

Ringlead v. Openprise

We know it can be a challenge to get to the bottom of some software vendors' claims. And let's face it, when you're weighing pros and cons, the last thing you want to do is waste time on hyperbole or misleading claims.

So what's the best way to figure out what vendor's right for you?

You've already taken the first step—downloading this list of capabilities we think every company needs. (This is our own, very biased list. Feel free to remove any features you don't think you'll ever want.)

Next, schedule a demo of Ringlead and Openprise products.

Then just check the boxes (or mark an 'X' or doodle a smiley face) after seeing each capability in the demo.

Got questions about this checklist or want to schedule a demo? Contact us at (888) 810-7774.

Your Very Own Copy of our Completely Biased Checklist for Evaluating Openprise v. Ringlead

	Openprise	Ringlead
Single platform architecture (Did you see everything from one login?)		
Zero changes to your SFA and MAP environment (no modifications required)		
Dedupe leads, contacts, accounts, and custom objects		
Normalize key fields		
Match leads to accounts		
Match leads to buyer personas		
Lead routing		

Account scoring (multiple models)		
Attribution (first, last, and multi-touch)		
API Factory – Automatically convert any data process into an API that can be called at any time		
Virtual Data Integrator – Present data from other third-party apps without any customization		
Derive key fields like <i>Job Function</i> and <i>Job Level</i> based on <i>Job Title</i> to improve scoring (no data provider needed)		
Enrich data using <i>your company's</i> custom field values		
Integrate with multiple 3rd-party data providers and verification services		
Create lead coverage heat maps (see example)		
Configurable processes to clean and enrich data to suit your unique requirements		
Move and synchronize data among marketing, sales, and customer success applications		
Run data health checks to quantify data quality		

Access an open data catalog to customize cleaning and standardization		
Access over a dozen 3rd-party data providers through a Data Marketplace		
Integrate with the apps Marketing & Sales teams use most:		
Salesforce		
Marketo		
Microsoft Dynamics		
Pardot		
Eloqua		
Google G Suite for Business		
Box		
Dropbox		
Amazon Redshift		
Amazon RDS MySQL		
Amazon RDS Postgres		
FTP, FTPS, and SFTP		

Got questions? Contact Openprise Data Orchestration experts at (888) 810-7774.