

FEATURE COMPARISON

EverReady vs. Einstein Activity Capture

In a context where organizations increasingly rely on data to guide decisions and fuel their AI models, the quality and reliability of CRM data have become strategic priorities.

Einstein Activity Capture (EAC) is a standard solution suitable for an initial level of integration between email systems and Salesforce. EverReady is designed for organizations with higher expectations — those looking to industrialize their processes, apply their own business rules, and ensure both data quality and confidentiality.

01 · SET-UP

Connection, configuration & administration

	EVERREADY	EAC
Mailbox connection via delegation or Admin mode using OAuth 2	✓	✓
Plug-and-play solution — low implementation time and complexity	✓	✓
Admin console + per-user dashboard showing update details	✓	✗
Customization of sync rules: filters, mapping, custom objects, blacklists	✓	✗
Synchronization of shared mailboxes	✓	✗
Teams integration: video conference report (status, duration, participants)	✓	✗
Synchronization of calls from Android mobile devices	✓	✗
Project support, onboarding & configuration of business rules tailored to your needs	✓	✗

02 · CONTACTS

Creation, enrichment & privacy

	EVERREADY	EAC
Contact creation from email metadata only (first name, last name, email)	✗	✓
Creation & enrichment from email signatures (name, email, phone, job title, LinkedIn, address)	✓	✗
Advanced privacy rules: blacklists, exclusion of internal & personal contacts	✓	✗
Intelligent matching of contacts to the correct accounts in the CRM	✓	✗
Automatic segmentation by job family and hierarchical level	✓	✗
Interest analysis	✓	✗
Identification of contacts who have left their company via OOO analysis	✓	✗
Automatic contact creation or manual validation mode	✓	✗
Retrieve contact history over the period of your choice (flashback)	✓	✗
Automatic retrieval of contacts when a new account is created	✓	✗

03 · EMAILS

Synchronization, privacy & customization

	EVERREADY	EAC
Synchronization of emails in the activity feed of accounts, contacts, leads, opportunities	✓	✓
Email storage in Salesforce standard objects (queryable for reports & workflows)	✓	✓
Advanced privacy rules: blacklists, auto-exclusion of personal/private/confidential/internal emails	✓	✗
Customization of sync rules: keyword filters, word-count filters, custom objects	✓	✗
Synchronization of contacts copied on emails (CC)	✓	✗
Ability to synchronize emails with a secondary email address	✓	✗
Intelligent email thread management	✓	✗
Ability to sync all or part of emails: subject, body, attachments	✓	✗
Attachment synchronization (configurable file sizes and formats)	✓	✗
Retrieve email history over the period of your choice	✓	✗

04 · EVENTS

Meeting sync & intelligence

	EVERREADY	EAC
Synchronization of events in the activity feed of accounts, contacts, leads, opportunities	✓	✓
Storage of meetings in Salesforce standard objects (queryable for reports & workflows)	✓	✓
Bi-directional synchronization (Salesforce ⇌ Gmail / Outlook calendar)	✓	✓
Advanced privacy rules: blacklists, exclusion of private/personal/confidential/internal meetings	✓	✗
Retrieve information from Microsoft Teams calls: no-show, participants, presence time	✓	✗
Automatic identification of meeting types: demo, workshop, follow-up...	✓	✗
Retrieve meeting history over the period of your choice (flashback)	✓	✗
 EverReady goes far beyond EAC, delivering expert, reliable, and fully controlled synchronization — adapting to each organization's business processes and governance rules while enhancing data quality through intelligent email signature analysis.		

CONCLUSION

Expert, reliable, fully controlled synchronization

EverReady goes far beyond EAC. Thanks to its flexible configuration, it adapts to each organization, its business processes, and its governance rules. It enhances data quality through intelligent email signature analysis while ensuring impeccable levels of confidentiality and security — because AI is only as strong as the data it relies on.

33/34

capabilities EverReady covers

8/34

capabilities EAC covers

4

areas compared:
Set-up, Contacts,
Emails, Events

100%

privacy & governance control with EverReady

SOURCES

- Salesforce Help — Einstein Activity Capture overview (help.salesforce.com)
- Salesforce Help — Outlook/Gmail integration feature comparison
- Salesforce Help — How Activity Capture works
- Salesforce — Sales Activity Capture security documentation (PDF)

See the difference on your own data

We'll show you exactly what EverReady captures that EAC misses, on your own Salesforce instance.

[Request a demo →](#)

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