



## From Admission to Alumni: ROI with Self-Service Portals for Education Cloud

Institutions that want digital-first teaching and learning experiences for faculty members and students build portals that integrate directly into Education Cloud. These portals allow institutions to speed up complex, high-volume admin processes, such as student applications, boarding, fundraising, course grading, and more, to meet the demands of the Education sector.

If you want to reduce time-consuming admin work in Salesforce, get the right ROI, and remove bottlenecks in operations, join us in our total economic report below. We examine the benefits of choosing Titan to build self-service portals integrated with Salesforce.



### Faster Admissions

#### Support Students With Self-Service Portals



### Reduce Salesforce Admin Tasks

#### Automate Workflows For Educational Journeys



### Compliant-Ready Software

#### Adhere to GDPR, 508, ISO, CCPA, and More

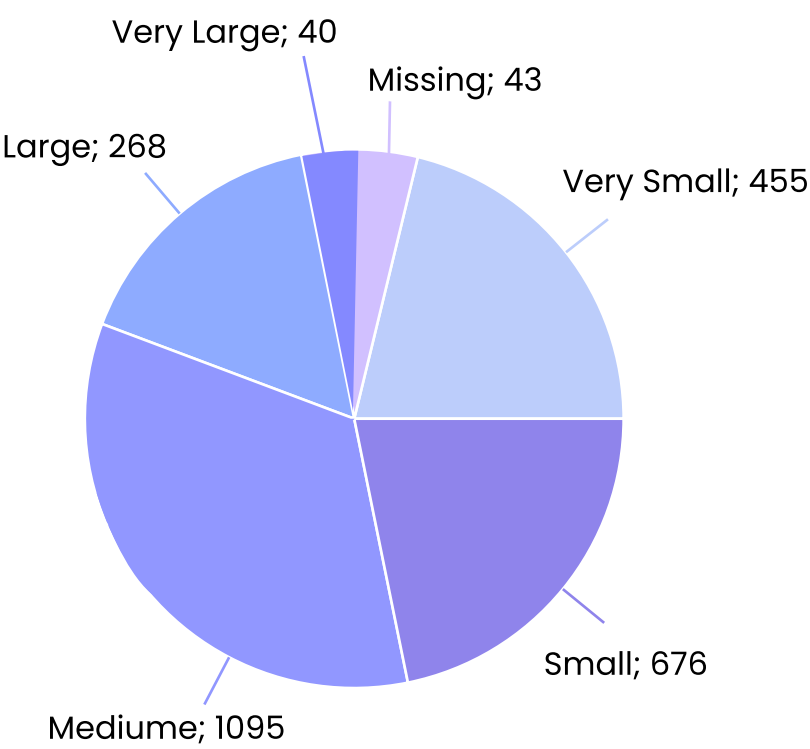
## EXECUTIVE SUMMARY

After reading our total economic impact report, you will understand how Titan's self-service portals can improve student engagement and boost employee efficiency with automated solutions for Salesforce.



**Let's start our economic report with a common but complex administrative process in education that requires accurate data and fast results.**

According to the European Tertiary Education Register, higher education institutions accept between 40 and 1095 student enrolments, depending on their size, which includes small, medium, very large, and more.



Although academic institutions have limited spots, student applications are still high. Take a look at the number of applicants various universities in the U.S. have had to process in 2020 below (Source: U.S. News).

School	Number Of Applicants	U.S. News Rank And Category
University of California- Los Angeles	108,877	20, National Universities
University of California- San Diego	100,073	34 (tie), National Universities
University of California- Irvine	97,942	36 (tie), National Universities
University of California- Santa Barbara	90,963	28 (tie), National Universities
University of California- Berkeley	88,076	22, National Universities
New York University	80,210	28 (tie), National Universities
University of California- Davis	76,225	38 (tie), National Universities
Pennsylvania State University- University Park	73,861	63 (tie), National Universities

A common challenge for institutions is to process these applications quickly and efficiently before the academic year starts. This process is also expensive in the Education sector. For

Example, take a look at the table below highlighting how much a university could spend on a student application process. Notice that if the university were to receive 50,000 student applications, its total cost for the program would be \$29,250,000.

