of data, as well as information about who has and has not logged in over the past 7 days.

5.0
out of 5



Adoption Dashboards

Force.com Labs 4/24/2006

Three Adoption Dashboards, and their associated reports. Downloading this app will create an "Adoption Dashboards - AppExchange" Dashboard folder along with a Reports folder called "Dashboard Reports - Adoption."

4.8
out of 5

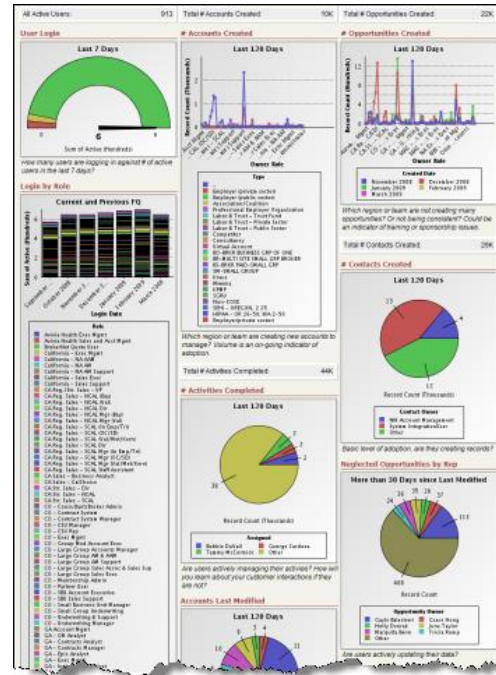
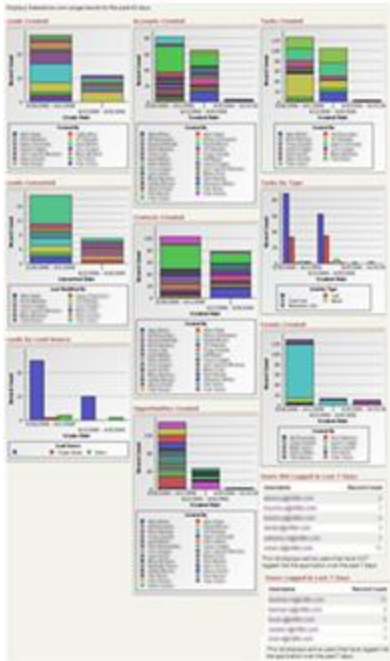


[View on AppExchange](#)

- Quick view of data activity over the past 60 days
- View of who has and has not logged in over the past 7 days
- A starting point User Adoption Dashboard that can be extended for your organization

[View on AppExchange](#)

- Usage (who's in and what are they doing?)
- Data Quality (can we trust what we see?)
- Business Performance (are we succeeding?)



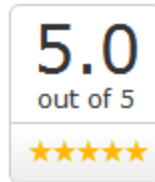
Info Center

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Info Center

Arrowpointe Corp. 11/2/2006

The Info Center is a free application providing a mechanism for publishing Messages, Frequently Asked Questions (FAQs) and Links to your Salesforce users. End-users view the published information through a custom tab. You manage the data in a custom app.



[View on AppExchange](#)

- Publish Messages
- Categorize & Publish Frequently Asked Questions (FAQs)
- Categorize & Publish Hyperlinks

Important Messages

[Welcome to the Info Center](#)

[View](#) [Edit](#)

The Info Center is a tool to *help organizations communicate with their end-users*. It was originally developed out of the need to communicate Frequently Asked Questions and was later expanded to include the ability to publish Messages and Links to the Organization.

All of the content on this page is being pulled from the tabs you see to the left of this one. To learn how this tool works, view the Frequently Asked Questions section in the middle of this page.

This is an example of a "float" message. Float messages will appear in full at the top of the Messages section. Non-float messages (like below) only display their title. To view their content, click on their title.

