



SALESFORCE FOR HIGHER EDUCATION AT CDW

Salesforce Education Cloud



Improved alumni & donor engagement, driving a 10% increase to fundraising contributions



Empowered administrative and academic teams to lift productivity by 12%



Improved student experience, driving a 15% increase in retention rates

(Forrester, 2023)

70% of institutions are either exploring or developing a digital transformation strategy. We can help make sure you are one of them! (EDUCAUSE)

Key areas that CDW + Salesforce can help Higher Education:

- Recruitment & Admissions
- Student Experience
- Advancement
- Marketing & Communications
- Digital Campus
- Lifelong Learning

CDW SALESFORCE SERVICES

01

Salesforce Assessments

Improve security, adoption, performance, usability and commerce functionality

02

Salesforce Professional Services

Deployments across Sales & Service, Commerce, Experience, Marketing, CPQ and MuleSoft

03

Salesforce Support Services

Support and maintenance to keep your tools running smoothly

WHY CDW

CDW is a Fortune 500 company with over 250,000 customers! With CDW's Salesforce partner ecosystem, we are backed by over 2,700 credentials and over 1,200 projects. CDW is uniquely positioned to be an end-to-end vendor from product to service to post-delivery. We are one of the rare 30% of vendors that stay actively involved and invested to form true collaborative partnerships with our clients.

ABOUT SALESFORCE

Salesforce is a prominent and pioneering customer relationship management (CRM) platform that has revolutionized the way businesses manage and enhance their customer interactions. Salesforce is a leader in cloud-based software solutions, enabling companies to streamline their sales, marketing, customer service, and other core operations in a unified and efficient manner. Over 150,000 companies of all sizes are using Salesforce to grow their business and unite teams with a single customer view.

For more information about our company and downloadable content, please visit our [Salesforce App Exchange](#) listing or send an email to salesforce-requests@cdw.com.