



CUSTOMER SUCCESS STORY

# UCLA extends its Salesforce Capability with Titan

## About UCLA

The University of California, Los Angeles (UCLA) is a public research university in Los Angeles, California. It is considered one of the United States' top-ranked universities, placing them among the top universities worldwide for academics, research, and community impact.



### Industry

Education

### Customer since

2019

### Products

Web Portal, Forms, Surveys, and Docs

### Features

Pre-filled forms, Online Portal, Student Surveys



## Targeting the Challenges

Although the Salesforce platform gave UCLA the solution it needed, it required some customization when it came to data collection and management.

UCLA had complex forms that needed dynamic form fields for data to be automatically populated when pushed and pulled into and from Salesforce.

UCLA also wanted to improve its data management due to compliance with the numerous privacy standards the University had to adhere to.

## Seamless Data Solutions

To better serve UCLA students and parents, the Salesforce Education Cloud allows the University to track recruitment, admissions, and much more. Based on their requirements, Titan worked together with the UCLA staff to ensure on-the-job training and that data is now sent securely while maintaining compliance with all federal regulations governing data privacy.



## Refreshing Results



### Hasslefree Data Management

No more spreadsheets, manual data entries, and easy access to databases to manage information efficiently. Streamlined data collection and management.



### Significant Time and Cost Savings

With Titan, UCLA reduced training demands and saved costs and time via automatic data entry.



### Consistent and Up-to-Date Records

The Titan-Salesforce connector is extremely powerful, providing bi-directional real-time integration and limiting data duplication.



### Data Security

Thanks to Titan, data security is clearly defined and protected. UCLA now maintains high standards of compliance and security.



### Efficient Integration

With Titan's robust integration with Salesforce and drag-and-drop features, students can now submit their information in under 5 minutes