

## **Data Model & Tools** <sup>[1]</sup>

Salesforce is at the heart of eComm, but it would be nothing without other systems across CU. Most of eComm's Salesforce Contacts are from a source system (updated nightly) and enhanced with engagement information from eComm's other applications (Marketing Cloud & Cvent), constituents and eComm specialists.





# **Campus Solution**

Academic & Enrol

eComm's constituents are comprised of data from multiple systems (listed below).

**Master Data Management (MDM)** aggregates these details on one record then passes it to Salesforce for use.

- **Advance** | Donors, Friends & Alumni Updates
- **Campus Solutions** | Academic & Enrollment Details
- **Human Capital Management (HCM)** | CU Employment Details
- **Identity Management (IDM)** | Campus-level Affiliations
- **eComm Specialist** | Contacts that do not exist in one of the above data systems can be created directly in Salesforce by an eComm specialist

Once a contact is created in Salesforce, there are a few ways the contact's information gets updated and enhanced:

- **Marketing Cloud** | Enhances a Contact by layering on individual email preferences and Individual Email Results (IERs).
  - Marketing Cloud and Salesforce have a bi-directional integration meaning a Marketing Cloud email can be distributed to a targetted audience created in Salesforce and data from that email is sent back to Salesforce.
- **Cvent** | Enhances a Contact by adding event participation (and creates new Contacts when necessary)
- **eComm Specialists** | Update a constituent's Email Preferences
  - Constituents can adjust their Email Preferences by receiving an email and selecting '*Manage My Preferences*' in the footer
- **Advance, Campus Solutions & HCM** | Updates constituent's First Name, Last Name, or Email (depending on which source system the Contact originated from)

## Data Dictionary & Entity Relationship Diagram (ERD)

The data dictionary <sup>[2]</sup> provides full descriptions and values of fields that exist in Salesforce while the Entity Relationship Diagram (ERD) <sup>[3]</sup> indicates how the data is related to one another.

### Groups audience:

eComm

**Source URL:** <https://www.cu.edu/ecomm/strategy/data-model-tools>

### Links

[1] <https://www.cu.edu/ecomm/strategy/data-model-tools>

[2]

<https://docs.google.com/spreadsheets/d/1s0qta2ap5xllM5xQOZ9e4Yc3lWBdbCOWA2z4OhFGGMg/edit#gid=11457>

[3] <https://www.cu.edu/blog/ecommerce/wiki/salesforce-entity-relationship-diagram>