BRIDGE FINANCE & CRM WITH
ACCOUNTING SUBLEDGER
FOR EDUCATION
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Educational institutions receive financial information from a variety of sources—admissions and student fees, scholarship funds, alumni, and parent donations. But how do those funds get from the departments that receive them to the accounting and finance departments that manage them away? In most cases, this process can be disjointed and frustrating for both sides. Admissions, Advancement, student services, and university operations teams already have a lot on their plate and they often can’t devote extra time to perfecting how financial data is entered into various systems. On the other hand, accounting teams need clean and up-to-date data in order to allocate funds appropriately and gather financial intelligence for the institution.

Accounting Subledger offers a simple, easy-to-use solution. It consolidates data between your Salesforce CRM and your accounting system, bringing transparency to how and where funds are received and disbursed, as well as how and where they are allocated. As with any Salesforce product, Accounting Subledger is fully customizable and can work with many existing accounting platforms as well as home-grown accounting solutions.

Let’s take a closer look at what Accounting Subledger can do:

- **Accounting Sets:** Determine which objects generate accounting data based on your requirements. Create multiple Accounting Sets and define them as either Revenue or Expense. Organize Accounting Sets based on the order of operations that your finance team needs.

- **Generates Debits and Credits:** Create accounting records in the style of standard journal entries, with support for double entry journals—debits and credits.

- **Map to Accounting Systems:** With Accounting Subledger you have access to a library of accounting templates that align with commonly used accounting platforms, so you never have to worry about whether you are providing the right data or formatting it correctly. You also have increased flexibility with Accounting Field Mappings to include exactly the right custom fields that your accounting system needs.
- **Detailed Allocation:** Allocate to specific funds with the level of detail needed to recognize intent.

- **Accounting Review:** Choose when and how your accounting data is generated, allowing for checks and balances between Salesforce and your accounting system.

- **Accounting Periods:** Open and close accounting periods to ensure that activity is reconciled and posted in both Salesforce and your accounting system. Organize periods of time to match your accounting methods.

- **Seamless Integration with Education Data:** Accounting Subledger requires either Sales or Service Cloud and can work with your existing data architecture.

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**FEATURE HIGHLIGHTS**

**Accounting Subledger Maps to**:  
- Abacus  
- Afas  
- Attache  
- Banner Finance  
- Blackbaud Financial Edge  
- EBP  
- Exact  
- FinancialForce  
- Microsoft Dynamics GP  
- MYOB  
- NetSuite  
- Oracle PeopleSoft  
- Quickbooks  
- Sage-Intacct  
- Sage-Ciel  
- SAP  
- Workday  
- Xero

*In addition to this list, many other custom integrations can be configured.*

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**Accounting Subledger Demo**

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**VIDEO**

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Bridge CRM and Finance with Accounting Subledger for Education
Why Use Accounting Subledger?

Higher education is facing challenges unlike any they’ve faced before. Amidst dropping enrollment, loss of room and board fees, and the ongoing struggle to optimize remote learning, institutions are also working hard to support their students, avoid staff layoffs, and prepare for an uncertain future. Financial insights are more important than ever before.

In order to understand where they stand and make informed decisions, institutions must have a complete picture of their financial situation. This can be a tall order even when there are only a few sources of revenue and expense, but it becomes exponentially more difficult when there are multiple channels to monitor. Various departments may have their own processes and timelines for entering and tracking funds, allocations may be a mystery to an administrator who is far removed from finance management, and accounting teams may be receiving disparate or incomplete data. In short, limited business visibility and siloed processes make it difficult for finance and accounting teams to efficiently forecast and project revenue.

Accounting Subledger fills the gap that has long been growing between accounting and various other departments. With this tool, your institution can:

- Improve communication and partnership with finance/accounting
- Create access to financial data insights that make it possible to adjust strategy
- Ensure that strategy maximizes resources and drives financial impact while maintaining compliance
- Discover and address financial challenges with accurate and up-to-date financial projections
Accounting Subledger Use Cases

Educational institutions receive revenue and allocate funds in a variety of ways, across multiple departments and functions. Here are just a few examples of Accounting Subledger use cases:

- Fund Allocations
- Admission Fees
- Forecasting & Budgeting
- Tech Transfer / Research Operations
- Tuition
- Student Billing
- Student Service Fees
- Scholarship Management
- Executive Education
- Advancement

Let’s look at some customer success stories!

