

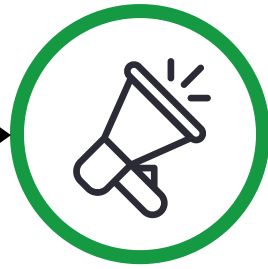
CURRENT ARCHITECTURE

eComm

Supports electronic communication and digital engagement efforts across all campuses



Salesforce



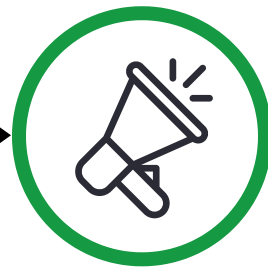
Marketing Cloud

Integrated Online Services (IOS)

Supports marketing and recruitment efforts for online programs at Anschutz, Denver, and UCCS



Salesforce



Marketing Cloud

CU Ascend

Supports Advancement operations for all CU campuses



Salesforce



Other CRMs

Other CU Orgs

Other campus or unit-based Salesforce / CRM implementations across all campuses