

Demystifying Digital Transformation - The Business Impact of Having a Unified Student Experience

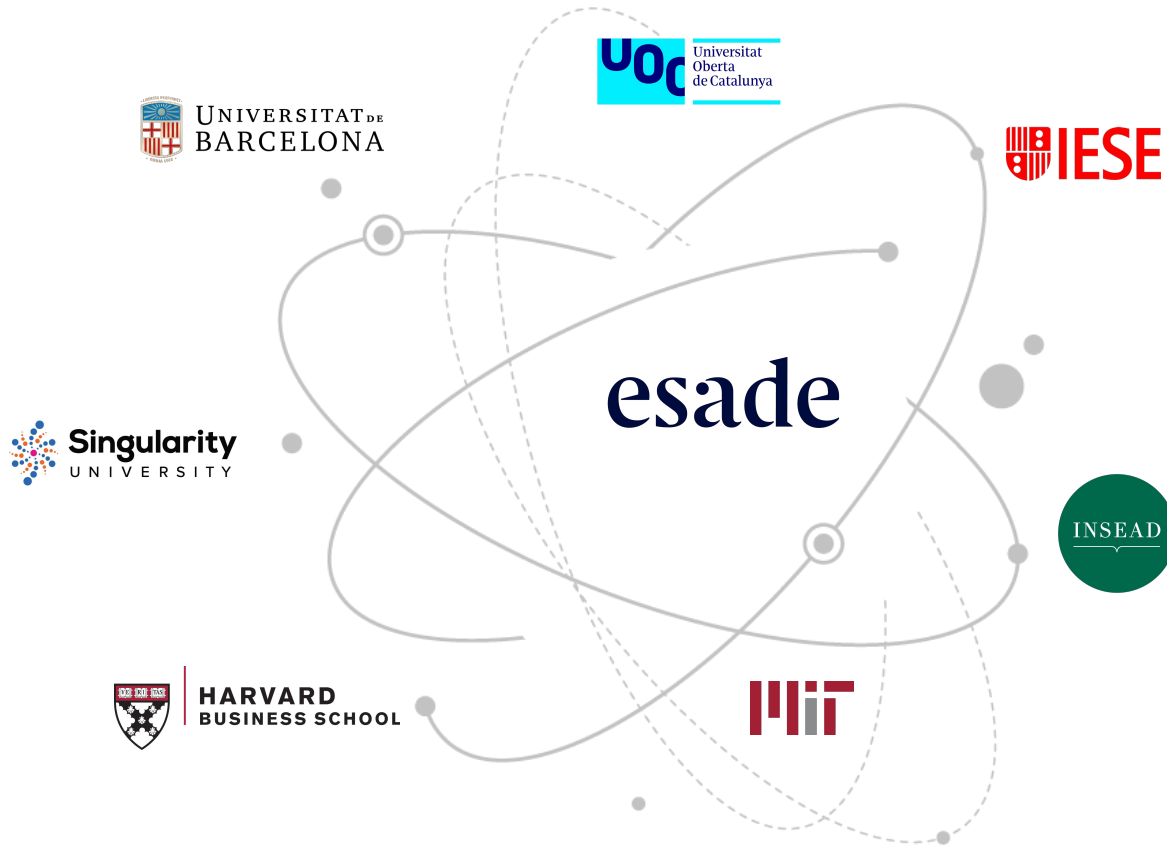




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Thank you

Quick Introduction



Julio Villalobos

Strategic Higher Education Advisor
Salesforce.org



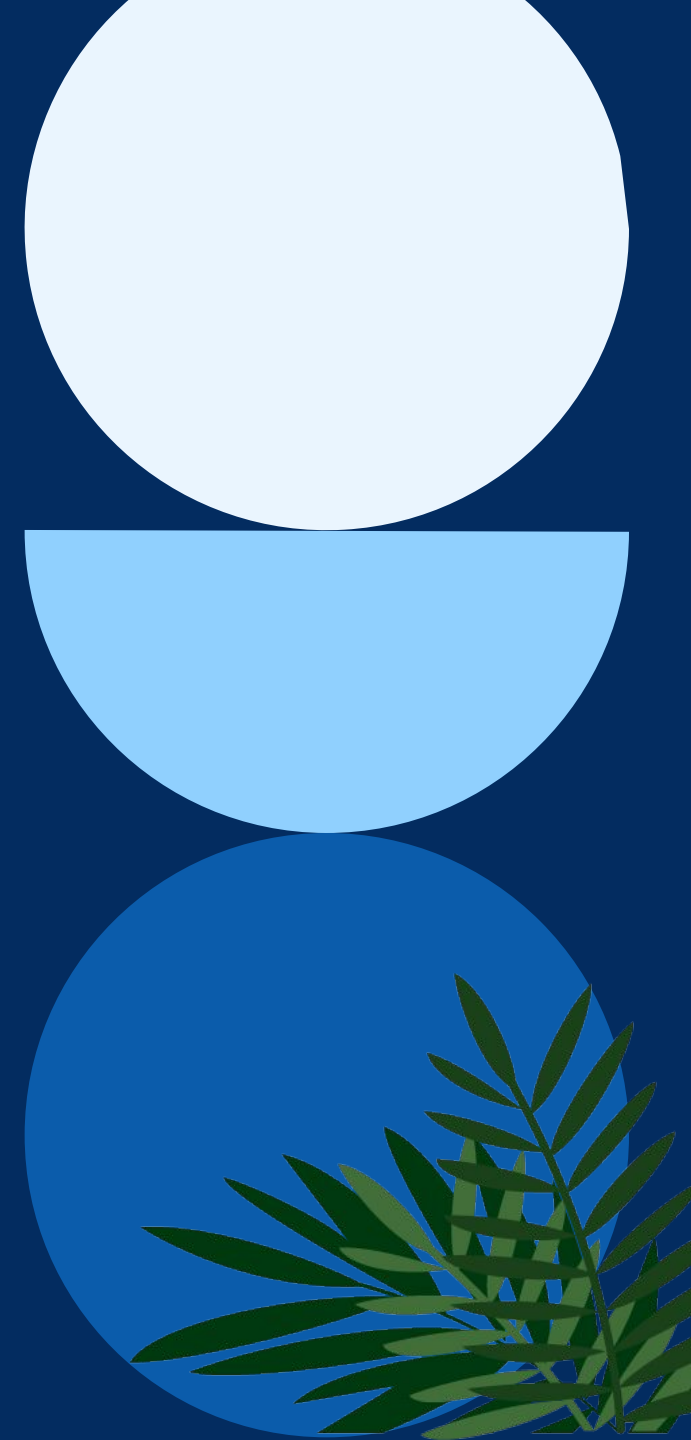
Agenda

1 Demystifying Digital Transformation

2 Aalto Insights

