

# Beyond CRM: Salesforce as the Agile Core of Higher Ed

3 Real-World Use Cases That Will Change  
How You Think About Salesforce



**EDUCAUSE**

COMMUNITY INSPIRED IMPACT

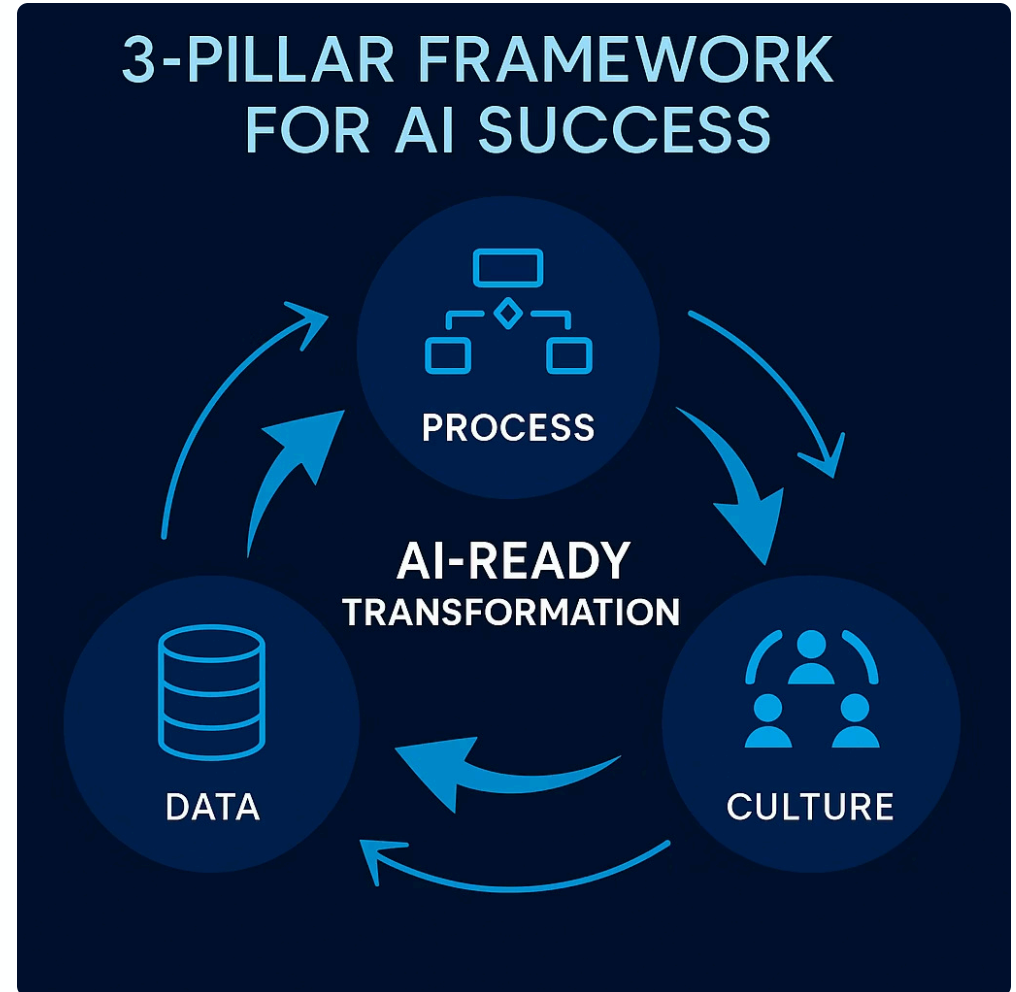


# Who We Are




## Your Transformation Partner

- Not just another Salesforce implementer: more than 50 years of combined direct Higher Ed expertise on our leadership team.
- Fix and rescue messy projects, build smarter systems
- Proven framework: **Process** → **Data** → **Culture**
- Ensures lasting transformation, not temporary fixes



# From CRM to Core: Rethinking What Salesforce Can Do

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**Traditional Thinking:  
Salesforce = CRM**

**NEW THINKING:  
SALESFORCE = CORE  
CAMPUS INFRASTRUCTURE**



**Let's explore what's possible when you reimagine Salesforce's role on your campus.**

# What We'll Show You Today

## 3 Real Use Cases You Can Run on Salesforce Right Now

01

### Flexible Term Structures

Adapt to modular, non-traditional calendars for working adults, accelerated programs, and competency-based education, moving beyond rigid semester schedules.

