

# Salesforce for Higher Education



**By harnessing** the transformational power of Salesforce, higher education organizations can engage with constituents in new and innovative ways. Whether for recruiting and admissions, student advising and case management or alumni engagement, institutions can leverage the Salesforce platform to improve collaboration, streamline business processes and improve efficiencies. Attain has a proven record of delivering Salesforce solutions tailored to help higher education clients execute against business requirements and realize a rapid return on investment. Specializing in enterprise-scale CRM projects on the Salesforce platform, Attain helps clients realize their objectives and achieve organizational transformation through strategy development, implementation, change management, and managed support.

## Attain's Approach

Leveraging a proven and robust methodology developed over more than a decade as a Salesforce partner and more than 600 implementations, Attain offers a demonstrated track record of delivering high quality solutions on time and ahead of expectations. Attain utilizes a user story approach, working with clients to first gather requirements to ensure alignment on objectives, priorities and budget. Implementation is completed in an iterative manner, so that stakeholders can review the solution and provide feedback along the way. This approach ensures continual alignment and provides opportunities to make adjustments so that the resulting solution meets the needs of the client while providing a compelling user experience.

## Optimize your Salesforce Investment

In addition to strong technical Salesforce capabilities, Attain brings a strategic management consulting approach to Salesforce implementations. Our experienced team can help assess opportunities and develop strategies to optimize your Salesforce investment, including creating roadmaps to identify priorities and fully leverage Salesforce along your transformation journey. Our holistic approach encompasses a range of disciplines necessary to drive successful adoption and optimal results.

## Focus Areas

- Strategic Roadmaps
- Recruiting and Admissions
- Student support services
- Executive and Continuing Education
- Corporate Relations and Technology Transfer
- Alumni Relations and Advancement
- Digital Engagement

## Core Services

- Full Life Cycle Implementation
- Declarative Business Process Automation
- Custom Development
- Large Data Set Migrations
- Complex Integrations
- Change Management
- Business Process Design

## Multi-cloud Support

- Sales and Service
- Education – EDA and Salesforce Advisor Link
- Community
- Marketing
- Analytics

## Managed Services

- Annual Support Plans
- Marketing Strategy
- Marketing Service Bureau



## Representative Clients



## Proven Performance. Forward Thinking.

Based in McLean, Va., Attain is a leading management, technology, and strategy consulting firm comprised of innovative problem solvers who disrupt the status quo to change the world and improve the lives of those they serve. Powered by extreme automation, Attain leverages a holistic, agile, secure, and customer-centered approach to digital transformation, advancing our clients' missions across the education, nonprofit, healthcare, and government landscapes.

For more information, please visit [Attain.com](https://attain.com). Contact us at [info@attain.com](mailto:info@attain.com).

© Attain, LLC. All Rights Reserved.