



## Sierra-Cedar's Salesforce Services for Colleges and Universities

Sierra-Cedar is a Salesforce.org strategic partner in delivering solutions to Higher Education. What distinguishes Sierra-Cedar's Salesforce Practice is our depth of experience across three critical areas: the Salesforce platform, higher education business processes, and the Connected Campus vision. Our Salesforce consultants specialize in higher education solutions and are focused on bringing the Constituent Lifecycle to an institution and executing it across the entire institution.

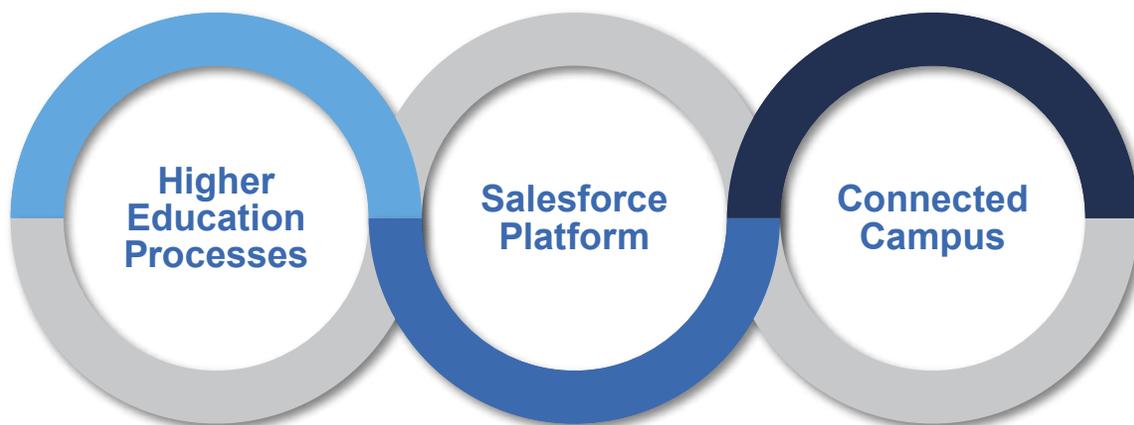
Sierra-Cedar's Salesforce Practice implements Salesforce for Higher Ed, allowing institutions to connect with constituents in new ways using social, mobile, and cloud technologies. Salesforce for Higher Ed helps an institution to become a Connected Campus, places constituents at the center of everything it does, and achieves efficiencies and collaboration across the entire lifecycle. These solutions include the Salesforce Community Cloud, Marketing Cloud, Sales Cloud, and Service Cloud. Sierra-Cedar also assists institutions with implementing Salesforce App Cloud for custom solutions to extend or augment an institution's Student System functionality.

*Arizona State University has embarked on an enterprise-wide roll out of Salesforce as our Constituent Relationship Management (CRM) system. With Sierra-Cedar as our consulting partner, ASU has, in a relatively short amount of time, enabled graduate student recruitment across several disciplines with integrated knowledge-base articles and case management.*

**Roger Lurie**  
Executive Director, Enrollment Services  
Information Systems Development  
Arizona State University

***Salesforce maintains a 360-degree view and captures data that can be utilized throughout the student lifecycle to optimize your investment and support student success***

Sierra-Cedar implements Salesforce Community Cloud, Marketing Cloud, Sales Cloud, and Service Cloud, all offerings for higher education, leveraging delivered Salesforce functionality to support a true "Connected Campus" and improve the overall constituent experience.



## Sierra-Cedar Delivers Higher Education Solutions



### **Drive Recruiting and Admissions**

Increase applications, capture data, and target your investment of time and money.



### **Enhance Student Services and Success**

Track, engage, and support students with accurate and timely information.



### **Maintain Comprehensive Student Profiles**

Extend an institution's Student Information System and provide a comprehensive 360-degree profile of every student.



### **Improve Student Advising and Retention**

Track student progress, manage appointments, respond to and manage risks and incidents for student success.



### **Promote Continuing and Executive Education**

Configure Salesforce to market and fill continuing education courses, executive workshops, and other open offerings.



### **Solidify Corporate and Community Relations**

Manage communication and relationships with your institution's corporate, local business, community, and government partners.



### **Streamline Alumni and Athletic Relations**

Consolidate a variety of activities related to alumni associations, athletics and other events, and fundraising.



### **Boost Development Efforts**

Extend your current applications and consolidate the management of donor cultivation, prospect research and tracking, stewardship.



### **Develop Custom Solutions**

Build custom social and mobile solutions to manage programs and services that are unique to your institution.



### **Tap into Social Media**

Address the needs and concerns of prospects and applicants in your target markets via Social Media.

**Contact us to schedule a call or in-person meeting to discuss your needs.**

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Sierra-Cedar delivers industry-focused client success by providing consulting, technology, and managed services for the deployment, management, and optimization of next-generation applications and technology.