



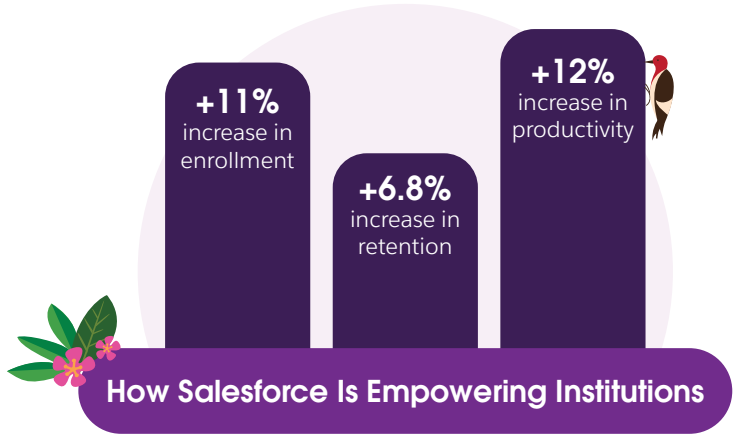
# Education Cloud

Deliver experiences that build learner relationships for life.

## Explore the key features of Education Cloud.

Powered by the world's #1 CRM, Education Cloud is accelerating time to value for institutions of **all sizes** and making it easier to create **personalized experiences** for every lifelong learner.

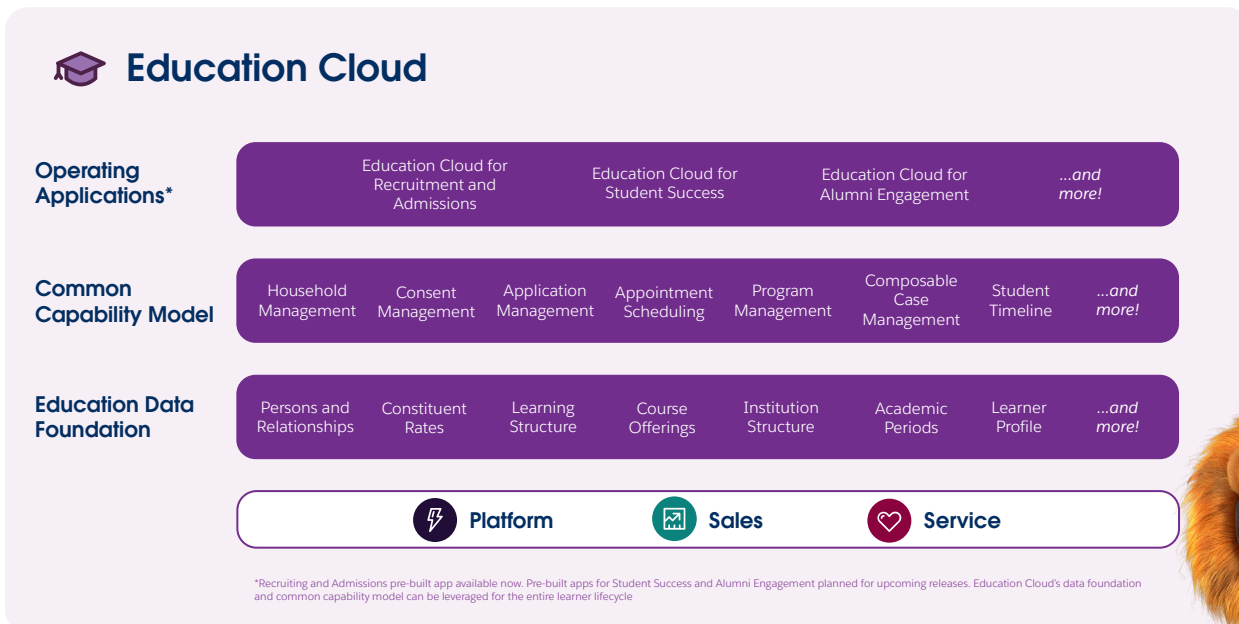
- 1 Learner-Centric Data Foundation**  
Get started faster with education-specific objects, logic, and automation built on the world's #1 CRM platform.
- 2 Core Capabilities for Your Entire Institution**  
Maximize faculty and staff impact with features like scheduling and case management that can be used dynamically across any department.



Source: Forrester Total Economic Impact Report

- 3 Pre-Built Apps to Power the Learner Lifecycle**  
Increase productivity with ready to go, configurable apps designed for each stage of the learner journey.
- 4 Analytics and Intelligence at Your Fingertips**  
Access real-time insights that power personalized support for prospects, students, and alumni.

## How Education Cloud Works





# Education Cloud Core Capabilities

We've designed Education Cloud with the flexibility needed to meet evolving constituent needs, fast. Built with a learner-centric data foundation that allows you to easily scale as you grow, Education Cloud provides each department with a set of core capabilities to maximize impact across your entire institution.

Capability	Description
<b>Accounting Subledger</b>	Reduce time spent on reconciliation by connecting systems and preparing your financial data for your accounting system.
<b>Actionable Lists</b>	Keep students and staff on track by creating dynamic action lists to track progress in real time.
<b>Alert Framework</b>	Ensure students never miss an update or deadline with triggered notifications and reminders.
<b>Business Rules Engine</b>	Reduce time spent on manual lookups and calculations by designing complex business rules with automated workflows.
<b>Care Plans</b>	Build a path to success with a defined blueprint of tasks that can be assigned to any student.
<b>Case Management</b>	Create a seamless one-stop-shop for students to get the support they need, when they need it.
<b>Data Processing Engine</b>	Transform student and institutional data found across Salesforce into actionable records.
<b>Document Checklist</b>	Reduce friction and streamline updates between students and staff using checklists and real-time document uploading.
<b>Document Generation</b>	Easily generate both PDF and Word documents using Salesforce and external data sources, right from the platform.
<b>Identity Verification</b>	Reduce student support call times with a standardized identity verification process that is flexible, provides an audit trail, and helps combat identity fraud.
<b>Interaction Summary</b>	Easily collaborate across departments by capturing and sharing structured meeting notes, including attendees, dates, and content.
<b>Interest Tags</b>	Capture client needs and interests with custom tags. Easily create reports and dashboards showing common themes to design personalized outreach at scale.
<b>OmniStudio</b>	Drive engagement by easily designing personalized, guided experiences of your institution.
<b>Salesforce Scheduler</b>	Easy, streamlined appointment booking across departments.
<b>Timeline View</b>	Allow students and staff to reference applications and past interactions to evaluate progress.

Sign up for a free trial of Education Cloud at [bit.ly/EducationCloudTrial](https://bit.ly/EducationCloudTrial)

