



Sierra-Cedar's Salesforce Services for Colleges and Universities

Sierra-Cedar is a **Salesforce.org Premium Partner** helping colleges and universities implement the Salesforce Connected Campus. Sierra-Cedar's Salesforce Practice is distinguished by our consultants' depth of experience across three critical areas: higher education business processes, the Salesforce and Marketing Cloud platform, and implementing the Connected Campus vision. Our Salesforce consultants specialize in higher education services and are focused on bringing the Constituent Lifecycle to institutions.



Sierra-Cedar consultants provide Salesforce implementation services, helping colleges and universities connect with constituents by using social, mobile, and cloud technologies. Salesforce for Higher Ed helps colleges and universities to achieve efficiencies and collaboration across the Constituent Lifecycle and to become a Connected Campus. Our consulting services include implementing Salesforce Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud, and Einstein Analytics. Sierra-Cedar also assists with implementing Salesforce App Cloud for custom approaches to extend or augment Student System functionality.

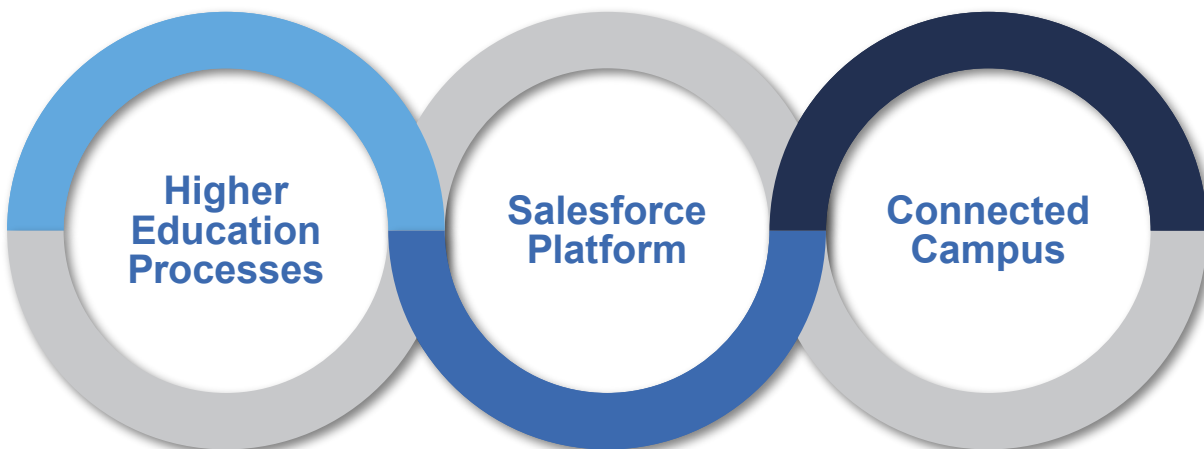
Arizona State University has embarked on an enterprise-wide roll out of Salesforce as our Constituent Relationship Management (CRM) system. With Sierra-Cedar as our consulting partner, ASU has, in a relatively short amount of time, enabled graduate student recruitment across several disciplines with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

Roger Lurie

Former 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 provides services to implement Salesforce Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud, and Einstein Analytics, all offerings for higher education, leveraging delivered Salesforce functionality to support a "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 & 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
Improve student success using Salesforce Advisor Link (SAL) to track student progress, manage appointments, and respond to/manage risks and incidents.



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.



Advancement and Alumni Relations
Support major-gift fundraising, planned giving, and Alumni engagement with targeted campaigns and coordinated events.



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.

Leader in Salesforce Implementations

Arizona State University
Arizona State University, Ed Plus
Arizona State University, Thunderbird
Carnegie Mellon University
Florida International University
Furman University
Indiana University
Michigan State University
Midwest State University
Northern Arizona University
Private East Coast University
Stanford University

Towson University
University of Arizona
University of Arizona – College of Medicine
University of Florida
University of Maryland, College Park
University of Miami
University of Michigan
University of Michigan, Alumni Association
University of Michigan, Ross
University of Missouri, Kansas City

University of North Texas
University of Oklahoma
University of Pittsburgh
University of South Carolina
University of Wisconsin – Extension
University of Wisconsin – Foundation
University of Wisconsin – Green Bay
University of Wisconsin – Madison
University of Wisconsin – Oshkosh
University of Wisconsin – Stout
West Coast State University

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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.