Other Messages

[For more information](#)

Frequently Asked Questions

Info Center Background

The Basics

[Can I use HTML tags in the Body of my records?](#)

[What do the View & Edit links do?](#)

[How could I get notified when new items are published to the Info Center?](#)

[What do the various Status values mean?](#)

[View](#) [Edit](#)

For each type of record, there are 4 status values. Only 2 of the status values have an impact on what is presented to the user.

Draft: Draft status is the default status and allows a record to be saved and never presented to an end user. As its value would indicate, this is intended for records where the content is being put together.

Owner Preview: The Owner Preview status is used to allow the Owner of the record to view it in the Info Center without the every user being able to see it. These records are identified in the Info Center as being in this status.

Published: The Published status displays the record to all users in the Info Center.

Expired: Expired Status is for old records that no longer need to be published, but need to be kept. It has the same functionality as the Draft status, but helps to differentiate them from Drafts. To re-publish the record, just change the status back to Publish.

Messages

FAQs

Links

Techie Stuff

Links

Documents

[Summer 06 Release Notes](#)

External Sites

[Arrowpointe Website](#)

[Perspectives on Salesforce.com](#)

[Salesforce.com](#)

Sidebar Summary

The screenshot shows the Arrowpointe user interface. At the top, there is a navigation bar with tabs for Home, Campaigns, Leads, Accounts, and Contacts. Below this is a search section with a dropdown menu set to 'Search All' and a 'Go!' button. Underneath the search is an 'Advanced Search...' link. The main section is titled 'Summary' and contains a list of metrics: Unread Leads: 11, Leads - Not Contacted: 1, Oppty - Next 30 Days: 35, Oppty - Past Due: 1, Cases - Open: 0, Tasks - Today + Overdue: 18, and Tasks - Created Today: 8. Below the summary is a 'Create New...' dropdown menu. At the bottom of the sidebar is a 'Recent Items' section. To the right of the sidebar, there is a user profile for Scott Hemmeter, dated Thursday April 2, 2009, and a 'My Tasks' table.

Complete	Date
X	3/28/2009
X	3/30/2009
X	3/31/2009
X	4/1/2009
X	4/1/2009
X	4/1/2009
X	4/2/2009
X	4/2/2009
X	4/2/2009
X	4/2/2009
X	4/2/2009

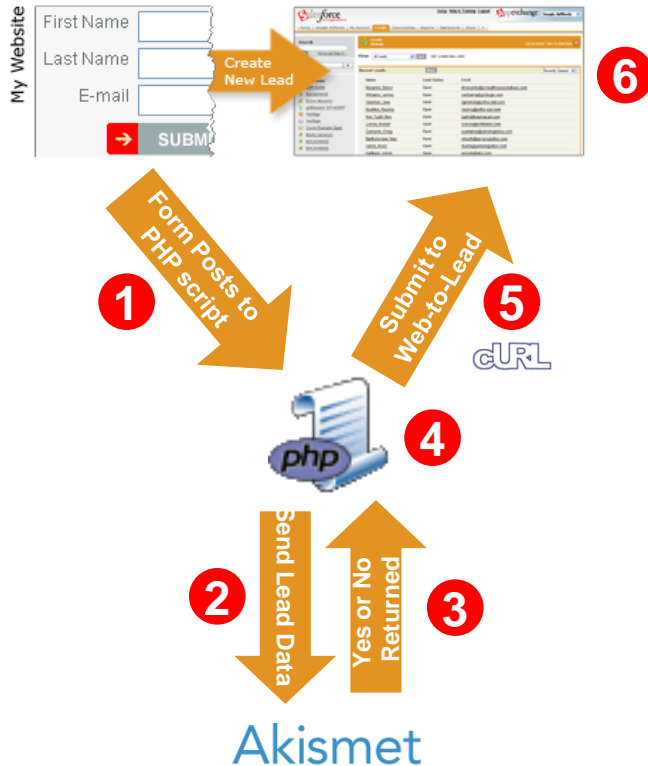
[View Blog Post](#)