02


### Course Registration

Provide a clean, integrated registration experience with advising, prerequisite checks, and real-time seat availability.

03

### Payment Plans







Offer a unified view for students and bursars, with transparent, flexible payment options that boost retention and reduce collections issues.

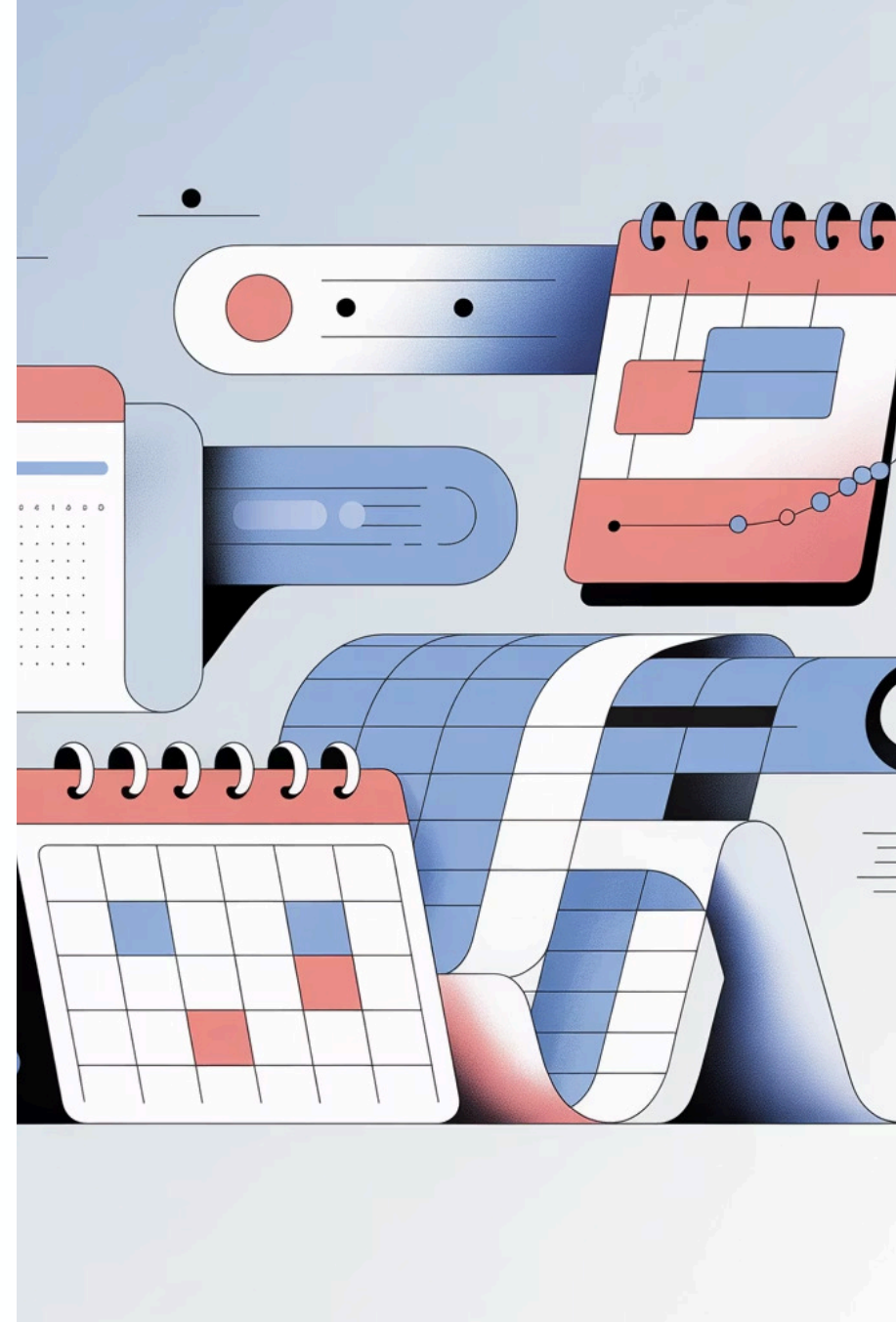
 **Important:** These aren't futuristic concepts or theoretical use cases. They're live, real, and already implemented at institutions like yours. Let's dive in and see exactly how they work.



