# storeconnect

Education

Revolutionizing Workforce Development & Education Programs

The Challenges of Expanding College Offerings in a Changing Education Marketplace

Adapting to a New Learning Landscape

As the demand for flexible, online and short-term education options grows, colleges are facing significant challenges in extending their offerings and staying competitive in the rapidly changing education marketplace. Traditional methods of delivering education are no longer sufficient to meet the needs of today's learners and businesses.
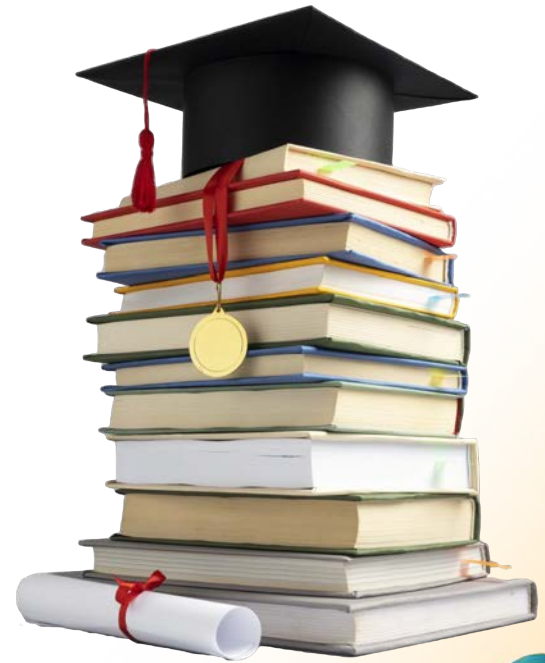
Key Challenges:

- **Increased demand for online and flexible learning options:** Students and professionals are seeking more accessible, self-paced courses, but many colleges struggle to quickly scale their online programs.

- **Complex enrollment and payment systems:** Managing course registrations, tuition payments and corporate training contracts can be cumbersome, often requiring multiple disconnected systems.

- **Pressure to deliver customized learning paths:** With the rise of personalized education, institutions are expected to tailor offerings to specific student and corporate needs, which can be difficult to manage at scale.

- **Growing competition from non-traditional providers:** Bootcamps, online platforms and corporate training providers are offering streamlined, career-focused programs, making it harder for traditional colleges to attract and retain students.
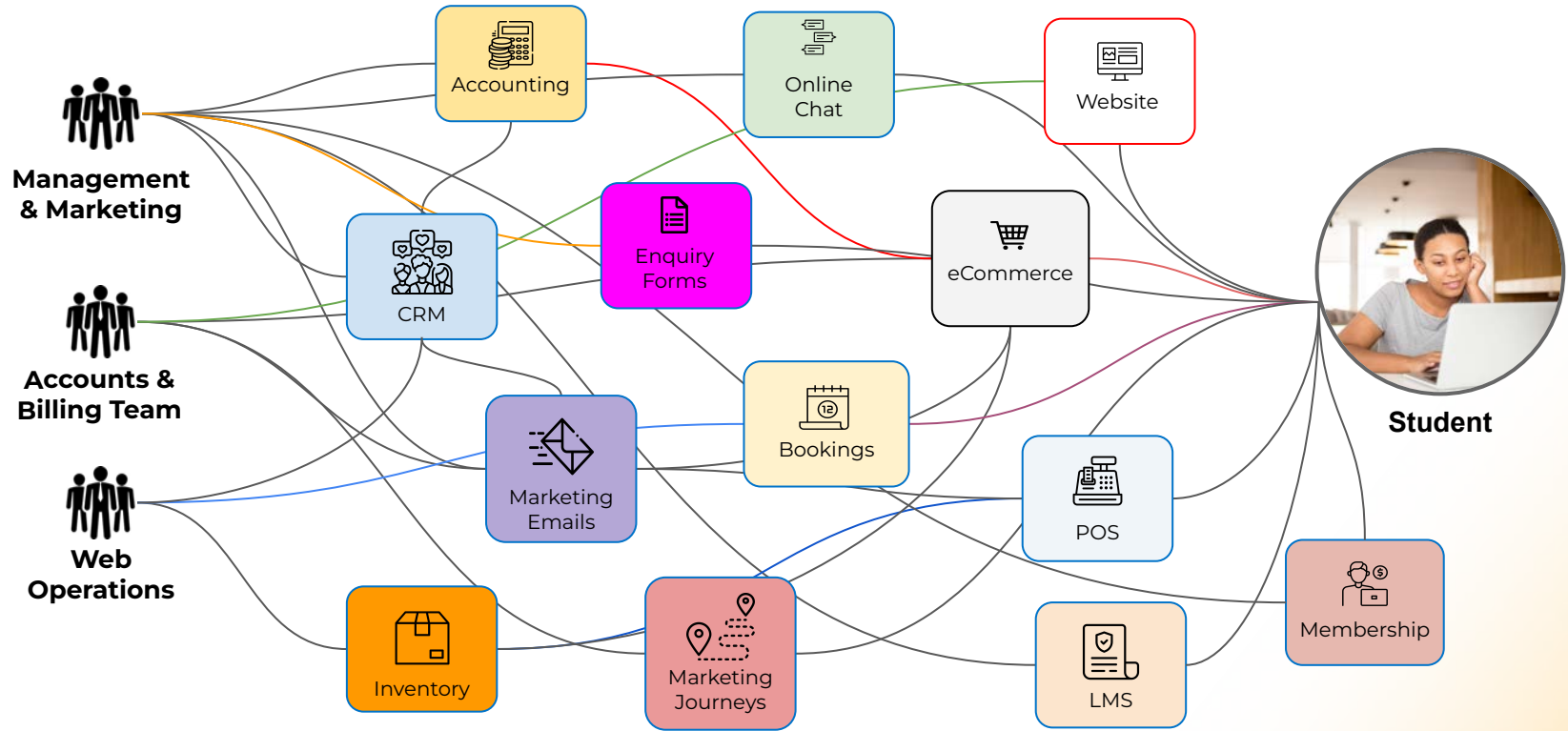
Integration Nightmare