3 Selecting a partner, successfully

4 Reflections





Demystifying Digital Transformation

Picture of London Schools of Economics and Political Science

1

The Wave of Change

Demographics

Consumerism

Globalisation

Competition

Technology

Education Strategic Priorities

Market Diversification

Personalised Experiences

Digital-first Service

Continuous Innovation



Education is a Sector in Motion

Digital transformation is underway

Hybrid
Education



Holistic
Care



Experiential
Learning



Unbundled
Offering



Connected
Curriculum

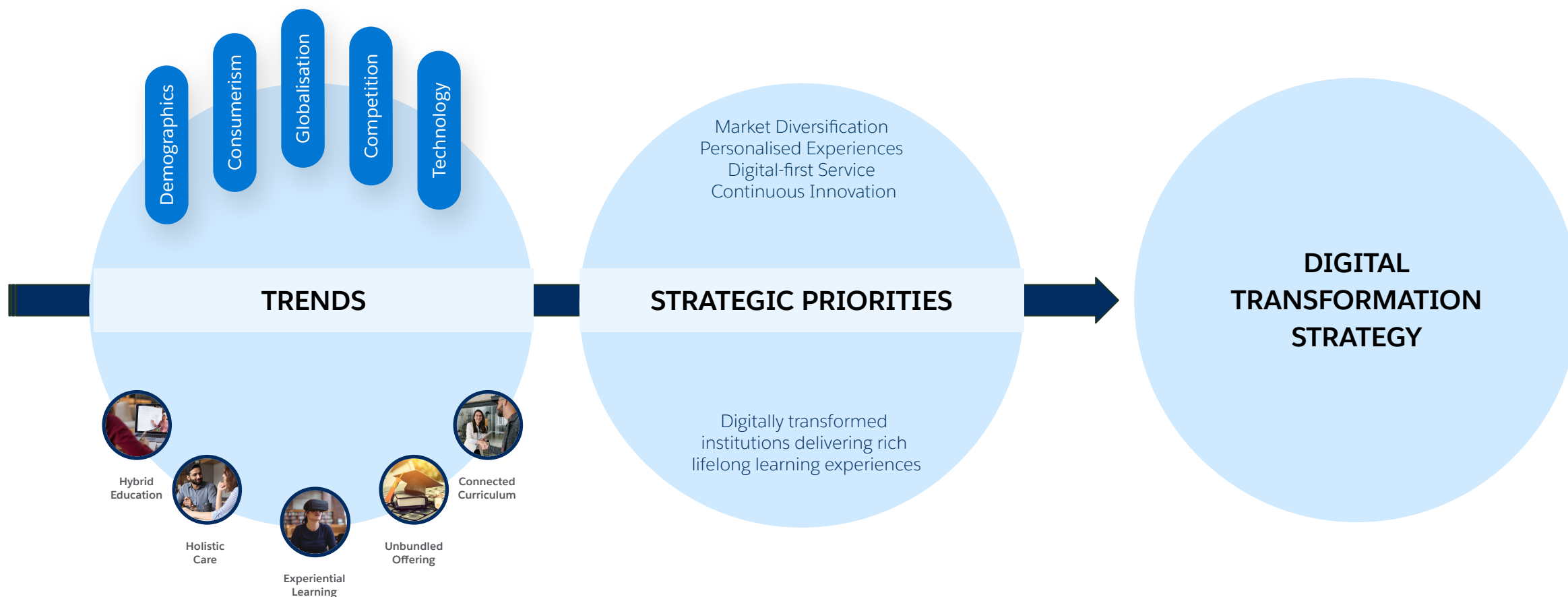


Digitally
transformed
institutions
delivering rich
lifelong learning
experiences

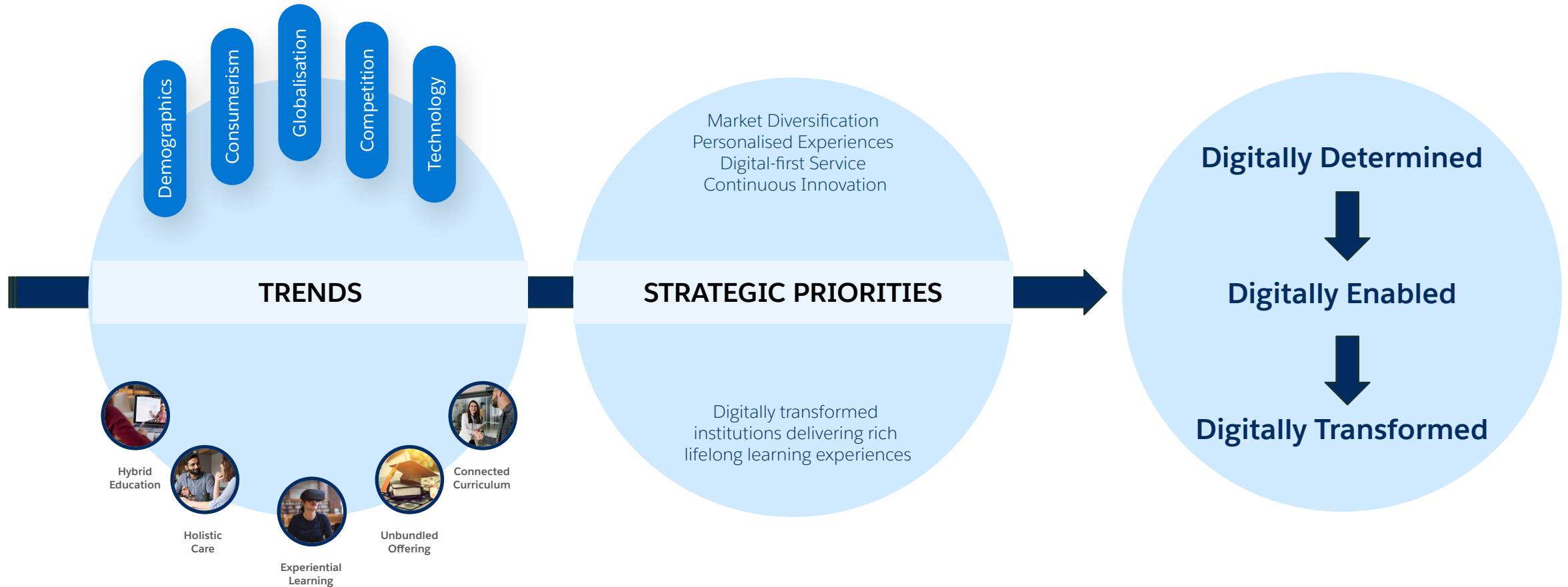
2025 Education



When Strategy Leads, Success Follows



When Strategy Leads, Success Follows



