Sierra-Cedar

About

Founded in 1866, Towson University is recognized as one of the nation's best regional public universities, offering more than 100 bachelor's, master's, and doctoral degree programs in the liberal arts and sciences, and applied professional fields. With nearly 22,000 students, Towson is among the largest public universities in Maryland, combining research-based learning with practical application.

Sierra-Cedar understood our needs and provided excellent feedback to our requests. They took the time to understand our requirements and made the necessary recommendations. We are partnering with them on the implementation, as well.

Kevin Webb
CRM Administrator

Corporate Headquarters:

Towson, Maryland
www.towson.edu

Industry:

Higher Education

Technology:

Salesforce.com

About Sierra-Cedar

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

Background

Towson University engaged Sierra-Cedar to conduct a "Health Check" review of its current implementation of Salesforce/TargetX. While the existing implementation met Towson University's current needs, Sierra-Cedar evaluated it in preparation for an Enterprise implementation and made recommendations regarding the data model, security, data archive/storage, and several governance processes.

Challenges

Creating the Enterprise strategy was a challenge since the TargetX package currently met Towson's needs. Sierra-Cedar's in-depth analyses involved the creation of a roadmap, review of Towson's current and future projects, and recommendations for extending the TargetX package, including changes to the current object and data model.

Another challenge in creating an Enterprise strategy was internal staffing, as it was dependent on which Enterprise system solution Towson chose to implement. Sierra-Cedar was able to deliver an internal staffing plan that accounted for the foreseeable variables.

Solution

Sierra-Cedar provided Towson University with a robust Health Check that included recommendations to the University's data model and a detailed outline of its current security settings, along with industry practices and recommended changes. Governance was addressed in the document, which included leading practices for consideration and a proposed Governance Framework. In addition, Sierra-Cedar outlined suggested security changes for the TargetX profiles and included a detailed "Next Steps" section.

A section of the report was dedicated to Change Management. Sierra-Cedar recommended that Towson adopt a "Tiered Approach" to managing changes, an industry leading practice. A detailed diagram and examples were provided to clearly illustrate the approach.

Towson University asked Sierra-Cedar to evaluate its Backup/Archive strategy. Sierra-Cedar outlined several options and suggested an appropriate process to meet the University's needs. Recommendations were also made regarding Data Storage.

Finally, Sierra-Cedar provided guidance regarding the management of the Salesforce environments, including detailed diagrams.