

# Salesforce at UNC Charlotte

## Interested in Salesforce? You're in the right spot!

This content has been designed to educate departments on the Salesforce platform, explain how Salesforce is being used to drive innovation and engagement at UNC Charlotte, and help prepare and guide you through your own Salesforce implementation.

Upon finishing this content, you will be able to:

- Explain what Salesforce is, the benefits of using it; what products are available at UNC Charlotte and what are their associated costs.
- Perform a departmental analysis; determine if your department is ready for Salesforce.
- Establish goals for your Salesforce implementation; determine what are your departments wants, needs and justification.
- Break down your current business processes, goals, key metrics, reporting needs and motivations.
- Describe the Salesforce implementation process at UNC Charlotte; differentiate between development methodologies.