Success for Institutions of Every Type, Every Size, Everywhere

Primary & Secondary Schools



Small & Large Private Universities



Small & Large Public Universities



Supporting
6,000+
education
institutions
globally

Business Schools & Executive Education



Community Colleges & Vocational Institutions



Online Schools



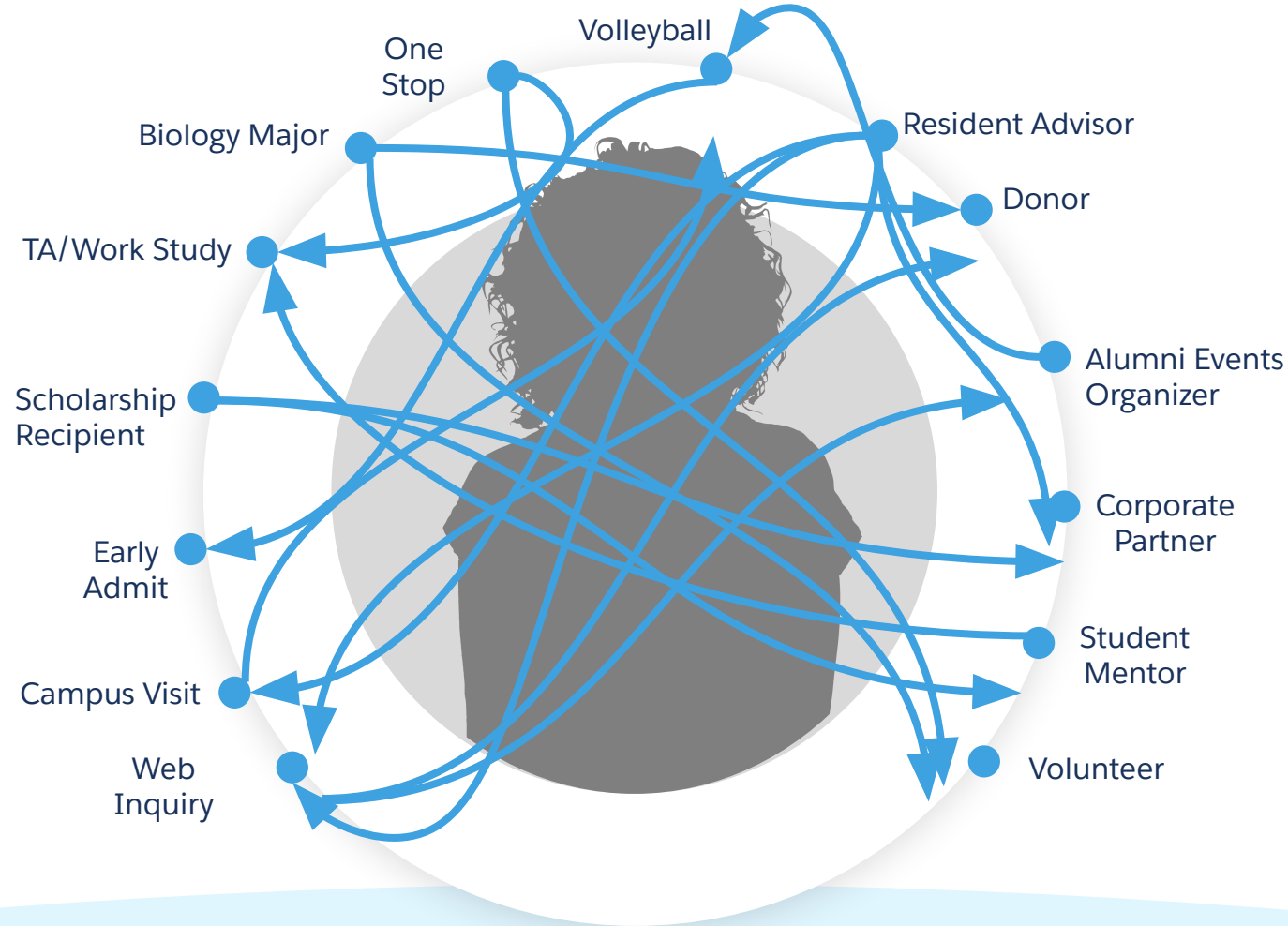
Simplify Data Complexity Across Your Institution