- New technology requirements have meant adding on more systems to increase functionality.

- Traditional "solutions" are just a mess of integrations. 20+ different systems in use.

- They're not frictionless.

- They're frustrating!

- They lack accurate, current information.

Credit: https://www.plytix.com/blog/ecommerce-tech-stack-infographic
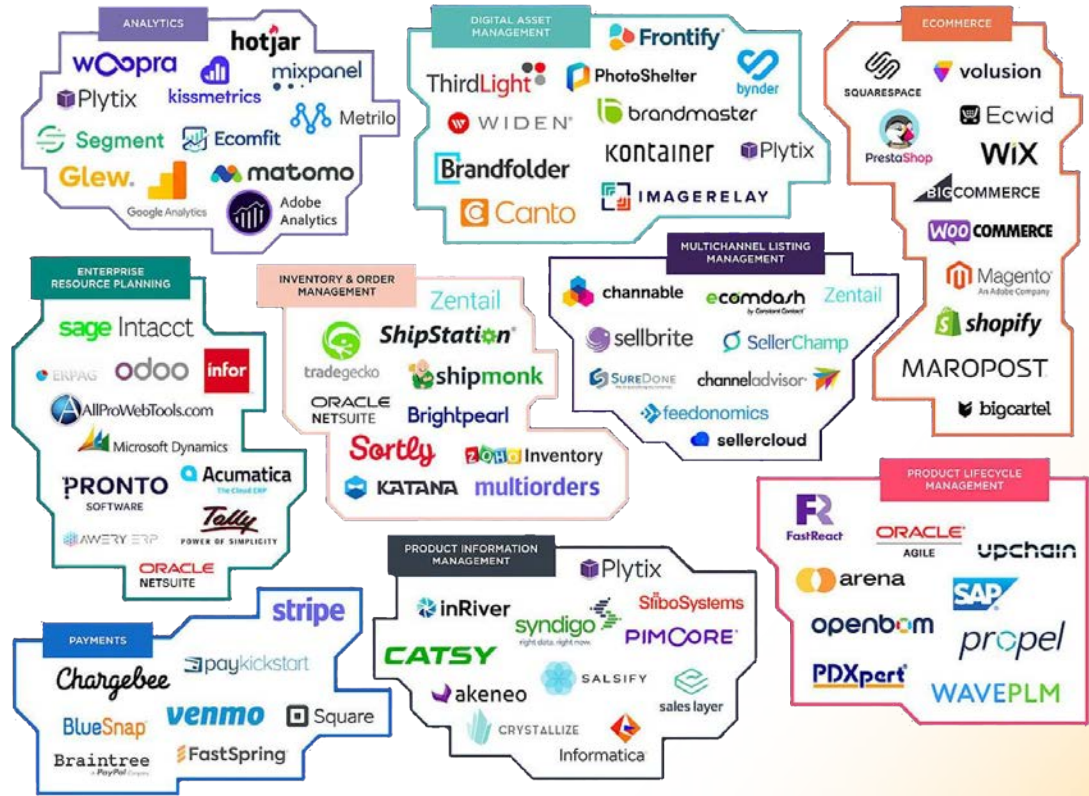
Reimagining Study Options with Customer Commerce