# Demo 1: Flexible Term Structures






## Beyond Rigid Semester Schedules

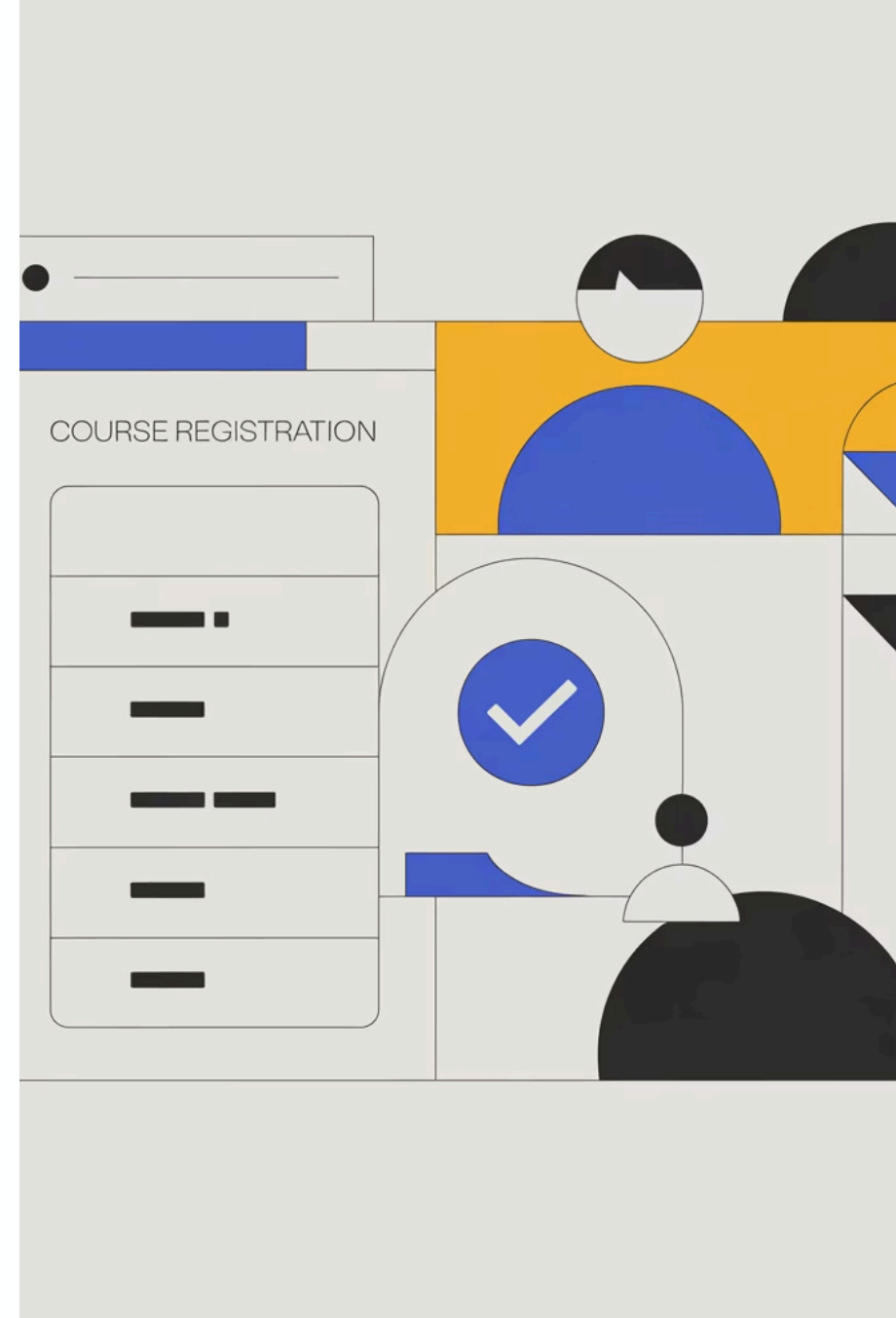
-  Modular Calendars
-  Non-Traditional Scheduling
-  Working Adult Programs
-  Accelerated Programs
-  Competency-Based Education
-  Adaptive Learning Paths