Concordia Theological Seminary

Who They Are
Founded in 1846, Concordia is a seminary of the Lutheran Church-Missouri Synod and prepares pastors and deaconesses for service. In recent years, they have been able to successfully pivot to a more digital presence, attracting thousands of viewers for their Daily Chapel services.

The Challenge
- Disparate systems that only connected on a financial level
- Messy and inflexible student information system that did not connect to finance systems
- Too many data silos
- Dropping enrollment

The Vision
A fully integrated campus solution consisting of extensible systems that could be adapted to ensure the right people got the right data, at the right time.

The Result
- A single source of truth
- Reports that once required a huge amount of data manipulation from multiple systems are now available with only a few clicks
- Descriptive and predictive analytics applied to decision making
- Staff notice and appreciate the added value of Salesforce

Accounting Subledger Use Case
Concordia utilized Accounting Subledger as part of their recruitment and admissions process, seamlessly routing revenue toward student tuition assistance. Because Accounting Subledger brought their finance and student data together, they were able to understand where assistance was needed. Additionally, having a complete snapshot of their financial standing allowed them to determine how much assistance they could feasibly provide.
Oregon State University E-Campus

Who They Are
Oregon State University is a large land-grant institution with a long history of providing quality distance learning through their E-Campus experience. Over 40% of their student body is currently learning remotely which means that the demand and expectation for a digital experience is high. The Oregon State University E-campus continues to drive innovation to meet their students' unique needs.

The Challenge
- Outgrew legacy custom-built systems due to rapid program, student, and employee growth
- Siloed data with inconsistent formatting
- Data collection was manual and slow

The Vision
An end-to-end e-campus solution with efficient process tracking and management.

The Result
- Efficiently track program and course development as well as program proposals
- Automatic data gathering and output
- Broader access to information with fewer bottlenecks
- Make data-driven decisions using real-time reports and dashboards

Accounting Subledger Use Case
Oregon State E-campus used Accounting Subledger to better understand how and when they could successfully launch programs within their budget. Instead of digging through program proposals, financial spreadsheets, and email exchanges to figure out agreed-upon costs and disbursement timelines, they could simply refer to their single source of truth—Salesforce.

How Universities Bridge CRM & Finance with Salesforce Webinar
Hear these success stories directly from the customers who lived them!
It is vital that the financial data gathered from various departments portrays a complete picture in the institution’s general ledger. An institution must be able to understand its sources of revenue, from the intermittent to the consistent, in order to plan for upcoming projects and initiatives. On the other hand, a full view of expenses must also be taken into account in order to properly align funding and understand where additional need may arise. As a result, accounting systems typically rely on a two-column system of debits and credits to properly track incoming revenue and allocate outgoing funds. When accounting teams have full access to the details of both revenue and expense, they are better able to service the financial needs of their institution.

Whether you use Standard or Custom objects to track incoming and outgoing funds, Salesforce typically allows for a single field to track an amount. When looking to bridge the financial data in the CRM with your GL accounting platform, Accounting Subledger can help provide more data granularity, allowing for multiple fields and objects to be tracked. Accounting Subledger can empower you to do more by creating and managing a separate set of data records, called Ledger Entries. That means that your administrators can continue to enter data into Salesforce, the way they’ve always done, and that data is then converted into records that are designed to interface with your accounting systems.

