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

Data Model & Tools [1]

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). **CU People (CUP)** - formerly Master Data Management (MDM) - aggregates these details on one record and 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). Cvent supports complex and/or paid events.
- **Simple Events |** Offers a Salesforce solution for collecting registrations at a low cost - only for simple and free events.
- **Form Assembly |** Enhances a Contact by including any action taken to subscribe (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 [2] provides full descriptions and values of fields that exist in Salesforce while the Entity Relationship Diagram (ERD) [3] indicates how the data is related to one another.

Groups audience:
eComm

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

Links
[1] https://www.cu.edu/ecomm/strategy/data-model-tools [2] https://docs.google.com/spreadsheets/d/1s0qta2ap5xIlM5xQOZ9e4Yc3lWBdbCOWA2z4OhFGGMg/edit#gid=11457 [3] https://www.cu.edu/system/files/pages/78477-data-model-tools/docs/bb2f339b-4ec2-4b55-a79f-5650a44dfc4c.pdf