Published on *University of Colorado* (https://www.cu.edu)

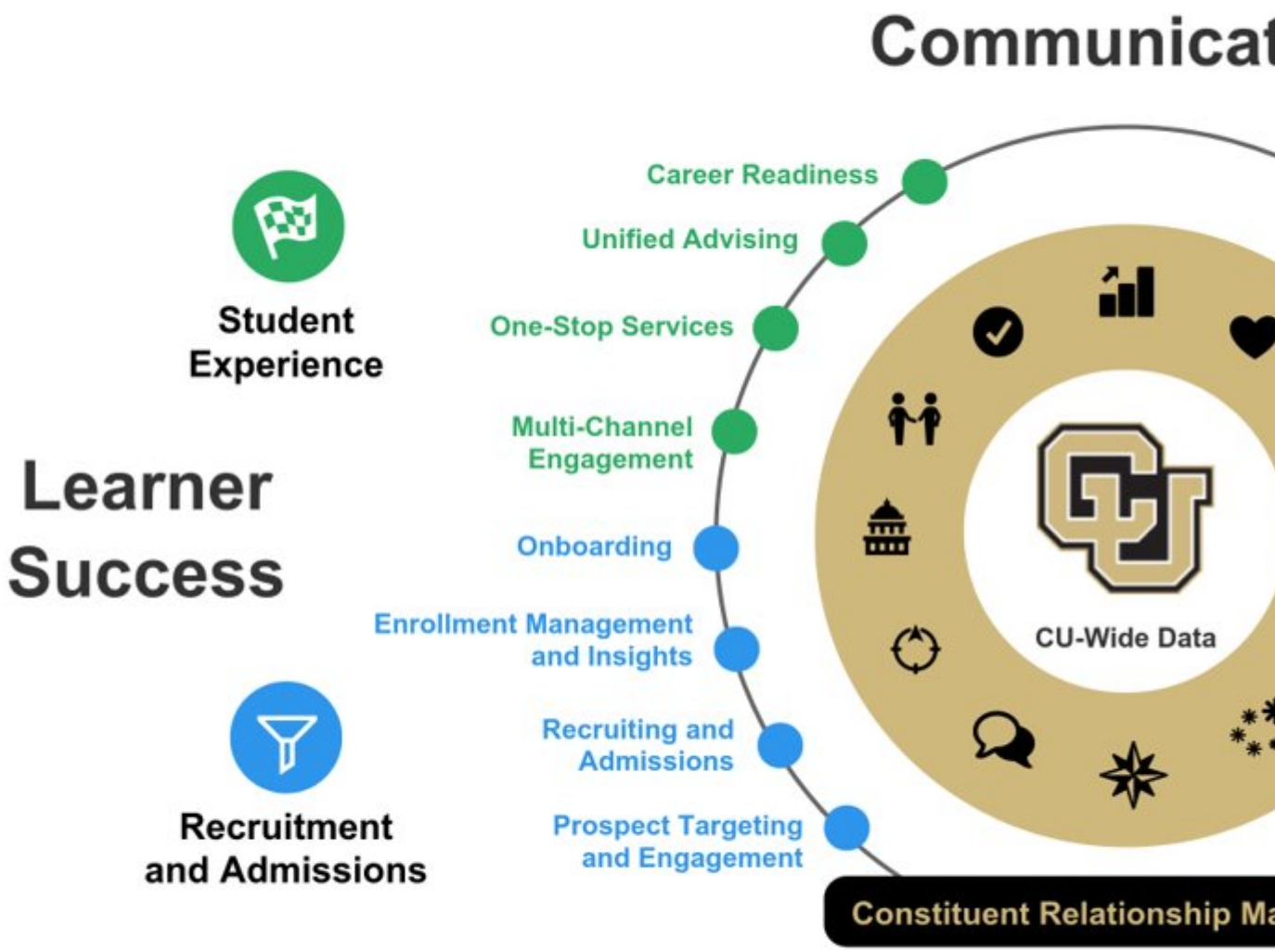


# IOS Overview [1]

November 2, 2023 by Melanie Jones [2]

Integrated Online Services (IOS) represents a technical stack that supports campus-based efforts primarily in marketing and recruitment. Leveraging the power of Salesforce, Marketing Cloud, and CRM applications - CU campuses are able to powerfully manage the constituent pipeline, drive engagement, and help provide educational opportunities and outcomes at the University of Colorado.

University Information Services (UIS) acts as a partner to campus groups, helping execute business strategy, support business operations, augment creative services, and develop CRM and web applications to keep campuses on the cutting edge of marketing and recruitment.




## Related Wiki Posts

-

**Display Title:**
IOS Overview
**Send email when Published:**
No

---

**Source URL:**https://www.cu.edu/blog/integrated-online-services/ios-overview

**Links**
[1] https://www.cu.edu/blog/integrated-online-services/ios-overview [2] https://www.cu.edu/blog/integrated-online-services/author/39