

Supported Products & Vendor Relationships ^[1]

The UIS CRM team currently supports a variety of CRM-related products and vendor relationships including those listed below. Our knowledge extends to other products and services not listed below; if you don't see a product or vendor listed but have a related business need, please reach out so we can understand your requirements.

CONTACT US ^[2]

- CRM
 - Digital Outreach & Engagement
 - Event Management
 - Data Management & Integration
 - Vendor Management
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- **Salesforce**
Salesforce provides CRM technology and infrastructure for educational institutions to help them operate effectively, raise funds, and build more meaningful relationships with those they serve.
 - **Slate**
A CRM service provider used on some of CU's campus to manage applications.
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- **Calendly**
Calendly is a scheduling platform that works with Google, Office 365 and Outlook calendars to provide transparent availability and ease of appointment setting.
 - **Five9**
Five9 provides live call transfer for incoming leads.
 - **Marketing Cloud**
Marketing Cloud is an email marketing platform that allows communicators to create and deliver messages across channels and devices, launch constituents into marketing journeys based on key Salesforce data points, and report on the success of outreach and engagement efforts.
 - **Mogli SMS**
Mogli provides text messaging within Salesforce.
 - **Pardot**
Pardot is a marketing automation tool in Salesforce that allows teams to create, deploy, and manage online marketing campaigns that increase constituent engagement.
 - **Playable**
Playable allows email marketers to add videos to their email campaigns that are

playable on all devices and all email clients.

- **Riva**

Riva syncs calendar events, contacts, and email between Salesforce and inboxes.

- **Swish**

Swish provides social media marketing expertise and strategy.

- **Twilio**

- **Blackthorn**

Blackthorn is a Salesforce-native event management tool that allows users to plan and organize events with ease.

- **Cvent**

Cvent is an event management and PCI compliant payment processing tool that integrates with Salesforce. The platform offers solutions for event marketing and management, virtual and onsite check-in, and post-event attendee engagement.

- **Apsona**

- **FormAssembly**

FormAssembly is a form creation tool that collects information and integrates data with Salesforce to drive lead capture and conversion.

- **FormStack**

- **GearSet**

GearSet provides backup services for UIS Salesforce implementations.

- **GeoPointe**

Geopointe is a Salesforce-native tool that provides geographic targeting and territory management.

- **MuleSoft**

MuleSoft supports a variety of data integrations between applications and tools.

- **Zapier**

Zapier supports a variety of data integrations between applications and tools.

- **Apisero**

- **Archetype 5 (A5)**

- **Collegis**

Conducts lead qualification and transfer.

- **DevsUnited**

Marketing Cloud consulting team with product-specific expertise focused on enabling communication goals.

- **Marcus Thomas**

Marketing communications agency; parent company of DevsUnited.

- **Traction on Demand**

Groups audience:

CU CRM

Source URL: <https://www.cu.edu/crm/current-state/supported-products-vendor-relationships>

Links

[1] <https://www.cu.edu/crm/current-state/supported-products-vendor-relationships>

[2] <https://www.cu.edu/crm/forms/crm-help-ticket>