Metric	Value
Cost per Applicant	\$585
Total Applications	50,000
Total Cost	\$29,250,000

Now, let’s review the time and effort invested in a student application process by an admissions officer. The table below shows that an admissions officer can spend 25 minutes on a single application, reading transcripts, letters of recommendation, and essays (Source: Don Dunbar, 2007).

Metric	Value
Average Time per Application	25 minutes
Total Applications	50,000
Total Time Spent	1,250,000 minutes
Total Time in Workdays (8h/day)	2,604 days

If the admissions officer had to manage 50,000 student applications, they would need 2,604 days to complete the entire process. As we can see, manually processing student applications is time-consuming.

In addition to this estimate, universities must also allocate time for admissions officers to enter student data into Salesforce. This long application process will also delay the approval phase, which relies on principals, deans, and department heads.

*A key takeaway is that high-volume data processes can be challenging for institutions to manage if they do not have automation software and self-service portals for Salesforce.*

## TITAN SIMPLIFYING PROCESSES IN HIGHER EDUCATION

Admissions officers can reduce their time on applications by 70%, saving them over 1,800 workdays.

For example, with Titan, an academic institution can build a self-service portal which automatically transfers all data and user interactions to Salesforce. Admissions officers can then use their time to provide consultations, interview prospective students, or other high-level tasks in the Education sector.

As a result of Titan's portals, academic institutions can save money and ensure all paper-based system tasks are fully managed by Salesforce automation. So, when considering a large-scale admissions process like the one illustrated in the table above, Titan would reduce a university's \$29,250,000 budget to just \$14M+, which means a 50% reduction in software costs on application processes.

*"We were able to create efficient and beautiful sites for external & internal users using Titan as the front end. " – Tysha Jordan: Reviewer on Salesforce AppExchange*

## TITAN'S IMMEDIATE RESULTS FOR ACADEMIC INSTITUTIONS

- On average, an admissions team can spend 25 minutes on admin work for a single student application. By using Titan, a Salesforce admin can build a self-service portal that reduces tasks for student applications by 60–70%.
- An academic institution can spend up to \$585 on a single applicant (Source: [CBS News](#)), including costs to engage with the prospective student and any administrative work associated with the admissions program. With Titan, universities can reduce admin costs by up to 50% with self-service student portals and automated data transfers to and from Salesforce.
- When academic institutions need to scale, Titan's platform can easily
- Handle the workload, such as 50,000 applications.

With Titan, an admissions team can **save over 1800 workdays and their campus more than \$14M on software expenses.**

From these time and resource savings, academic institutions can scale admissions quickly and efficiently while focusing on high-impact initiatives that help the organization and community grow.

For example, faculty members can create personalized outreach programs for students and alumni after analyzing generated reports from Salesforce data.

Academic experts could also spend more time on high-value tasks, such as advising colleagues on how to grow their careers or provide extra lessons to students who need help, overall elevating the educational journey for everyone in the system.



## ADMINISTRATIVE CHALLENGES IN EDUCATION

We have covered how universities can streamline an admin-heavy process with self-service portals for Salesforce. But what are some other challenges that academia faces?

Another common problem for colleges and universities is disconnected data systems. There are many ways to collect and store data in the Education field, from student attendance to graded assignments and exams to student housing applications and alumni donations.

Many times, these types of data are collected in siloed systems. However, as a campus grows and requires more information from students and educators, admins must work extra hours to compile data or enter it into Salesforce.

The reality of manual admin tasks in today's era of managing high volumes of Salesforce data results in inefficient processes across faculties and an inability to help students when needed.

