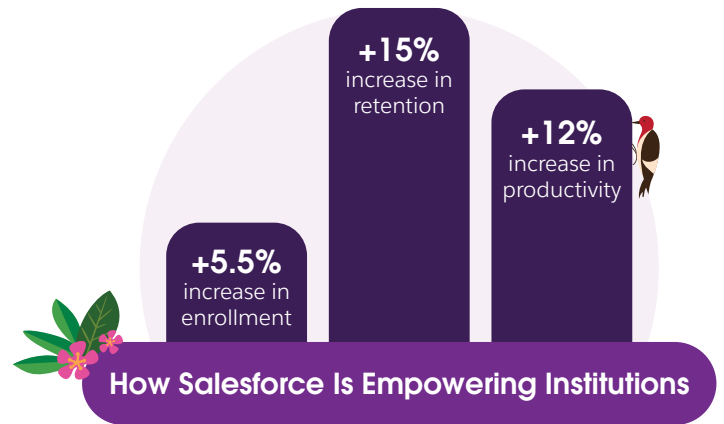# Education Cloud

Activate learner data through AI-powered experiences with the #1 AI CRM and next-gen SIS capabilities.

Explore the key features of Education Cloud.
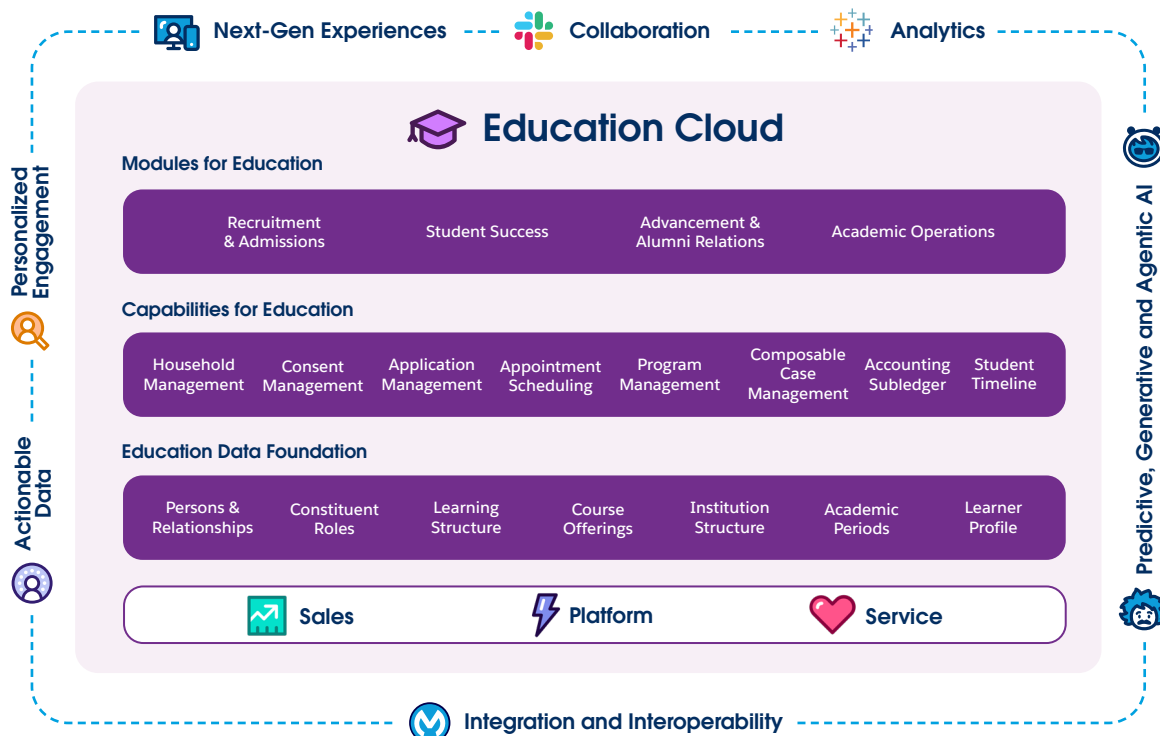
Scale staff impact and deliver proactive student support throughout the entire education journey.

1 Grow with confidence with a trusted, configurable platform

2 Empower learners and staff with purpose-built Education Cloud modules for each stage of the constituent journey all on the same platform

3 Scale impact institution-wide with a common capabilities model

4 Connect every experience with a data foundation for lifelong learning

5 Increase productivity with embedded AI and proactive analytics

+15% increase in retention

+12% increase in productivity

+5.5% increase in enrollment

How Salesforce Is Empowering Institutions

Source: _Forrester Total Economic Impact Report_

How Education Cloud Works

Next-Gen Experiences - - - **Collaboration** - - - - - **Analytics**

Personalized Engagement

Actionable Data

Predictive, Generative and Agentic AI

🎓 Education Cloud

Modules for Education

| Recruitment & Admissions | Student Success | Advancement & Alumni Relations | Academic Operations |

Capabilities for Education

| Household Management | Consent Management | Application Management | Appointment Scheduling | Program Management | Composable Case Management | Accounting Subledger | Student Timeline |

Education Data Foundation

| Persons & Relationships | Constituent Roles | Learning Structure | Course Offerings | Institution Structure | Academic Periods | Learner Profile |

📈 **Sales**   ⚡ **Platform**   💗 **Service**

Ⓜ **Integration and Interoperability**

Education Cloud Core Capabilities

We've designed Education Cloud with the flexibility needed to meet evolving constituent needs, fast. Built with a learner-centric data foundation that allows you to easily scale as you grow, Education Cloud provides each department with a set of core capabilities to maximize impact across your entire institution.*

Capability	Description
Accounting Subledger	Reduce time spent on reconciliation by connecting systems and preparing your financial data for your accounting system.
Actionable Lists	Keep students and staff on track by creating dynamic action lists to track progress in real time.
Alert Framework	Ensure students never miss an update or deadline with triggered notifications and reminders.
Business Rules Engine	Reduce time spent on manual lookups and calculations by designing complex business rules with automated workflows.
Care Plans	Build a path to success with a defined blueprint of tasks that can be assigned to any student.
Case Management	Create a seamless one-stop-shop for students to get the support they need, when they need it.
Data Processing Engine	Transform student and institutional data found across Salesforce into actionable records.
Document Checklist	Reduce friction and streamline updates between students and staff using checklists and real-time document uploading.
Document Generation	Easily generate both PDF and Word documents using Salesforce and external data sources, right from the platform.
Identity Verification	Reduce student support call times with a standardized identity verification process that is flexible, provides an audit trail, and helps combat identity fraud.
Interaction Summary	Easily collaborate across departments by capturing and sharing structured meeting notes, including attendees, dates, and content.
Interest Tags	Capture client needs and interests with custom tags. Easily create reports and dashboards showing common themes to design personalized outreach at scale.
OmniStudio	Drive engagement by easily designing personalized, guided experiences of your institution.
Salesforce Scheduler	Easy, streamlined appointment booking across departments.
Timeline View	Allow students and staff to reference applications and past interactions to evaluate progress.

*This is a sub-set of common capabilities included with Education Cloud. Please connect with your account executive for further details.

Sign up for a free trial of Education Cloud at bit.ly/EducationCloudTrial