Education Cloud
Deliver experiences that build learner relationships for life.

Explore the key features of Education Cloud.
Powered by the #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 #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.

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

Operating Applications*
- Education Cloud for Recruitment and Admissions
- Education Cloud for Student Success
- Education Cloud for Advancement and Alumni Relations
- ...and more!

Common Capability Model
- Household Management
- Consent Management
- Application Management
- Appointment Scheduling
- Support Program Management
- Composable Case Management
- Student Timeline
- ...and more!

Education Data Foundation
- Persons and Relationships
- Constituent Rates
- Learning Structure
- Course Offerings
- Institution Structure
- Academic Periods
- Learner Profile
- ...and more!

*Recruitment and Admissions, Student Success, and Advancement and Alumni Relations apps are available now. Education Cloud’s data foundation and common capability model can be leveraged for the entire learner lifecycle.
# 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.

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