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Education Data Architecture (EDA)
Capture a 360-Degree View of Your Students Faster Than Ever Before

Say hello to the foundation of Education Cloud. Developed in collaboration with our education partners and customer community, EDA is a flexible data architecture designed to configure Salesforce for K-20 education. As the foundation of Education Cloud, EDA provides a scalable framework that can fit your specific use cases from Day 1. Whether you are new to Salesforce or are thinking about migrating to EDA from an existing org, our education community is here to help you capture a 360-degree view of your students faster than ever before.

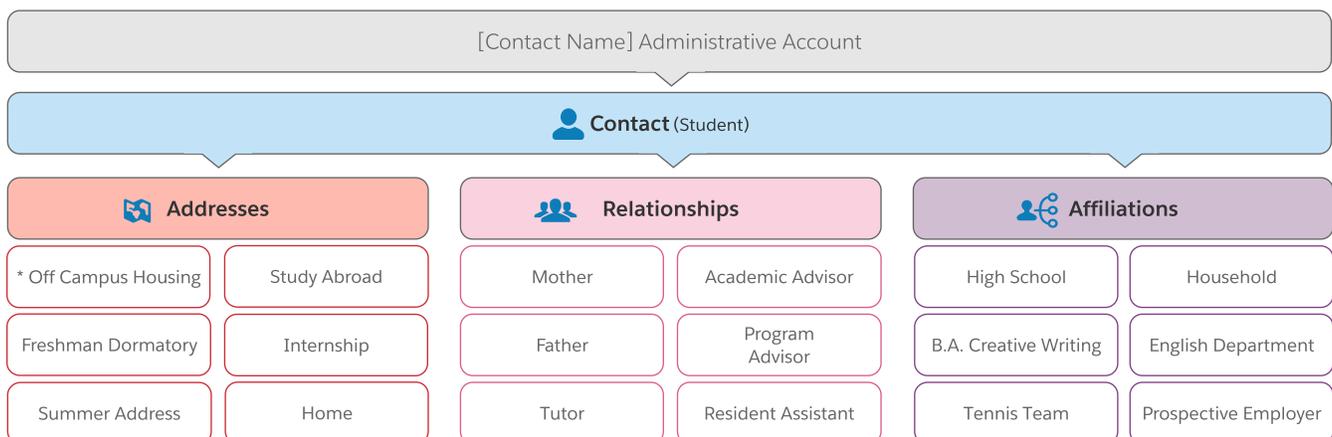**Take the first step to becoming a Connected Campus with EDA.**

SAVE TIME & IMPROVE STUDENT SUCCESS - EDA comes with industry standard objects built for educational institutions that model student relationships and affiliations to courses, departments, and more.

UNLOCK CONTINUOUS INNOVATION - Take advantage of the latest K-20 innovation thanks to EDA releases every two weeks that are automatically integrated into the Salesforce platform.

JOIN A DIVERSE EDUCATION COMMUNITY - As a community-influenced data architecture, EDA brings together a diverse group of education Trailblazers to collaborate, share ideas and shape the future of EDA.

> "By speaking the language of education, EDA makes it easier for staff to adopt Salesforce and engage students at every stage of their journey."
>
> **Amjad Ayoubi, Senior Associate Dean, Tulane University**

[Contact Name] Administrative Account		
Contact (Student)		
🗺 **Addresses**	👥 **Relationships**	🔗 **Affiliations**
* Off Campus Housing / Study Abroad	Mother / Academic Advisor	High School / Household
Freshman Dormatory / Internship	Father / Program Advisor	B.A. Creative Writing / English Department
Summer Address / Home	Tutor / Resident Assistant	Tennis Team / Prospective Employer

An EDA contact (in this case, a student) and a few common relationships, affiliations, and addresses they would have while attending university

EDA Features and Benefits

Full Lifecycle Relationship Management
Manage the entire K-20 student journey in one place

- Connect students to multiple individuals and accounts, courses, and academic programs
- Leverage a common language and configuration across the entire student lifecycle
- **NEW** Integrate third-party admissions data into Salesforce with EDA objects for recruitment & admissions