# Demo 2: Course Registration







A Clean, Student-Friendly Registration Experience

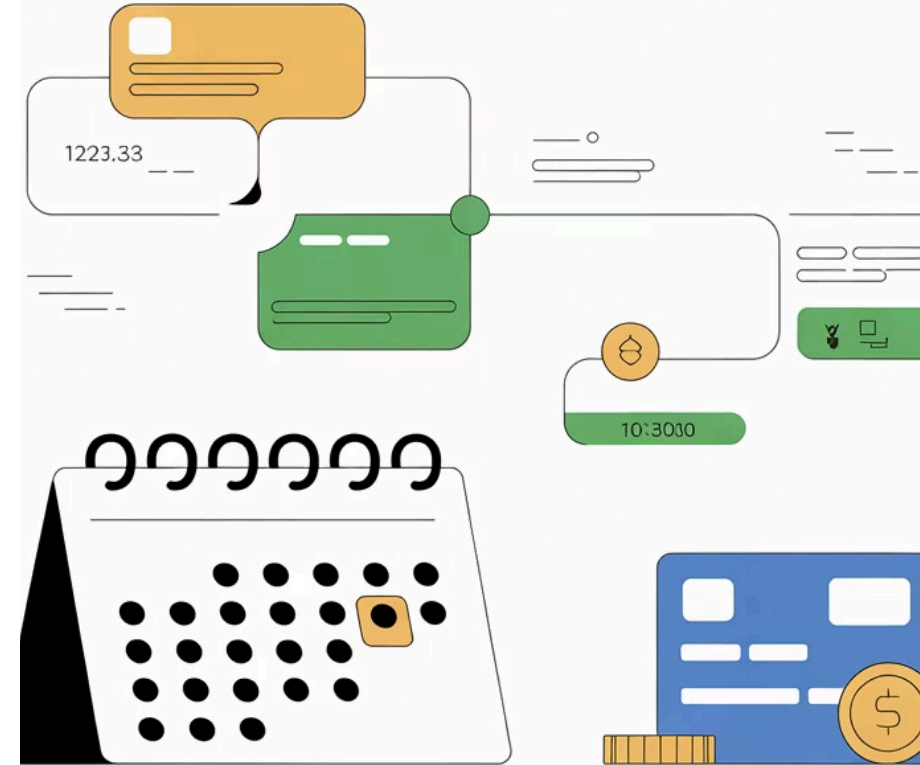
-  Centralized registration
-  Advising integration
-  Prerequisite checking
-  Real-time seat availability
-  All within a single system



# Demo 3: Payment Plans

## Unified Financial Management for Students & Staff

-  Unified view for students and bursar teams
-  Eliminating data silos
-  Transparent payment options
-  Flexible payment plans
-  Improved retention
-  Reduced collections challenges



# What's Next: Tondro AI

## Tondro Extract: Transcripts

Tondro AI leverages advanced technology to streamline transcript processing in higher education, utilizing AI-powered automation to enhance transcript management.



### Automated Data Extraction

From any transcript format.



### Intelligent Validation

With built-in error detection.



### Native Salesforce Integration

No separate system to manage.



**Join Our Next Live Demo:**

**December 10**

**See Tondro Transcripts in action.**

**Add your email in the chat to get an invite.**



# Thank You for Attending!

## Let's Talk About Your Transformation

### **Salesforce-as-SIS Implementation Guide**

Request our 50-page comprehensive guide that walks through planning, implementation, and optimization strategies for using Salesforce as your student information system.

Add your email + "SIS" to the chat now!

### **Book a 1:1 Consultation**

Schedule time with our team to discuss your specific challenges, explore what's possible, and develop a roadmap tailored to your institution's needs.

Visit us at:

[TondroConsulting.com](https://TondroConsulting.com)

### **Join Our Next Demo Session**

Register for upcoming demonstrations of Tondro Transcripts and other innovative solutions we're developing for higher education.

#### **Dec. 10 - Transcripts Demo**

Add your email + "Demo" to the chat now!

## Q&A

"The best time to start transforming your student systems was yesterday. The second-best time is *today*."