

New eComm software ^[1]

December 23, 2014 by [\(not verified\)](#) ^[2]

Dear Colleagues,

I'm pleased to share that we have selected a team of vendors to replace Harris Connect for the CU's system-wide eComm program. Salesforce will be our new constituent relationship management (CRM) database. It will be augmented by Salesforce partners ACF Solutions, ExactTarget and roundCause Events.

ACF Solutions will provide the professional services to help build the custom eComm environment. ExactTarget will be our email marketing tool, and roundCause Events will be the event registration tool.

Salesforce is the industry leader and its platform is already in use in limited instances at CU and will become more widespread with this project and others. You will hear more about the wider CRM initiative in January.

The initial eComm phase will focus on building the program's infrastructure, training our 200 or so users on email marketing and event registration tools, and building online communities. We had the kickoff and initial discovery sessions the week of Dec. 8, where representatives from each campus and system shared current processes and procedures and conveyed future needs.

The work will continue through spring. Kim Egan will lead the eComm implementation with our vendors, in close partnership with you and other stakeholders. Virtual town halls will be held throughout the implementation to provide project updates and answer questions. The eComm [website](#) ^[3] is also a good resource.

Thank you for your support and please let me know if you have questions.

Sincerely,

Ken McConnellogue
Vice President for Communication
Office of the President

Links

[1] <https://www.cu.edu/blog/ecomm-blog/new-ecomm-software> [2] <https://www.cu.edu/blog/ecomm-blog/author/0> [3] <https://www.cu.edu/dept/office-president-3>