Salesforce is at the heart of eComm, but it would be nothing without other systems across CU. Most of eComm's Salesforce Contacts are from a source system (updated nightly) and enhanced with engagement information from eComm's other applications (Marketing Cloud & Cvent), constituents and eComm specialists.
eComm’s constituents are comprised of data from multiple systems (listed below). **Master Data Management (MDM)** aggregates these details on one record then passes it to Salesforce for use.

- **Advance** | Donors, Friends & Alumni Updates
- **Campus Solutions** | Academic & Enrollment Details
- **Human Capital Management (HCM)** | CU Employment Details
- **Identity Management (IDM)** | Campus-level Affiliations
- **eComm Specialist** | Contacts that do not exist in one of the above data systems can be created directly in Salesforce by an eComm specialist

Once a contact is created in Salesforce, there are a few ways the contact's information gets updated and enhanced:

- **Marketing Cloud** | Enhances a Contact by layering on individual email preferences and Individual Email Results (IERs).
  - Marketing Cloud and Salesforce have a bi-directional integration meaning a Marketing Cloud email can be distributed to a targetted audience created in Salesforce and data from that email is sent back to Salesforce.
- **Cvent** | Enhances a Contact by adding event participation (and creates new Contacts when necessary)
- **eComm Specialists** | Update a constituent’s Email Preferences
  - Constituents can adjust their Email Preferences by receiving an email and selecting ‘Manage My Preferences’ in the footer
- **Advance, Campus Solutions & HCM** | Updates constituent’s First Name, Last Name, or Email (depending on which source system the Contact originated from)

**Data Dictionary & Entity Relationship Diagram (ERD)**

The [data dictionary](https://www.cu.edu/ecomm/strategy/data-model-tools) provides full descriptions and values of fields that exist in Salesforce while the [Entity Relationship Diagram (ERD)](https://docs.google.com/spreadsheets/d/1s0qta2ap5x1lM5xQOZ9e4Yc3IWBdbCOWA2z4OhFGGMg/edit#gid=1145773985) indicates how the data is related to one another.

**Groups audience:**
eComm

**Source URL:** https://www.cu.edu/ecomm/strategy/data-model-tools

**Links**
[2] https://docs.google.com/spreadsheets/d/1s0qta2ap5x1lM5xQOZ9e4Yc3IWBdbCOWA2z4OhFGGMg/edit#gid=1145773985