## TITAN'S TOTAL ECONOMIC IMPACT FOR ACADEMIC INSTITUTIONS

However, when academic institutions sign up for Titan's Experience Studio or Enterprise Suite to extend Salesforce, they can guarantee that they will keep and centralize all data in their CRM platform.

Explore Titan's key benefits from creating portals for all admin processes in education below:

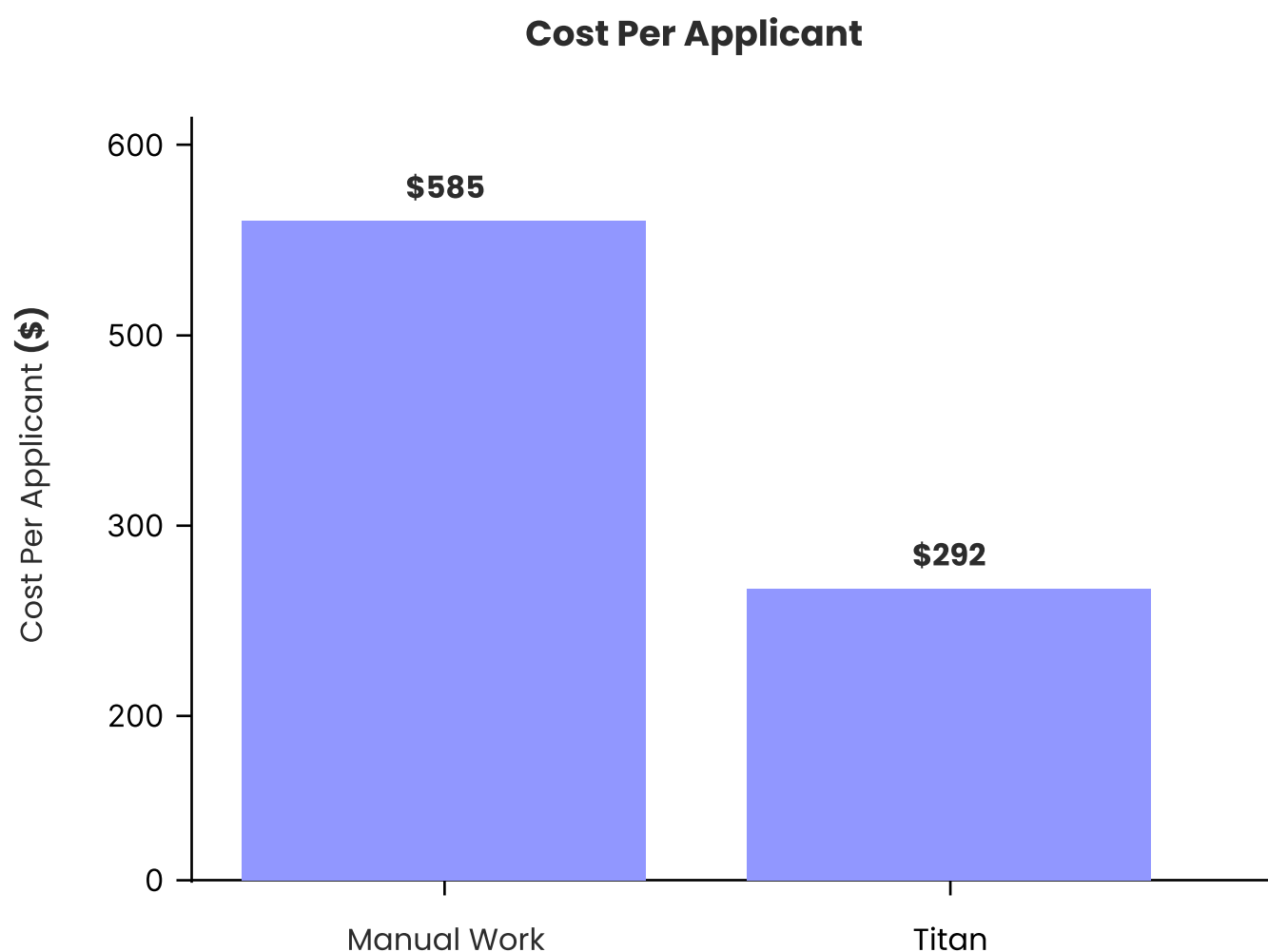
### #1 REDUCE OPERATIONAL COSTS

When it comes to a single admissions process, we mentioned how Titan could halve costs for academic institutions, saving them more than \$14M on large-scale projects. Other areas where Titan can reduce costs by 50% include:

- Recruitment Campaigns for Sourcing the Best Educators
- Advertising Campaigns to Attract the Smartest Students
- Bulk Generation of Pre-Filled Certificates, Diplomas, Newsletters, Invoices, and More from Salesforce.
- Digital Learning Experiences Provided on Self-Service Student Portals



If your campus wants to reduce costs for custom Salesforce workflows and operations, contact one of our [Titan experts](#). We can help your Salesforce admins build cost-effective portals, web projects, or workflows without code for any use case in education.



## #2 EFFICIENCY GAINS

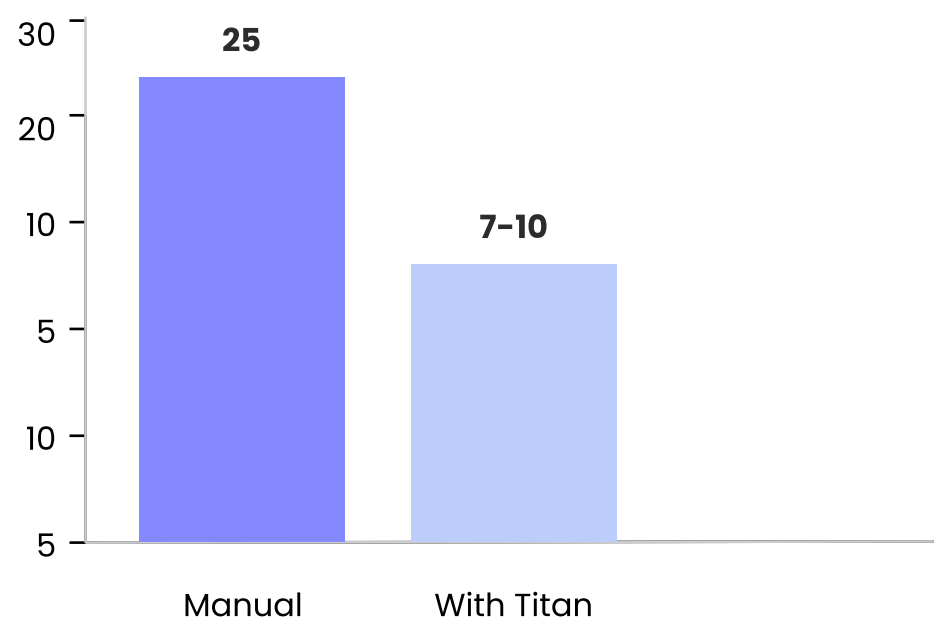
On average, managing a single student application in an admissions program takes at least 25 minutes. However, admissions officers can reduce their manual efforts by up to 70%. With Titan, admins have the tools to automate data flows between forms, documents, surveys, and more within portals and Salesforce (Source: [Codebridge](#)).

Here are other areas where professionals in education can save time when using Titan and Salesforce:

- Generate Salesforce reports for educational leaders with a click of a Titan button so they can analyze trends in real-time.
- Educators can track all student performance in Salesforce instead of multiple databases.
- Students can monitor academic progress in a self-service portal that pulls data from Salesforce in real-time.
- A knowledge base can be added to a self-service portal for educators to upload training material, such as videos and articles. New hires or existing employees can access these guides and upskill independently.