Capture a unified view across the entire learner lifecycle



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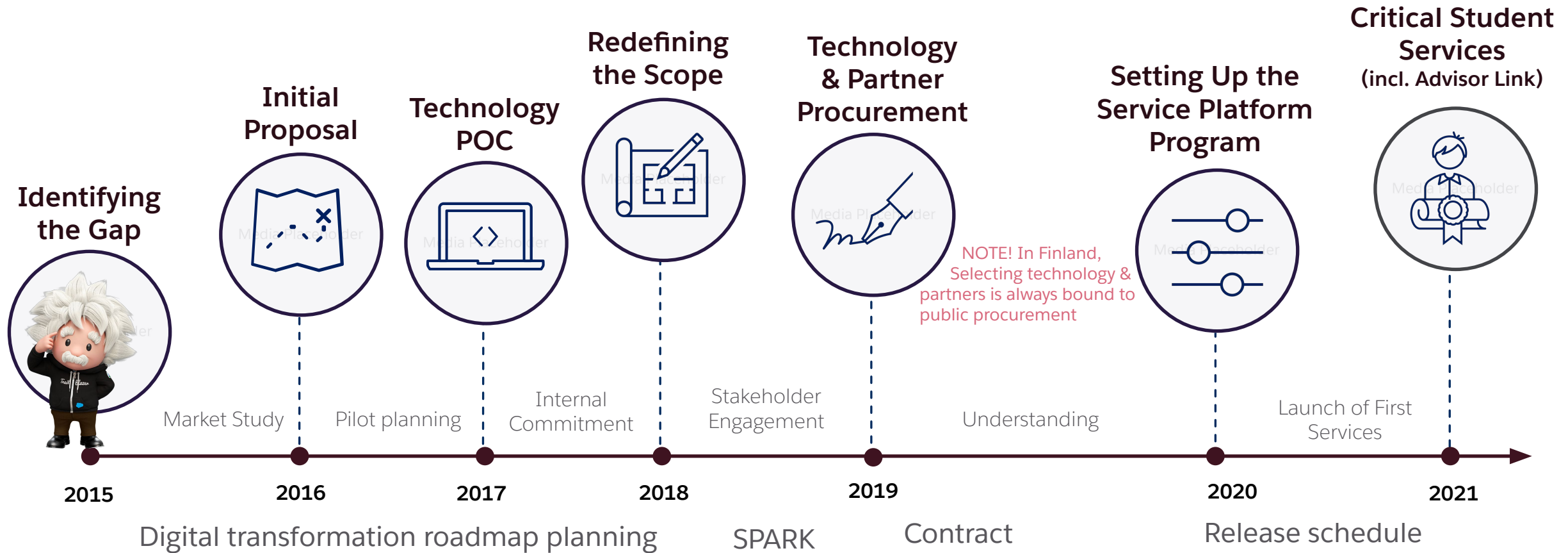
Transforming Student Service Processes at Aalto University with Advisor Link

