



Amazing happens when Hi-Ed systems are better connected.

A public state university faced a challenge due to the lack of interconnectivity between its various systems and tools. This resulted in data silos, preventing the enterprise from attaining a comprehensive view necessary for coordination and collaboration with shared partners and other key stakeholders.

Opportunity and priorities

The customer wanted to implement a foundational Salesforce CRM and engagement solution to enhance visibility, streamline operations, and encourage cross-team collaboration with industry or corporate partners for their B2B relationships.

Solutions and services

Our strategic partner, Coastal Cloud, initiated conversations with the Office of Research and Innovation (ORI) at the university. After discussing the project with Coastal Cloud, CDW was brought in as we held the E&I contract. The Kentucky E&I contract, accepted by the University, allows for fast rubber stamp approval and removes the need for an RFP or Bid process for all engagements. CDW is one of three VARs with this contract. This contract was the missing piece of the puzzle, and the deal couldn't be closed without it. We started working on the project in May and successfully closed the deal by October. CDW leveraged Coastal Cloud to deliver these services to the customer:

- Salesforce CRM foundation implementation
- Salesforce Marketing Cloud foundations implementation
- Managed Support Services (up to 6 months)

Outcomes

With a more comprehensive view of their data, the customer can coordinate and collaborate with programs that share corporate partners and other key stakeholders. As part of the project, CDW had the opportunity to meet with the CIO, CISO, and Director of Infrastructure Services. Currently, we are in the initial stages of discussing a Firewall refresh, and the replacement of Isilon and Hyperflex

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