

Native vs. Non-native: Benefits of choosing a non-native Salesforce app

As a Salesforce user, you've likely seen the term "Salesforce Native" listed among different features on AppExchange apps. A native Salesforce app is built 100% inside of Salesforce using the Lightning Platform, while non-native apps are built outside of the Salesforce platform with Salesforce integrations. While some native apps advertise the contrary, FormAssembly provides its own set of [undeniable benefits as a non-native app](#), including:

Benefits



Independent uptime:

Native apps aren't always the most reliable option. Rather than relying on Salesforce uptime, FormAssembly works independently. Our Compliance Cloud plan offers 99.9% SLA, and any service interruptions are noted on our [status page](#).



More powerful integrations:

While Salesforce integration is important for many of our users, integration with other tools is useful, too. FormAssembly works seamlessly not only with Salesforce, but with multiple other systems you may use, such as PayPal, Mailchimp, Google Sheets, and more.



Extra line of security:

Native apps claim that they're more secure, but FormAssembly relies on the same infrastructure provider as Salesforce: [Amazon Web Services](#). FormAssembly continually meets the highest standards of security and compliance.



More customization opportunities:

With our non-native structure, FormAssembly users benefit from more flexible Salesforce customization capabilities than in native apps.

Get started with
FormAssembly today

Start Your Trial

