

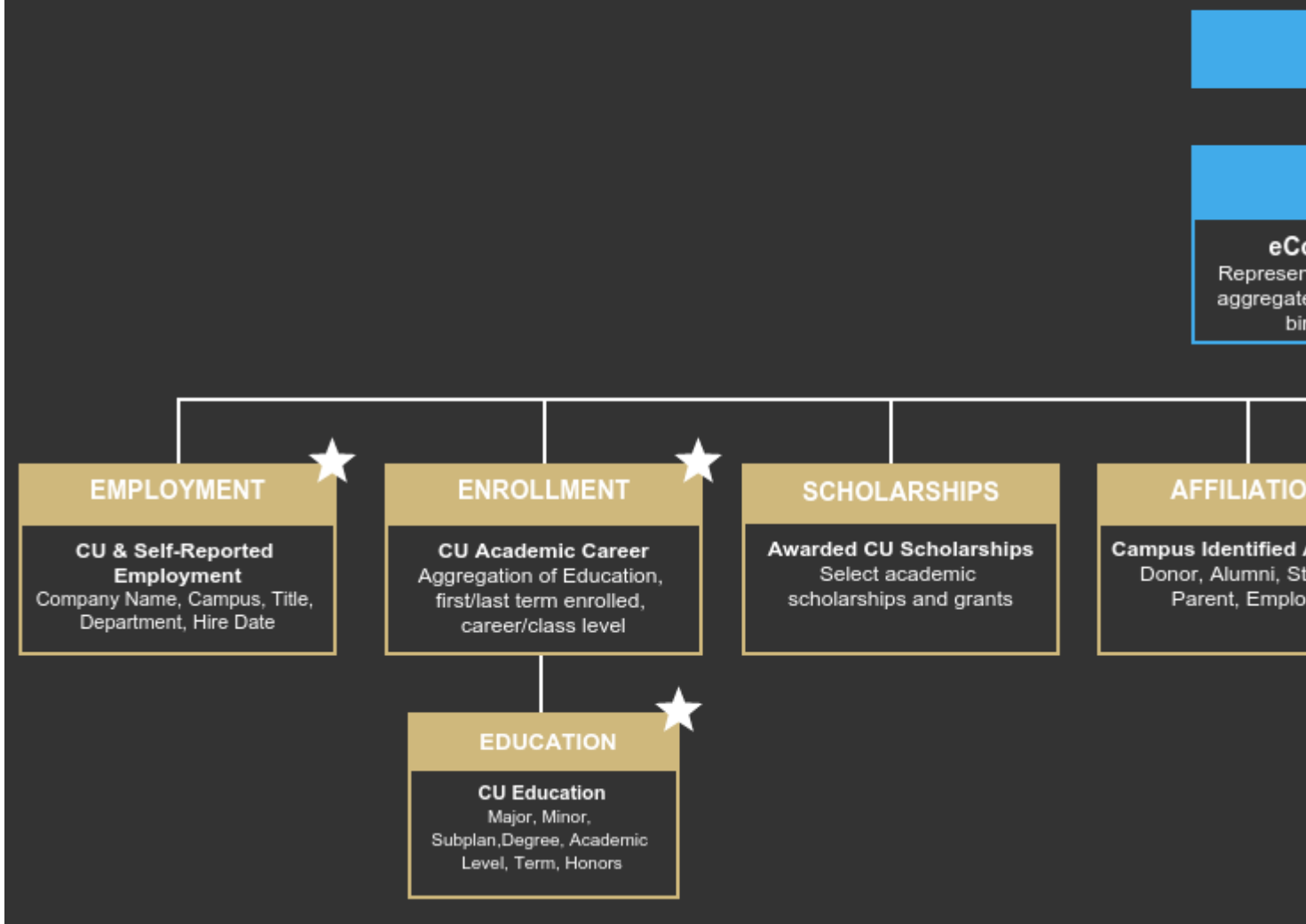
Salesforce Entity Relationship Diagram ^[1]

March 1, 2021 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, HRMS, Advance, etc) after being passed through master data management (MDM). Other objects originate from eComm, either from directly within Salesforce or via automatic integrations with other eComm applications (Marketing Cloud and Cvent).

eComm | Entity Relationship D



[4]

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