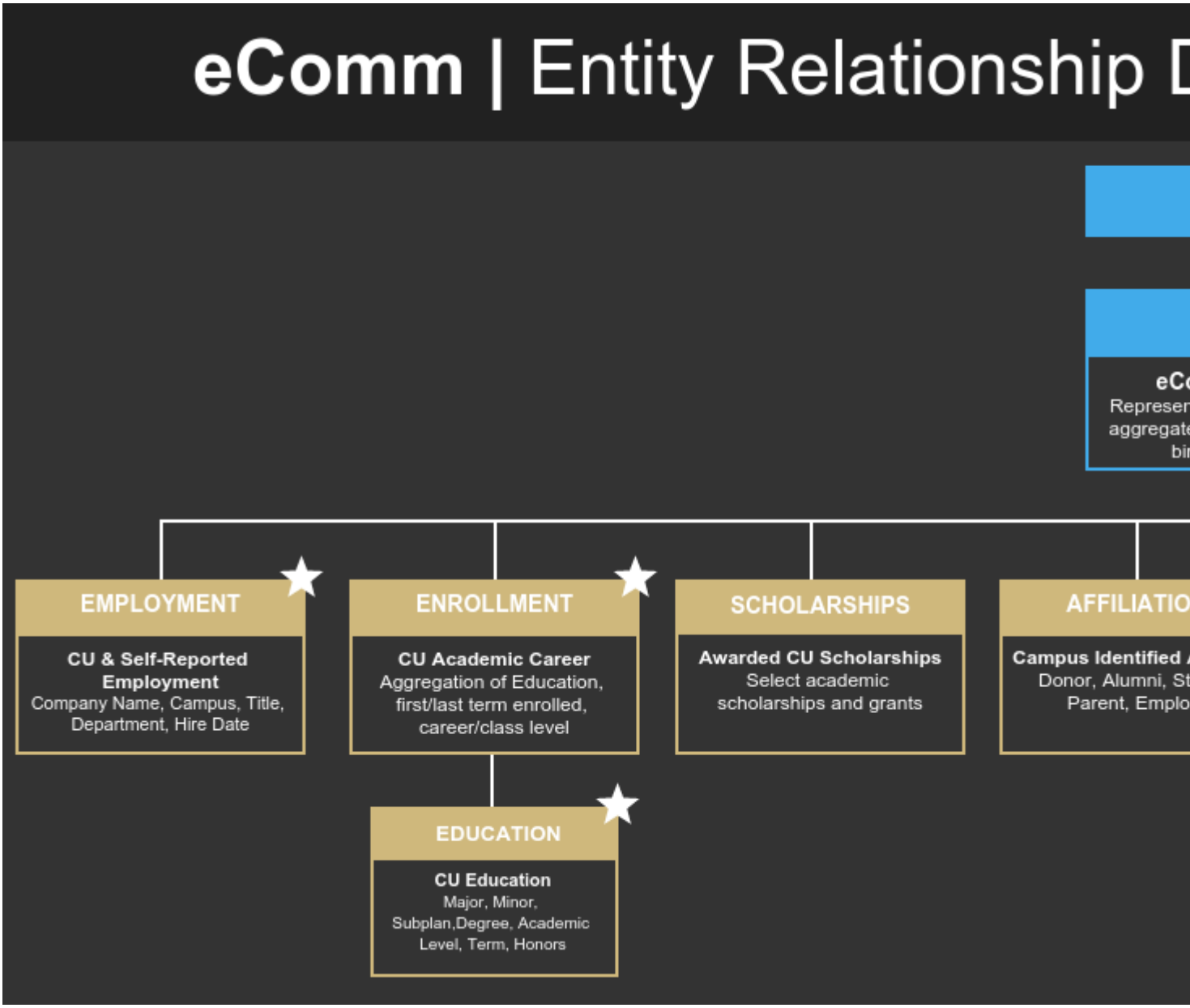
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Salesforce Entity Relationship Diagram [1]

October 15, 2024 by Melanie Jones [2]

??eComm's Entity Relationship Diagram (ERD) illustrates how data relates to one another within Salesforce. Different types of data (employment vs. enrollment for example) are housed in different objects/tables and connected to the Contact.

eComm's data and tool model [3] plays a role in how the data is configured in Salesforce. Some objects in Salesforce house information from different CU data sources (Campus Solutions, Human Capital Management or HCM, Ascend, etc) after being passed through CU People or CUP (formerly Master Data Management or MDM). Other objects originate from eComm, either directly within Salesforce or via automatic integrations with other eComm applications (Marketing Cloud and Cvent).



[4]

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