What makes StoreConnect different? It's the idea of Customer Commerce—an approach that prioritizes relationships over transactions.

Instead of focusing on clicks, views or sales alone, Customer Commerce puts the customer at the center. We've created a system that makes it easier for organizations to communicate, connect and serve their customers in ways that feel authentic.

At its core, StoreConnect is dedicated to freeing them from clunky systems so they can focus on what really matters: building trust and loyalty with customers.

- Focused on your Customers
- Single system
- Eliminate updating information in multiple systems. Do it once. Right.
- Point of Sale included
- Customizable & configurable
- Multi Region / Currency / Language
- Simple to set up and maintain
- Extendable & Programmable
- Scalable

StoreConnect: Simplifying Commerce for Higher Education

StoreConnect allows colleges to fully integrate eCommerce into their Salesforce systems, simplifying the management of online course sales and corporate training programs. This streamlined platform ensures that colleges can quickly launch new programs, accept payments and track enrollments—all from a single system.
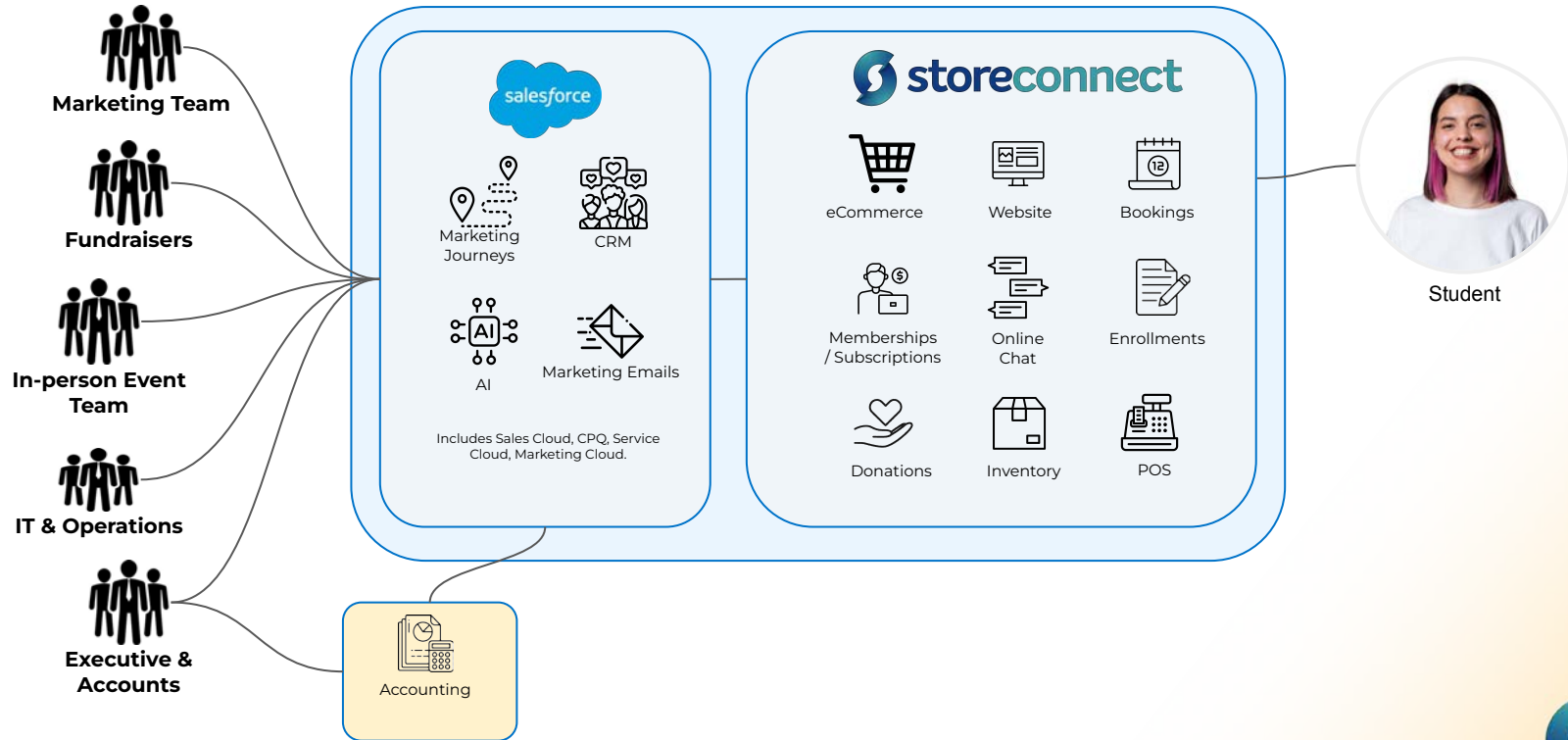
- Easy website creation for courses, certifications and business training programs.
- Flexible payment options for students, including credit cards, PayPal and Stripe.
- Manage all transactions, payments and enrollments centrally from Salesforce for full visibility and control.