Time Spent Per Application



#3 COMPLIANCE & SECURITY

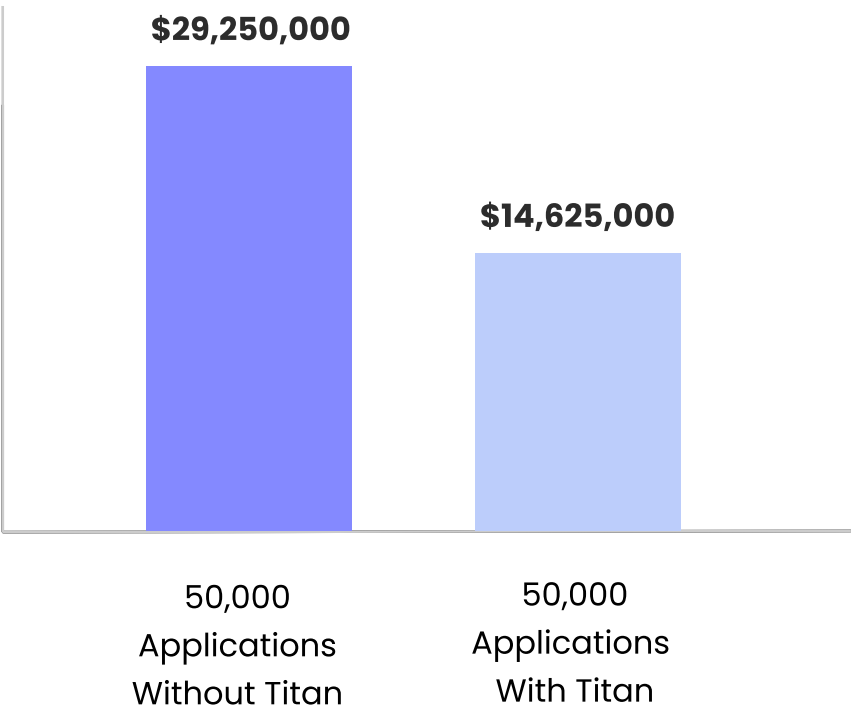
Academic institutions manage sensitive student data, including personal information, financial records, and academic results. For this reason, academic institutions must comply with data protection laws and regulations, such as GDPR.

Titan complies with GDPR, HIPAA, 508, ISO, PCI SSI, CCPA, and SOC 2. However, to maintain Salesforce security, Titan never stores any of your sensitive data in self-service portals. Instead, all data and documents from Titan web projects are instantly transferred to Salesforce, which are tracked with audit trails and kept secure from unauthorized access.

When an academic institution uses compliant-ready software like Titan and Salesforce, it can avoid hefty fines and steer clear of damaging its reputation.

#4 SCALE ADMIN PROCESSES

Titan is a powerful platform that allows academic institutions to manage thousands of applications, keep all data in Salesforce, and complete admin processes on time.



With software that accurately manages large volumes of Salesforce data, superintendents, principals, deans, admissions officers, and other academic professionals can trust their CRM platform, which is free from duplicates, missing information, typos, and copy-pasted errors.

Titan’s tools can easily empower Salesforce admins to build automated workflows for any use case in education. Here are a few admin processes that would be ideal to automate for easy scaling in your academic institution:

- Use a self-service portal to allow students to submit their records, assignments, attendance, and course registrations to your campus. All data and documents are automatically pushed to Salesforce for educators to monitor.
- Add a financial aid program to the self-service portal, which can process student applications, check if they are eligible, and provide compliance reporting. All data will be pushed to Salesforce, and notifications will be sent via email to key stakeholders for approving financial aid.
- Allow alumni to manage personal information and make donations via the self-service portal. Forms may be added to the portal, allowing alumni to register for events and engage with the campus in real-time.

## STUDENT ADMISSIONS IN 2025: A USE CASE IN EDUCATION

Titan can save an institution time and resources. However, what does that look like in a real academic setting? Let’s examine the use case below.

### THE INITIAL PROBLEM

Many universities face the challenge of manually managing student admissions, which includes collecting applicant data and documents for Salesforce while processing payments.