Patrik Maltusch | Head of IT Architecture, Aalto



Our Journey Towards a Unified Service Platform

Laser-focused to deliver a world-class student experience



A Growth Opportunity for Our Student Advising Services



Appointment
booking over
emails

Laborious
scheduling &
rescheduling

Reactive
advising

Poor tracking
of our
advising
support

Advising
notes
everywhere &
nowhere

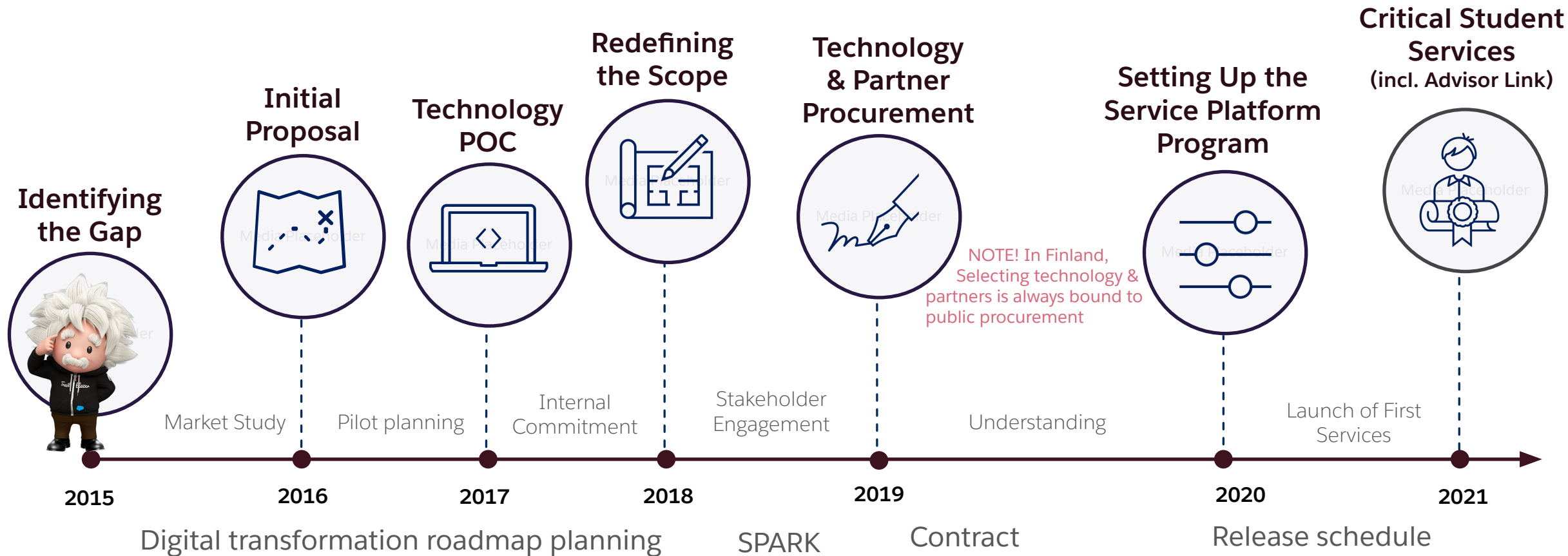
Incomplete
student view

Disparate
advising