All of this, out of the box...

StoreConnect Architecture

Key Features

- Works with Education Cloud and Nonprofit Cloud
- B2B, B2C, D2C, multi-currency, multi-region on the one platform
- Integrated Point of Sale
- Multiple stores in one Salesforce Org (# based on licence)
- Subscription, variable & fixed price support
- Complete Content Management System
- Student enrollment using Custom Forms and Custom Data features to capture data

- Rewards points & loyalty
- Integrated booking system
- Stock & inventory management
- Multiple tax / shipping zones
- Gift certificates / vouchers / promotion codes
- Unlimited transactions on every plan
- No integration / API issues - everything in one place
- Salesforce AppExchange award-winning partner
- A single, simple license fee plus a % of gross transactional sales

Workforce Development Solutions
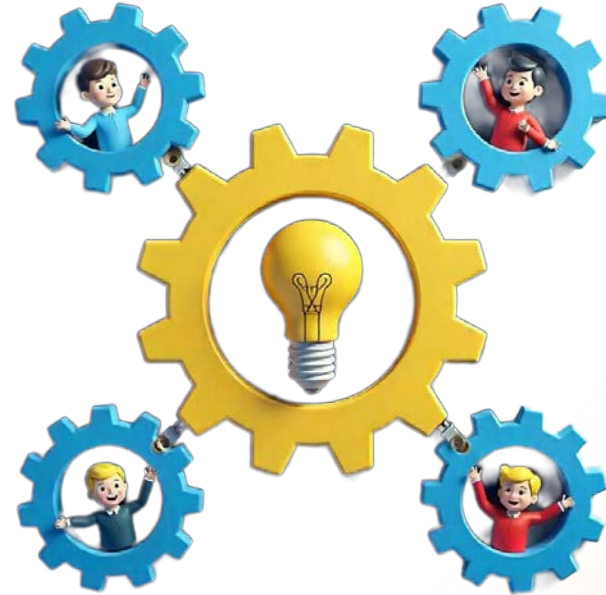
Workforce Development Solutions for Colleges

Colleges are increasingly tasked with new ways to prepare students for the modern workforce.

As colleges work to meet the demands of workforce development, **StoreConnect** combined with **Salesforce** provides an all-in-one solution for managing online course offerings, enrollments and payments.

StoreConnect enables institutions to launch custom websites and manage student transactions directly within

Salesforce, streamlining the entire process of delivering workforce development programs.