### TITAN’S SOLUTION FOR REIMAGINING ADMIN PROCESSES IN EDUCATION

Salesforce admins can use Titan’s no-code tools to build self-service portals for students that push and pull data directly from a university’s CRM platform.

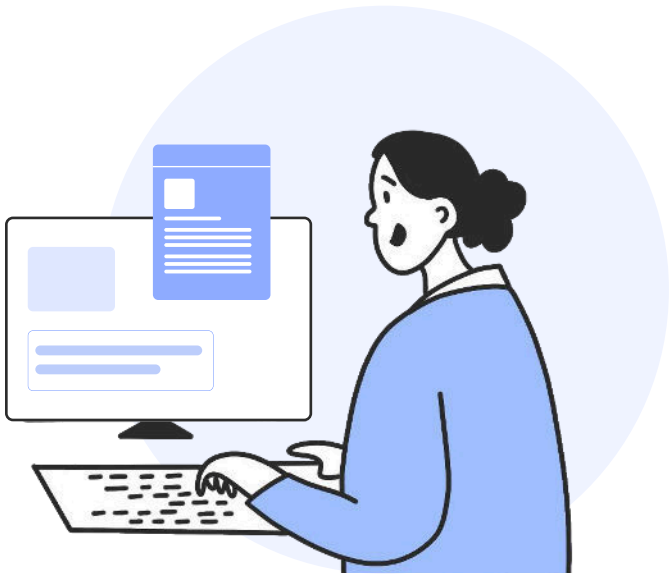
These self-service portals can reduce admin workloads and paperwork, allowing students to independently:

- Apply to study at a university from anywhere in the world.
- Track all application processes, such as student admissions, course registrations, or mentorship programs.
- Pay for modules, extra tuition, housing, course materials, and more.
- Submit assignments and essays for registered courses.





## OUTCOMES FROM USING TITAN AND EDUCATION CLOUD



When universities combine Titan and Education Cloud, they save time on multiple admin processes, not just admissions, such as reducing software budgets and elevating online student and faculty experiences.

Here are a few real-life outcomes a university can obtain from building a self-service portal with Titan:

- Students can **apply to study** at the university online through a self-service portal.
- The self-service portal can contain a digital sign-up form that collects and transfers all **student data directly to Salesforce**, where it belongs as contact records.
- Titan software can **verify email addresses** provided on the form by registered students and send them a two-factor authorization code, which they can use to log into the self-service portal securely.
- Logged-in students can **track all their applications** with the university on a single dashboard that pulls real-time data from Salesforce.
- Registered students can apply for new applications on the portal by **selecting courses and entry terms using pick-lists** that pull real-time data from Salesforce.
- When a student applies for a program, the **application details and supplemental forms are transferred to Salesforce**.
- Students can **review uploaded files** and delete unnecessary or incorrect ones on the portal.
- Admissions officers can assist a student by **uploading photos via a rich text field in Salesforce** under the applicant's Contact section.
- Students can **submit course assignments** on the self-service portal. The files are all transferred to Salesforce in real-time.
- Through the self-service portal, students can **pay for courses and resources** online. All payment details from the portal are pushed to Salesforce. With a successful payment completed, the application status will **automatically update** to "submitted" in Salesforce.

*"It's especially powerful for teams looking to automate repetitive tasks and maintain brand consistency at scale. Highly recommended for any Salesforce-driven organisation looking to take their document workflows to the next level!" Mark B: Reviewer on G2*

## TURNING ADMIN WORK INTO AUTOMATED PROCESSES

The use case above shows the practical value universities get from building a self-service portal that integrates into Salesforce. With Titan, all enrolled students can simultaneously apply for programs to study at your campus online, pushing all required data and proof of payment to Salesforce.

Admissions officers can now focus on interviewing applications or consultations while students independently track their statuses on the portal.