- A summary showing the record counts of commonly used queries
- Each count links to a corresponding view or report showing the detail
- Example queries:
 - My Unread Leads
 - My New Leads
 - My Pipeline, next 30 days
 - My Open Cases
 - My Tasks due today + overdue
- You can customize the queries you'd like
- Requires basic knowledge of force.com development; specifically Apex Code and Visualforce
- Not available on AppExchange, but all information is available on Arrowpointe's blog (see link above)

Web to Lead Spam Check

ARROWPOINTE

[View Blog Post](#)
[Dreamforce 2007 Session](#)



- The Problem
 - Salesforce web-to-lead HTML forms expose your Org ID and allow spammers the ability to flood your database with junk/spam.
- The Need
 - A way to hide the Org ID
 - Ability to perform spam checks on data coming in from web-to-lead forms
- The Solution
 - Post form data scripts that hide the Org ID
 - Use the Akismet anti-spam tool to evaluate the content before its submitted to Salesforce web-to-lead.
- Requires working knowledge of PHP or similar web development
- Not available on AppExchange, but all information is available on Arrowpointe's blog (see link above)

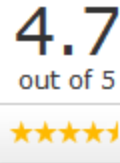
Draggin' Role



Draggin' Role

DrivEnable 2/8/2007

Manage your role hierarchy with ease! Now you can drag and drop your way through any hierarchy modifications. Draggin' Role is a free application that allows you to view and manipulate users AND roles from a single Custom Tab.



[View on AppExchange](#)

- Drag and drop users AND roles around the hierarchy
- Select and arrange user fields being displayed
- Combines the convenience of the 'tree view' with the flexibility of 'user views'



[Refresh](#) [Customize](#) [Show All Users](#) [Hide All Users](#)

Currently Displaying: [FirstName](#) | [LastName](#) | [E-mail](#) |

[Worldwide Operations](#) (Worldwide) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[Asia Pacific](#) (APAC) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[Enterprise Business](#) (-) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[Government](#) (Gov) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[Europe, Middle East & Africa](#) (EMEA) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[North Region](#) (North) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[South Region](#) (South) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[The Americas](#) (Americas) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[North Atlantic](#) (N Atlantic) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[Southeast](#) (SE) ⚡ [view](#) [edit](#) [delete](#) [add](#)

[Refresh](#) [Customize](#) [Show All Users](#) [Hide All Users](#)

Other free & useful apps



Mass Delete

Force.com Labs 3/19/2007

A set of custom list buttons that you can add to your standard list views or related lists. Users can select any number of records and delete all of them with a single click.

5.0
out of 5



[View on AppExchange](#)



Email AutoComplete

MG Consulting 4/22/2008

Tired of cutting and pasting email addresses over and over again into the Salesforce Email page? Email AutoComplete allows you to add any of your contacts to the Additional To, CC, and BCC fields by Last Name, First Name and Email.

5.0
out of 5



[View on AppExchange](#)



Mass Update Contact Addresses

X-Squared On Demand LLC 3/4/2009

Copy the account's billing address to selected contacts within that account using a Visualforce interface. Because it uses Apex, no API access is required.

5.0
out of 5



[View on AppExchange](#)

Task
Send an Email

Send Select Template Attach File Check Spelling Cancel

Edit Email

Email Format Text-Only [Switch to HTML]

To Tim Barr

Related To Account

Additional To: a

CC: agreen@uog.com (Avi Green)
ajames@uog.com (Ashley James)

BCC: asong@uog.com (Arthur Song)
a_young@dickenson.com (Andy Young)

Subject

Body

Send Select Template Attach File Check Spelling Cancel

High Value Applications

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Arrowpointe Maps

Arrowpointe Corp. 8/23/2007

Arrowpointe Maps provides your end users a mechanism for visualizing their Salesforce information on interactive MapQuest maps. Arrowpointe Maps is configurable and can be tailored to your organization.