Benefits:

- Launch dedicated websites for workforce development courses.
- Simplified online enrollment and payment processing for students.
- All transactions and enrollments are centrally managed in Salesforce for real-time reporting.

Expand Short Courses & Certifications with StoreConnect

The growing demand for short courses and certifications requires a seamless, scalable system for colleges to manage and sell their educational offerings. StoreConnect allows colleges to quickly launch websites, enabling students to easily browse, enroll and pay for short courses, while Salesforce provides centralized management of all transactions.

Benefits:

- Easy creation and management of websites for short courses and certifications.
- Flexible payment options including one-time payments, recurring subscriptions or custom pricing models.
- Real-time enrollment and payment tracking directly within Salesforce.

Customer Site | shop.royallifesavingwa.com.au

ROYAL LIFE SAVING
WESTERN AUSTRALIA

Royal Life Saving Western Australia needed an online store to sell a wide range of products and services from first aid & life saving equipment to manuals, clothing, courses, swimming lessons and pool inspections.

Key points:

- B2C functionality for direct selling of equipment
- Sell both online and on site courses and training
- Integrations built in Salesforce to connect to their Learning Management System and other inhouse solutions allowing them to sell courses through their website with StoreConnect
- All sales & customer data recorded in real time in Salesforce for accurate & detailed reporting and marketing automation

Business Development & Corporate Training Programs

With StoreConnect, colleges can extend their reach by delivering business-specific training and corporate development programs. This solution streamlines the creation of custom-branded training websites and portals, enabling corporations to effortlessly enroll employees, manage course registrations and process payments.

Benefits:

- Quickly set up corporate training sites tailored to specific industries or businesses.
- Streamline payment processing for corporate clients, including invoicing, bulk enrollments and multi-session courses.
- Manage and track all payments, registrations and courses from a single Salesforce platform.

The Westmead Research and Innovation Conference, hosted by Westmead Research Hub, is a pinnacle calendar event for the medical research sector in Australia. They launched a StoreConnect site to easily manage their conferences.

Key points:

- B2C functionality for selling various conference passes, including virtual attendance
- Accepts abstract submissions through StoreConnect on the site using the Custom Forms features of StoreConnect.
- Conference programs are available for download
- Easily managed from existing Salesforce org
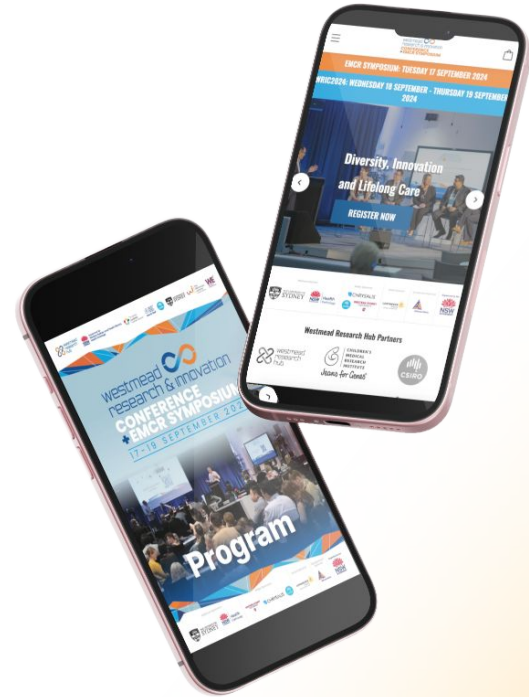
Customer Site | services.surflifesaving.com.au

Surf Life Saving Services New South Wales needed an online store to sell both first aid & life saving equipment along with online & on-site training courses. They have also utilized the ability to have multi-stores on the one license, launching time-based pop-up stores for special grants for their member clubs.

Key points:

- B2C functionality for direct selling of equipment
- Sell both online and on site courses and training
- Integrations built in Salesforce to connect to their Learning Management System and other inhouse solutions
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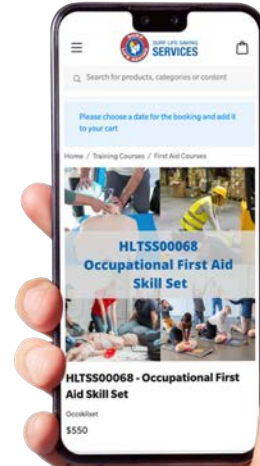
Continuing Education: Empowering Lifelong Learning for Graduates

Engage and Upskill Your Alumni with Short Courses

Continuing Education: Empowering Lifelong Learning for Graduates

StoreConnect enables colleges to seamlessly manage and promote short courses designed specifically for alumni looking to upskill or re-skill in their careers.