And that's just one admin process in the Education sector. With Titan, your school, college, or university can scale multiple processes and reduce manual admin work in Salesforce by 70% while maintaining security and complying with data regulatory frameworks like GDPR.

## +9000 APPS ON THE APPEXCHANGE: WHICH ONE WORKS BEST FOR EDUCATION CLOUD?

If you are ready to digitize your admin processes, you will find over 9000 apps on the AppExchange marketplace to extend Salesforce functionality. Generally, these tools provide custom solutions for specific work tasks, such as building web projects, pushing data to Salesforce, or creating an automated flow. Each of these integrations also need to work seamlessly together and therefore need custom development from highly skilled Salesforce admins.

Take a look at the comparison table below, which shows the benefits of choosing an all-in-one Salesforce solution like Titan over external tools.





## External Tools

### Data Sync

Titan provides real-time bi-directional data flows between Salesforce and web projects, like portals, forms, surveys, and more.

This feature ensures that all data is stored in Salesforce, making your CRM platform a single source of truth for all authorized users.

External bi-directional data flow tools allow academic institutions to share information between Salesforce and other apps.

However, they are just data transfer tools and cannot build essential web projects (like portals) that are needed in education.

Additional tools must be purchased to build web projects to collect student data.

### Compliance

Titan complies with GDPR, HIPAA, SOC 2, and more data regulatory frameworks that are applicable to institutions in education.

Every third-party tool will follow its own set of industry regulations for data security.

For example, a tool could automate processes, specifically for government, healthcare, life sciences, or manufacturing businesses.

The tool would follow the regulations in its field and not all, such as, ISO 9001, ISO 13458, ISO 17025, ISO 27001, and more.

Keep in mind, these types of tools cannot build web projects that integrate with Salesforce.

### Admin Time

Titan reduces manual admin work by up to 70% by empowering teams to build web projects, like portals that automatically collect data for Salesforce.

Other portal builders can automatically collect data for Salesforce.

However, they only offer specific functionality like portals and lack the tools to build a variety of web projects.

### Software Costs

Titan is a single platform that can generate documents with e-signatures from Salesforce, build forms, portals, surveys, and automated workflows without writing a line of code.

For end-to-end Salesforce processes, academic institutions will need a range of tools to purchase, integrate, and manage, such as:

- Data Transfer Tools
- Web Project Builders
- Salesforce Connectors
- Workflow Automation Tools

We suggest you choose Titan to extend your Education Cloud instead of investing in multiple tools that need to be purchased, configured, supported, and managed. Our powerful platform has all the no-code tools you need to build any portal, web project, or workflow that can scale with your custom educational processes.

## DISCLAIMER

- The pricing shown in this report reflects the Experience Studio package, which includes web forms, automated flows, embedded experiences, portals, and surveys. Pricing may vary depending on use case and tier.
- Titan charges per API call and not per envelope or seat.
- Our comparison assumes the organization is already using Salesforce.
- Competitor pricing estimates are based on publicly available information as of June 2025 and used only for illustrative purposes. Actual pricing may vary by contract, plan, volume, and region. Competitor pricing is subject to change without notice.
- Figures are illustrative ROI scenarios, not guarantees.
- Cost savings assumptions are based on workflow automation benchmarks (e.g., [Time.com](#), Gartner, and Forrester).
- Titan is not affiliated with any of the competitors mentioned.

## READY TO SIMPLIFY ADMIN PROCESSES AND BUILD SELF-SERVICE PORTALS FOR SALESFORCE WITHOUT CODE?

Titan fully supports admins in building and deploying self-service portals that are secure, compliant, and cost-effective. With Titan, academic institutions get real-time bi-directional data flows to Salesforce and an intuitive drag-and-drop builder for admin teams to work flexibly and confidently without code. Our Experience Studio plan is affordable and can grow alongside your scaling educational processes. If you are ready to optimize Salesforce solutions and save money, click the button below to schedule a consultation with a Titan expert.

Get started