

# Differences between SharePoint & CollaboRate

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Microsoft's SharePoint solution is a great tool make no mistake about it, however there are some clear differences in what SharePoint does and what CollaboRate does. So, if you run into a customer or prospect who says that they already have SharePoint, then hopefully this document will help you explain why CollaboRate is different. So let's get started:

- CollaboRate is not intended to compete with SharePoint in fact we have built in an interface to it as a standard part of our offering, so users won't have to move documents from one place to the other. If you are a SharePoint user you can search for content from within CollaboRate and it will automatically search both the CollaboRate repository and SharePoint to find what you are looking for and display the results in the results box.
- One of the biggest differences is that SharePoint is a platform and CollaboRate is an application. You can build applications/solutions on SharePoint. CollaboRate is ready made and tailored to the business need allowing the customer to customize it to fit their need but is already setup with sections, templates and tabs ready for content.
- Some of the major complaints with SharePoint is that it is a lot more complex than the concept appears to be to use and to program and many companies find that they have to spend a great deal of money with outside SharePoint developers to get SharePoint to do what they want it to do and it often takes longer to develop and get those results than the normal user wants or expects. CollaboRate on the other had is a very straight forward and easy product to implement and use. It doesn't require any outside resources to implement it and is very intuitive.
- SharePoint requires IT involvement, whereas CollaboRate doesn't and that in itself is a huge differentiator! The fact that CollaboRate is targeted at helping sales and marketing and can allow SharePoint users to gain access to it without IT involvement is very important. Since CollaboRate is a SaaS solution and doesn't require any software or applications to be added to one's computer, the IT department does not have to become involved in the implementation or use of it. CollaboRate utilizes its own servers, to host the user's content, which relieves the IT department from having to allocate space for it internally.
- CollaboRate comes complete with a number of templates designed to act as a guide to help administrators understand what type of content should go into each of those templates. Templates like Competitive Analysis, Product Alignment, Business Profile, Prospect Alignment, References and Win/Loss Analysis are the type of templates

provided within CollaboRate. Each of these templates is designed to address a business issue.

- CollaboRate is designed to provide access to information that will help a salesperson get in touch with the type of information they need to be more productive and effective. Things like in the Prospect Alignment Section: Why is this role significant to our opportunity? What is the most effective way to deal with this role? What is the most common issue this role has? What is our strategy for addressing this issue? What is our value proposition for this problem, etc? CollaboRate was designed to help salespeople sell more effectively and SharePoint wasn't designed for that. They both have their places within the organization and CollaboRate isn't attempting to replace SharePoint, instead it is attempting to augment it.
- Unlike SharePoint, CollaboRate limits who can add content into it, thereby adding structure and continuity to the content. We believe that if we allow everyone to add content then what you have is "Chaos", or garbage in garbage out. With our limited admin capability we are able to better monitor and filter what should and shouldn't be in CollaboRate. Users can make comments and offer suggestions and even make contributions, but all of those are filtered up through the CollaboRate Administrator before they are posted so that others may see them.
- CollaboRate also provides great management analytics about who is and isn't using the product, how often has each piece of content been viewed, win/loss analytics, search queries, content tags, content ratings and user contributions.
- One of the biggest complaints I have heard about SharePoint is how difficult it is to find what you are looking for. CollaboRate offers a number of options to the user to search for content. They can use the drop down menus and search by section, if they know where the content may be stored, like Marketing Library or Policies & Procedures tabs, or they can do a wild card search from Search CollaboRate window on the main user dashboard, or they can even do an advanced bouillon search, or they can search by user tags. CollaboRate allows users to tag any piece of content so they can find it the way that they search for it. It is my understanding that SharePoint also allows tagging but I'm not certain what a user would have to go through to enable it.