With an easy-to-use platform, graduates can quickly browse, enroll and pay for courses while colleges can manage these programs efficiently from a single system inside of Salesforce for real-time tracking.

Benefits:

- Create dedicated alumni portals for continuing education courses, allowing graduates to easily find and enroll in relevant programs.
- Flexible payment options, including one-time fees or subscription models, ensure that alumni can access programs that fit their needs.
- Seamless enrollment and payment processing directly through your website, all managed within Salesforce.

Customer Site | ecnz.ac.nz

Te Rito Maioha
Early Childhood New Zealand

Te Rito Maioha, Early Childhood New Zealand, offer a wide range of diploma, degree and postgraduate programs in Early Childhood and Primary Education.

They replaced their existing storefront platform with a StoreConnect site, managed from Salesforce with a seamless sign on to Experience Cloud for member and student services.

Key Points:

- Subscriptions
- Memberships
- Restricted products
- Downloadable free and paid digital products
- Bookings for event management
- Utilizing Pricebooks for standard and members pricing
- Single Sign-On with Experience Cloud for authentication for student and member logins

R⊚ckValleyCollege

Rock Valley College is a comprehensive two-year community college in Rockford, Illinois, offering more than 100 courses for transfer, career programs and certificates.

Key Points:

- Subscriptions
- Memberships
- Restricted products
- Downloadable free and paid digital products
- Bookings for event management
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- Single Sign-On with Experience Cloud for authentication for student and member logins
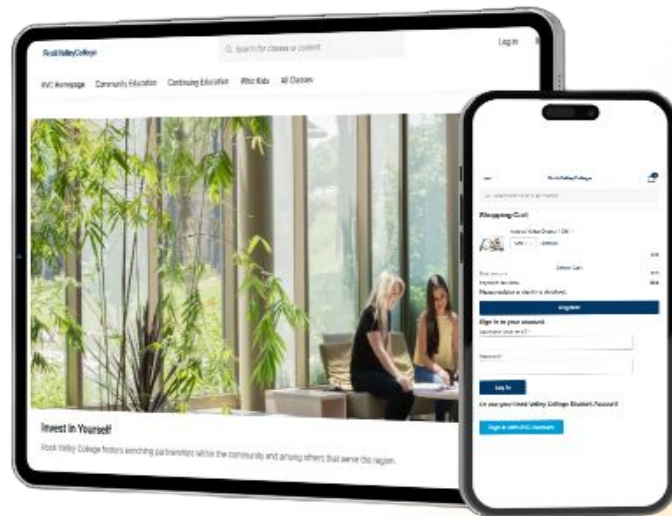
Integrated Events and Booking System

Book various kinds of events, seminars and appointments through your StoreConnect store
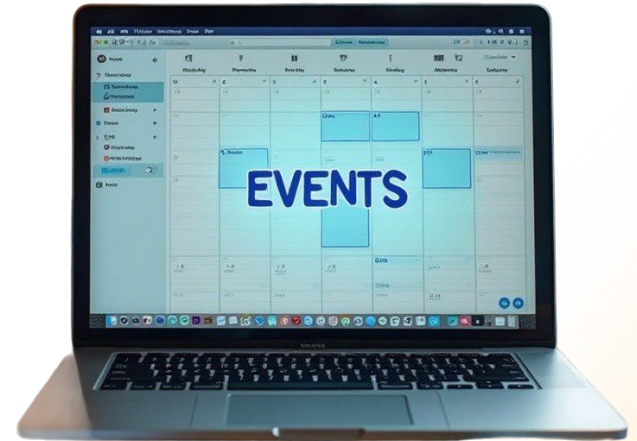
There are 4 main elements to the booking system:

- **Sessions:** This is a fixed-duration time period that can be booked for a certain purpose for one or more attendees, e.g: an 8-hour long session with a max of 10 attendees. A session could represent a course, an event, or an appointment, etc.
- **Locations:** Sessions might be offered at multiple locations giving the customer a choice of what location works best for them.
- **Availability:** Set the date and time. Either one-off or recurring events / bookings can be managed with multiple time available to be booked.
- **Attendees**: Attendee can be the person paying or it can be assigned to another person/s. Attendees can receive communications about the event booking that has been made for them directly, managed in Salesforce.
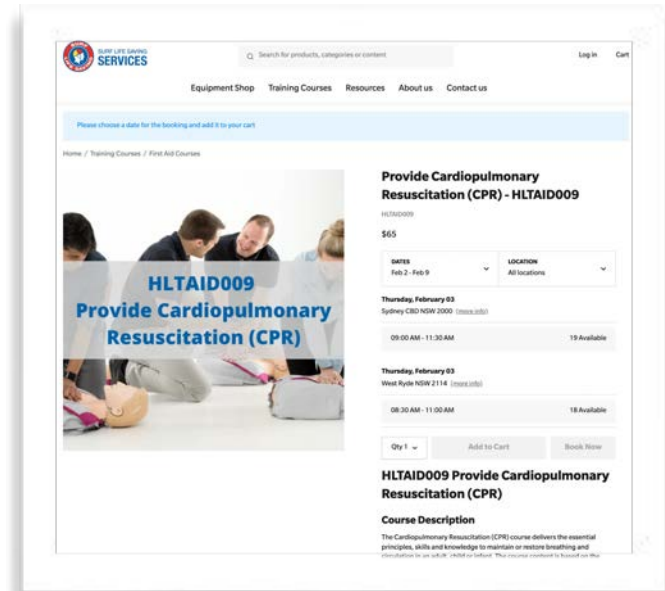
The only complete eCommerce, Point of Sale and CMS built 100% on and in Salesforce

StoreConnect & Salesforce Clouds

Marketing Cloud "just works"
All purchase history and activity seamlessly sync in real time.

CRM Analytics & Tableau
Comprehensive, real-time reporting—accessible directly on the platform.
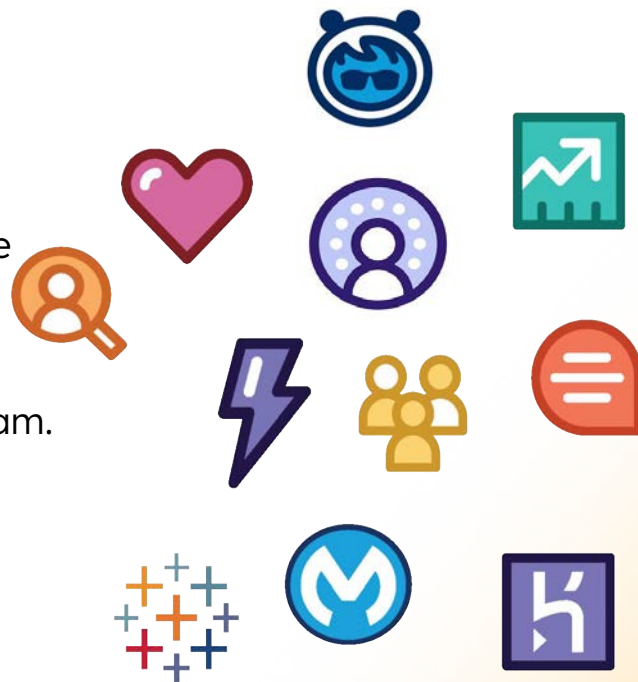
Perfect Service Cloud Integration
Complete purchase data readily available for your support team.

Single Sign on with Experience Cloud
Build Experience Cloud sites alongside StoreConnect.

Data Cloud & Agentforce
StoreConnect is built from the ground up to seamlessly work with Agentforce.

Simple Affordable Licensing

Billed per Salesforce org, starting at just
$3,245 USD per annum.

Visit StoreConnect Pricing

StoreConnect
AppExchange
Video

Why StoreConnect and How to Install

Let's get started!

Call us direct:

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or +1 628-222-7737

Email: sales@getstoreconnect.com

Search for **StoreConnect** on the AppExchange