Customization at Scale
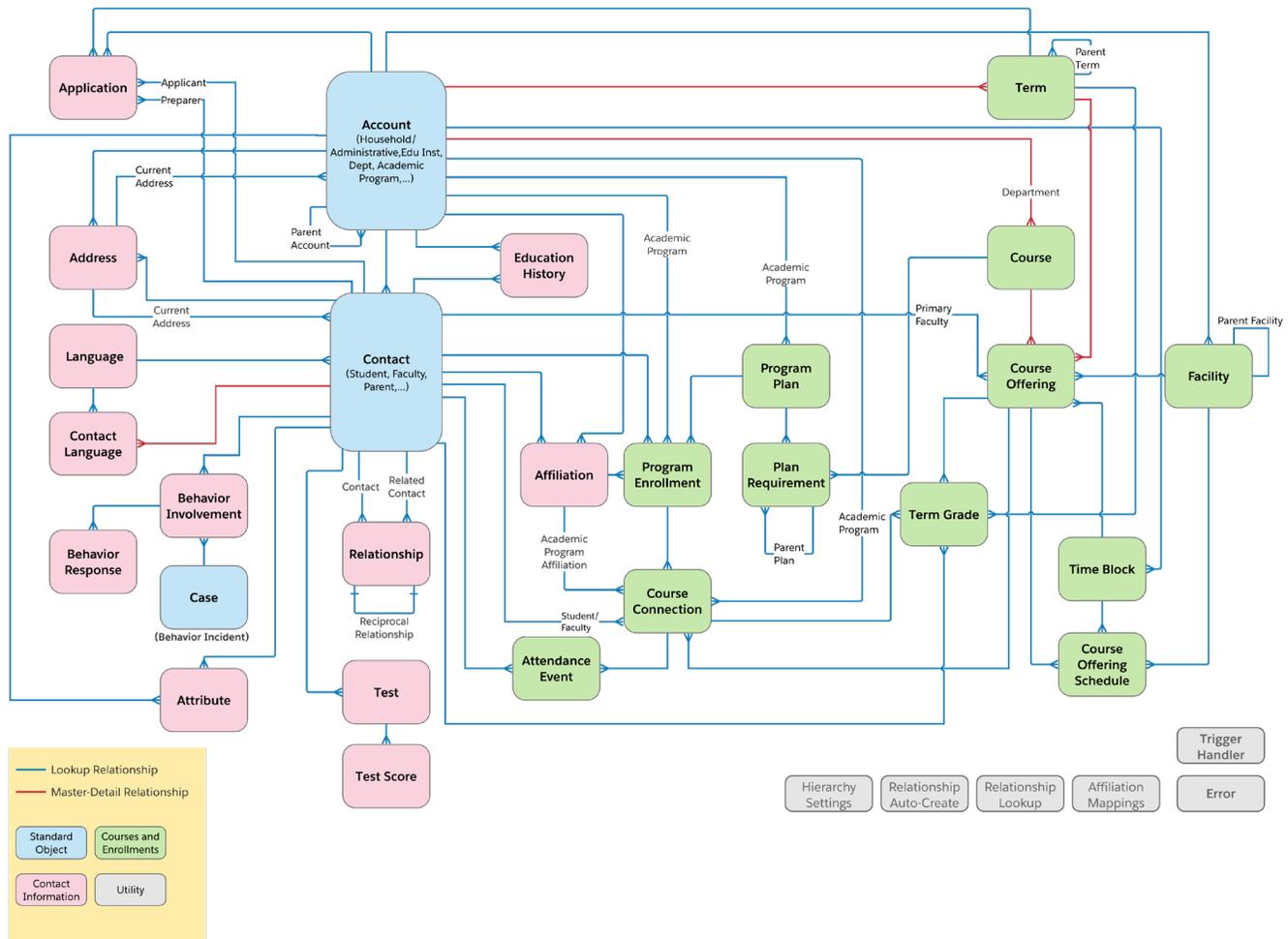*Easily tailor EDA to the specific needs of your institution*

- Create a 360-degree view of students by connecting EDA with your student information, learning management, and financial aid systems
- Customize page layouts with clicks, not code and easy-to-use drag and drop functionality
- Create the custom fields and objects your institution needs to drive student success

Education Partner Ecosystem
Leverage a robust partner ecosystem dedicated to K-20 innovation

- Create a flexible system of engagement with EDA-compatible apps on the Salesforce AppExchange

EDUCATION DATA ARCHITECTURE (EDA)

An Entity-Relationship Diagram (ERD) showing how EDA works with each database object and their relationships