5.0

out of 5

★★★★★

[View on AppExchange](#)
[FAQs & Demos](#)

- Map your data using Salesforce Views, Reports or via interactive Map Pages that you configure
- Perform proximity searching to find Leads, Accounts or Contacts within a user-defined proximity
- Create multi-point driving directions by pulling the addresses right from Salesforce

#	Name	Street	City	State/Province	Postal Code	Country
1	R. R. Donnelley & Sons Company	111 S. Wacker Dr.	Chicago	IL	60606	US
2	Motorola, Inc.	1303 E. Algonquin Rd.	Schaumburg	IL	60196	US
3	Bioswack Corporation	1 N. Field Ct.	Lake Forest	IL	60045	US

DRIVING DIRECTIONS: [Small Overviews](#)

From R. R. Donnelley & Sons Company To Motorola, Inc.

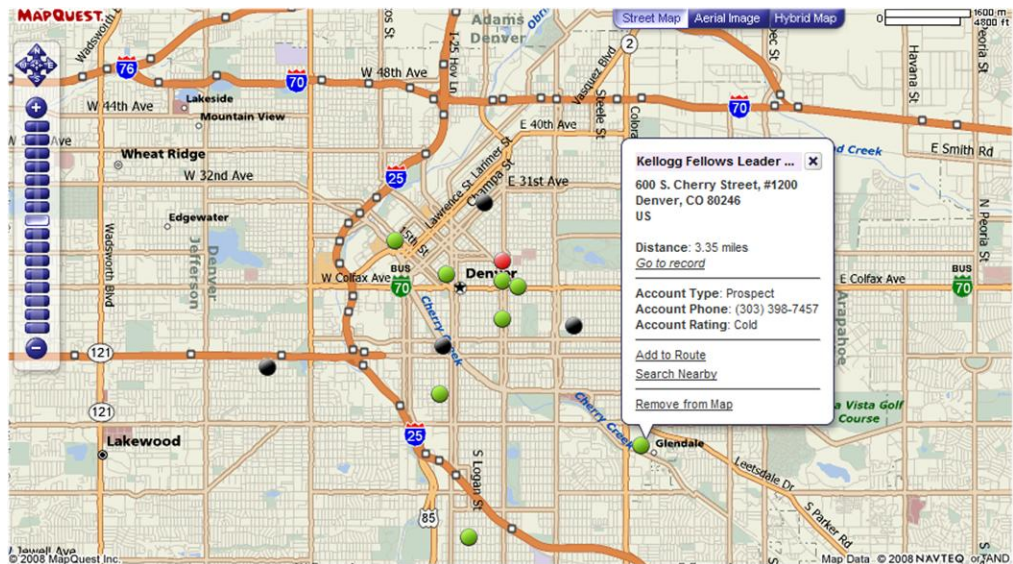
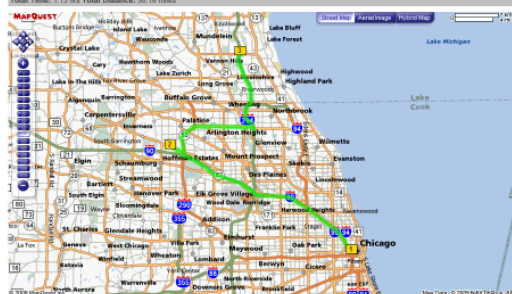
- Start out going NORTH on S WACKER DR/UPPER WACKER DR toward W MONROE ST. 0.28 miles
- Turn LEFT onto W RUDOLPH ST. 0.46 miles
- Merge onto I-90 I-94 W/KENNEDY COPY W. 7.58 miles
- Keep LEFT to take I-90 W/IANE ADAMS MEMORIAL TOLLWAY via EXIT 438 toward OHARE-ROCKFORD (Portions toll). 18.09 miles
- Take the I-63 N exit toward NORTHWEST BURBURS. 0.85 miles
- Take the I-63N/GONQUIN RD exit. 0.29 miles
- Keep RIGHT at the fork to go on I-63N/GONQUIN RD. 1.4 miles

