



CUSTOMER EXPERIENCE LAYER (Digital & Human Engagement Channels)



INTEGRATED MARKETING, PRESENTATION, AND DONATION CAPTURE APIs

DECLARATIVE MICRO SERVICES

EDUCATION CLOUD

STUDENT EXPERIENCE

- Career Readiness
- One-Stop Services
- Omni Channel Engagement
- Unified Advising
- Faculty and Staff Experience

RECRUITMENT & ADMISSIONS

- Project Targeting
- Enrollment Management
- Recruitment and Admissions
- Onboarding

ADVANCEMENT

- Advancement Operations
- Fundraising
- Alumni and Donor Engagement

MARKETING

- Audience Builder
- Preference Management
- Journey Builder
- Ad Studio
- Social
- Campaign Management
- Transactional Messages
- Landing Pages/Forms

SALES

- Forecasting
- Opportunity Management
- Partner Management
- Sales Analytics
- Lead Management
- Account Management
- Contact Management
- Territory Management

COMMERCE

- Commerce Self Service
- Merchandising
- Billing & Invoice Mgmt
- Recommendations Mgmt

SERVICE

- Omni-Channel Support
- Entitlements
- Service Cloud Voice
- CTI Integration
- Digital Engagement
- Self-Service
- Field Service
- Service Analytics

PLATFORM

- Mobile Publisher
- Security Center
- Operational Reports
- myTrailhead
- Salesforce Connect
- Salesforce Functions
- Extendable Data Model
- Declarative AI

COLLABORATION

- Instant Messaging
- Inflight Workflow
- Voice + Screen Huddles
- Document Collaboration

ANALYTICS

- Self-Service Reporting
- Data Visualization
- Reporting for All
- Actionable Insights

- Education Data Architecture
- Customer 360
- Privacy and Consent
- Business Process Library
- Einstein Automation
- Scalability & Performance
- Security + Shield
- Identity & Access Management
- Salesforce DX + ALM
- Mobile

MULESOFT ANYPOINT PLATFORM

APIs, Integration, API Management

ENTERPRISE BACK OFFICE SYSTEMS

- Financials
- LMS
- SIS
- SSO IDP
- Document
- ERM
- Legacy
- Budgeting

ENTERPRISE CLOUD SERVICES

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- AWS
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- databricks
- snowflake