



ADVANCING HIGHER EDUCATION

SALESFORCE-AS-SIS

Smarter, Leaner, Faster Student Systems for Higher Ed

You're Closer Than You Think

- Purpose-built for institutions under ~ 10K enrollment
- Full implementation under 9 months
- 30-50% cost savings vs. traditional & legacy vendors
- Leverages the SF investment and user familiarity you already have
- AI-enabled from the start for smarter, faster decisions
- Flexible, scalable, and usable with no code needed for users

About San Francisco Bay University

- Mission-driven: first-gen and lower-income focused.
- 40-year heritage, but lacked mature infrastructure and systems
- Outdated tools couldn't scale to meet institutional goals

What They Did

- Adopted Salesforce not just as CRM—but as a full Student Information System
- Partnered with Tondro for phased rollout & process-first implementation
- Unified recruiting, registrar, bursar, and student success in < 9 months

Early Impact: By The Numbers

- 75% staff adoption; goal of 100%
- 80% less manual registrar work
- Admissions decision time: 30+ days → 10 days
- Domestic undergrad enrollment: +2,000% growth
- Real-time financial visibility across departments

Why It Matters

This wasn't about digitizing forms. It's about removing friction that keeps students stuck, helping them to reach monumental milestones in their lives.



SCAN TO SCHEDULE
A CONSULT



SCAN TO READ
SFBU'S FULL STORY