Our Journey Towards a Unified Service Platform

Laser-focused to deliver a world-class student experience



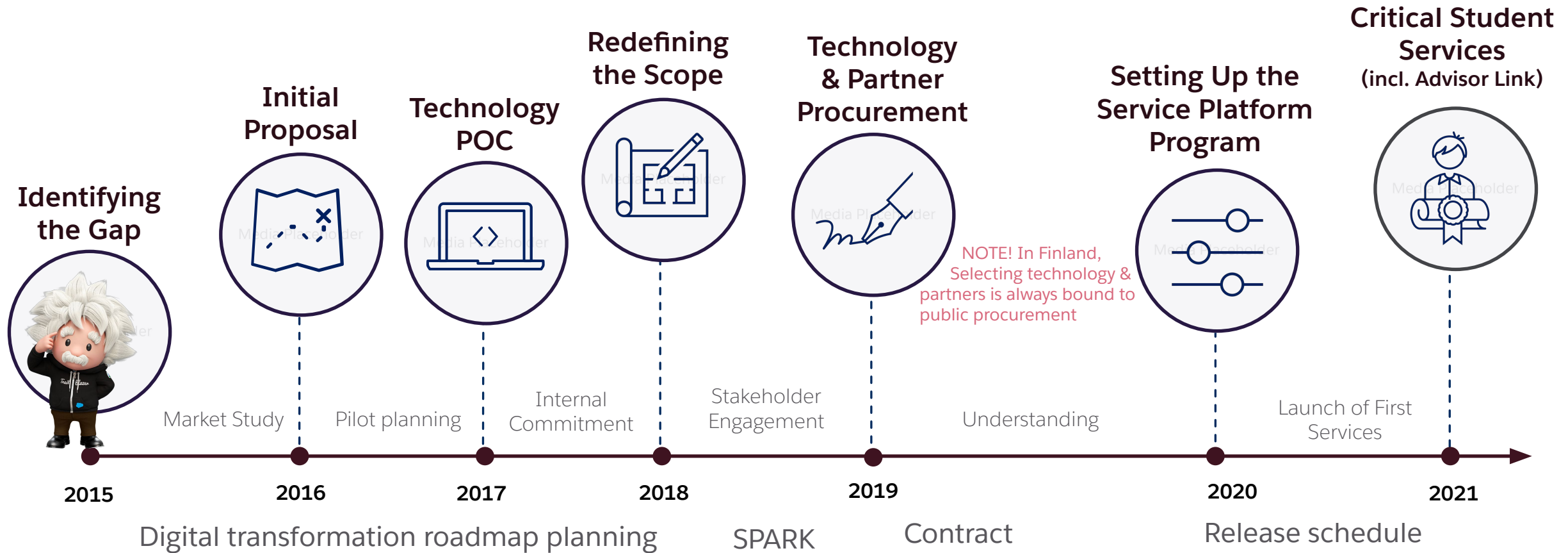
What Our Experience Taught Us

1. It's important to manage expectations
2. Working in sprints does not always fit the university' annual clock
3. Deployment takes time
4. It's critical to communicate to different target groups



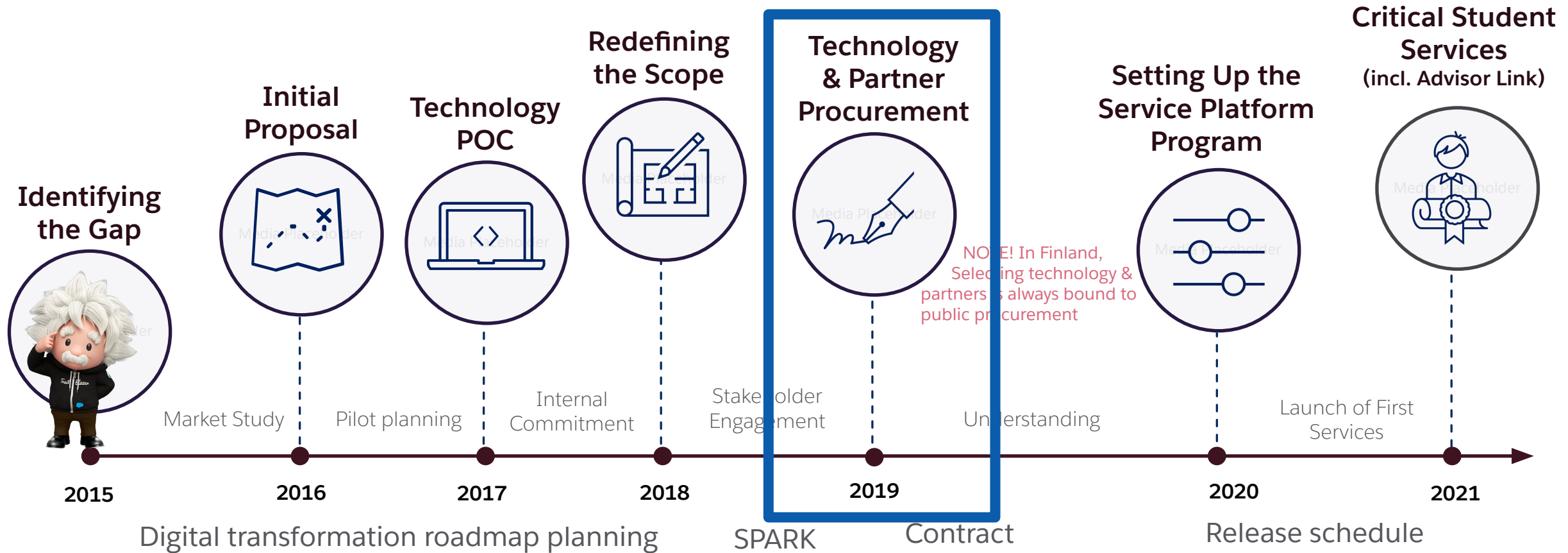
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Marcelle Porteous