**Configuration & Customization**

Accounting Subledger automatically identifies information relevant to your accounting or finance department and organizes it accordingly. As with any automated process, careful consideration must be given to how and when the automation runs.
<table>
<thead>
<tr>
<th>CONSIDERATION</th>
<th>OPTIONS</th>
<th>TEAM TO CONSULT</th>
<th>WHY IT'S IMPORTANT</th>
<th>RELEVANT DOCUMENTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>When is revenue recorded?</td>
<td>Cash Accounting: Revenue is recorded when money is in hand—for example when a student pays their student fees</td>
<td>Accounting</td>
<td>Accounting Subledger needs to know when to grab the necessary information. If you are using Opportunity records to track revenue, you will need to decide at which Opportunity Stage a ledger entry should be created and how that stage maps to one of three accounting states: Uncommitted, Committed, Finalized.</td>
<td>Automate Your Accounting With Opportunity Stage To State, Mappings</td>
</tr>
<tr>
<td></td>
<td>Accrual Accounting: Revenue is recorded when income or payments are agreed upon—for example when an admitted student accepts their admission, but has yet to submit their first tuition payment.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>When do accounting periods begin and end?</td>
<td>Dependent on your accounting department</td>
<td>Accounting</td>
<td>You should plan to start using Accounting Subledger at the beginning of your next accounting period or set it to write ledger entries from the beginning of your current accounting period to limit manual work and make sure you don't miss any data. Note that you can create Accounting Periods in order to match your ledger entries to periods of time in your fiscal calendar.</td>
<td>Set Up Accounting Periods</td>
</tr>
<tr>
<td>What type of revenue do you want to export from Salesforce?</td>
<td>Designate Accounting Sets (one or multiple)</td>
<td>Accounting / Salesforce Admin</td>
<td>You may have revenue that is generated by third-party systems that does not need to be included in Accounting Subledger. Alternately, you may have revenue that is always allocated to a particular expense—for example, money generated from sports games always goes toward athletics equipment.</td>
<td>Gain Greater Control of Your Accounting Data With Customizable Accounting Set</td>
</tr>
<tr>
<td></td>
<td>Choose which standard or custom objects generate ledger entries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What additional fields, objects, or record types need to be created?</td>
<td>Dependent on accounting system requirements</td>
<td>Accounting / Salesforce Admin</td>
<td>Your accounting system may require specific fields that you do not currently have on your existing Salesforce records. You may also want to organize your opportunities into record types to better align with designated accounting sets.</td>
<td>Configure Custom Accounting Field Mappings</td>
</tr>
</tbody>
</table>
Integration vs Export

We already know that Accounting Subledger consolidates and formats data entered into Salesforce, optimizing it for accounting, but how does that data actually get to your accounting system? You have two options. On the next page you will find the considerations for both integrating your data and exporting it.

In order to decide which option works best for your institution, work with your accounting team to determine needs and preferences. If you determine that a manual export is a better fit, work with your Salesforce admin or another designated user to determine the cadence and process for export, as well as any required data manipulation.
Integration

**HOW IT’S DONE** | **CONSIDERATIONS**
--- | ---
Develop a custom integration between Salesforce and your accounting system | Custom solutions require ongoing maintenance and support
Use an integration solution (like Mulesoft) to bring data into your accounting system | Additional costs will be involved if using an integration solution or building/developing your own solution
Create or use existing accounting system build in Salesforce | Auto-posting may create discrepancies and/or audit risks

Export

**HOW IT’S DONE** | **CONSIDERATIONS**
--- | ---
Export CSV in one of the included exportable report templates | Manual process with multiple steps
Create a custom report template | Accounting systems may change and templates may not always be in sync with the changes
Adjust exportable templates to match your accounting system needs | Exportable templates may need customization to align with your accounting system

**Putting It All Together**

Administrative offices enter revenue into Salesforce

Ledgers are either exported and manually sent to finance or sent automatically with API integration

Accounting Subledger automatically generates accounting records overnight
Next Steps & Resources

Accounting Subledger Documentation
Get to Know Accounting Subledger Trailhead Module
Planning for Implementation

Review these questions as you customize Accounting Subledger for your institution.

**QUESTION 1**
What departments receive revenue and allocate funds?

**QUESTION 2**
Which stakeholders do you need to involve in this process?

**QUESTION 3**
What areas would most benefit from Accounting Subledger use? (i.e. Admissions, student services etc.)

**QUESTION 4**
Which accounting platform does your institution currently use?

**QUESTION 5**
What is your current process for aligning accounting with other departments that receive funds?

**QUESTION 6**
Do you currently use opportunities and/or custom objects to track revenue and payments? If so, which stages would best align to Accounting Subledger accounting states?