Time: 36.3 min Distance: 25.94 miles

From Motorola, Inc. To Bioswack Corporation

- Start out going SOUTHEAST on E ALGONQUIN RD/I-62 toward N MEACHAM RD. 1.39 miles
- Merge onto I-53 N via the ramp on the LEFT. 3.88 miles
- Take the EAST PALATINE RD exit. 0.34 miles
- Merge onto W PALATINE RD. 1.45 miles
- Stay STRAIGHT to go onto PALATINE RD EXPRESS LN. 4.52 miles
- PALATINE RD EXPRESS LN becomes WILLOW RD. 0.82 miles
- Merge onto I-294 N via the ramp on the LEFT (Portions toll). 4.56 miles
- I-294 N becomes I-94 W (Portions toll). 0.43 miles
- Take the I-60TOWN LINE RD exit. 0.27 miles
- Turn RIGHT onto I-60 E/W KENNEDY RD/TOWNLINE RD. 0.47 miles
- Turn LEFT. 0.01 miles

Time: 31.7 min Distance: 23.22 miles

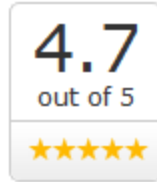


- ✓ AUTO-CREATE vCARD FILES
- ✓ USE CUSTOM FIELDS
- ✓ USE CUSTOM OBJECTS (VERSION 2.0)
- ✓ FREE FOR NON-PROFITS

A Auto vCard

Arrowpointe Corp. 2/28/2006

Auto vCard allows you to create a vCard file for the import of information from Salesforce.com (e.g. Lead, Contact, Account or User) into a Personal Information Manager (e.g. Microsoft Outlook, Apple Address Book, etc.).



[View on AppExchange](#)
[Product Page on arrowpointe.com](#)

- Pre-configured support to generate vCards from Leads, Accounts, Contacts and Users
- Easily map your own custom fields or objects into the vCard
- International Character support

Contact Detail		
Contact Owner	Admin User [Change]	Phone (336) 222-7000
Name	Mr. Jack Rogers	Home Phone (336) 222-7001
Account Name	Burlington Textiles Corp of America	Mobile (336) 222-7002
Title	VP of Facilities	Other Phone (336) 222-7003
Department		Fax (336) 222-8000
Birthdate		Email irogers@burlington.com
Reports To	View Org Chart	Assistant
Lead Source	Web	Asst. Phone
Mailing Address	525 S. Lexington Ave Burlington, NC 27215 USA	Other Address
Languages		Level
Created By	Admin User, 2/15/2006 4:18 PM	Last Modified By Admin User, 2/16/2006 2:50 PM
Description		



Other high value apps



Conga Merge

AppExtremes, Inc. 1/15/2007

See reviews! Create content-rich output from Word/Excel templates or PDF forms. Custom quotes, proposals, account plans and more from any custom object and related lists - as little as one click to print, attachment or email. Now 100% wind-powered!

5.0

out of 5



[View on AppExchange](#)

EchoSign.



EchoSign

EchoSign 10/6/2006

EchoSign for Salesforce picks up where Salesforce leaves off - when you actually need to get that customer contract signed. With EchoSign, your contracts are automatically signed, tracked and filed - instantly. Because It's Only Closed When It's Signed.

5.0

out of 5



[View on AppExchange](#)



DemandTools

CRMfusion Inc. 1/8/2006

DemandTools is an admin toolkit for a variety of data quality needs including merging duplicate records (dups), backup, batch normalization, ETL, batch deletion, duplicate prevention, comparing external data to data in salesforce, Lead to Contact etc.

5.0

out of 5



[View on AppExchange](#)



VerticalResponse

VerticalResponse 7/17/2005

VerticalResponse for AppExchange provides self-service email & direct mail solutions. Create custom mailing lists of any size, design professional sales & marketing campaigns and track post-launch statistics.

3.9

out of 5



[View on AppExchange](#)

Questions?

Contact Information

- Submit your contact information to www.arrowpointe.com/contact
 - Include a note saying that you attended and what you thought
- My contact information...

Scott Hemmeter

President

Arrowpointe Corp.

714.697.6199 mobile

scott.hemmeter@arrowpointe.com

www.arrowpointe.com (website)

sfdc.arrowpointe.com (blog)