Customer Success Director, Salesforce



Joined Salesforce 2008

Salesforce Role

Marcelle has been working with Salesforce for over 13 years and was one of the first 500 globally to become Salesforce certified. As Customer Success Director, she is heavily involved in the EMEA Higher Education Council and looks after our Education customers in EMEA. Outside of work she is a mom, a trustee of two charities, and a prolific knitter. This year Marcelle was awarded the Salesforce Golden Hoodie for her work in her local community.

Career Highlights

- Industry Advisor, IBM
- UKI Regional Director, FinDock
- CEO, crmSOS

Industry Experience

Education, Non Profit, Media and Communications

Giving Back

Trustee of Big Community Sew, Sew Marvellous Charity Makes and Colmore PTA

Education

MBA Aston Business School

Personal

I am from Birmingham UK, and outside of work I am heavily involved in volunteering with several charities and community groups. I love to sew, and last year led a group of 250 volunteers to make 29,000 items for the NHS PPE shortage

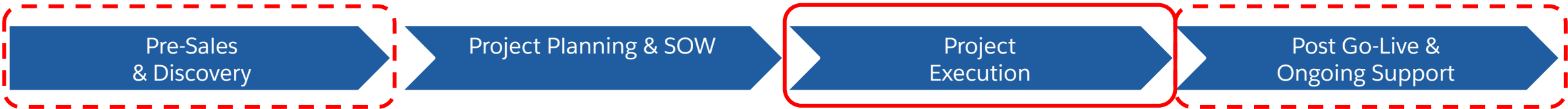


Partner Involvement

Common involvement

Supporting involvement

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Preparation

Project Execution

Operate & Run

<p>Identify primary pain points</p> <p>What problem(s) are we trying to solve?</p> <p>How will we know if we've achieved our goals / objectives?</p>	<p>Identify skills and resources needed</p> <p>Establish foundational framework (Data Governance, Center of Excellence, Org Strategy)</p> <p>Resource selection</p>	<p>Architectural blueprint / roadmap</p> <p>Business process analysis</p> <p>User stories</p> <p>Change management</p>	<p>User adoption and training</p> <p>User testing</p> <p>Solution validation</p> <p>Measure outcomes</p>	<p>Assess current priorities</p> <p>Operate & Run</p> <p>Begin next phase</p>
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Partner Selection Considerations

Key Points to Research / Review

- Cultural Fit
- Team Members
 - Certifications
 - Salesforce Partner Program
- Development and Delivery approach
 - Change Management
 - Risk Identification
- Industry Knowledge and References
- Salesforce Partner Program

Training and Enablement

Search on Trailhead for
**Best Practices in Partner
Selection**

Find a Partner

Search online for
**AppExchange Salesforce
Partners**



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of the salesforce.org community representing universities & schools across the world.

35+ sessions

focused on bold visions for the future of education.

6 awards

recognizing innovative trailblazers in the salesforce.org education community.







"we will only achieve stability and balance by moving, by moving forward and by pedalling"



Thank You