



Media Release

SMU joins Salesforce Academic Alliance Programme

SMU School of Information Systems to augment its enrichment programme with Salesforce Sales Cloud course

Singapore, 10 December 2015 (Thursday) – The School of Information Systems (SIS) at Singapore Management University (SMU) has entered into an agreement with Salesforce, the enterprise cloud computing leader and number one Customer Relationship Management (CRM) company globally. Through this agreement, SMU School of Information Systems becomes the first university in Asia Pacific to start using the Salesforce Academic Alliance Programme to provide practical, skills-based training on the Salesforce customer success platform to its students.

In the initial training course that will be made available to SIS students via the Salesforce Sales Cloud, students will learn how a Sales Representative can use Salesforce to more productively prospect for clients, manage opportunities, handle customer relationship related workflow, communicate with clients, and generate reports. This all leads to better management of customer accounts.

Using examples and scenarios built into the cloud based training platform, students will learn how a Sales Manager analyses and improves sales processes, from lead assignment to deal closure. In this interactive course, students will gain hands-on experience using the Salesforce application for running sales reports, forecasting with real-time data, tracking quota attainment, and using productivity tools to successfully manage sales teams. These hands-on sessions with the Salesforce application will be combined with discussions and interactive Q&A through the enrichment course that will be offered to SIS students.

Professor Steven Miller, SMU's Vice Provost (Research) and Dean (School of Information Systems) said, "It is natural for SMU School of Information Systems to be the first university in the Asia Pacific to make use of the Salesforce Academic Alliance Programme. SIS is renowned for the way we integrate IT with Business, as well as integrate theory with application and practice. This new partnership with Salesforce is another highly relevant example of how we do this. The Salesforce partnership enables our students to get deep and practical exposure to one of the most widely-used and most important cloud-based business applications in the world. The addition of the Sales Cloud course to our enrichment programme will no doubt further enhance the already strong employability of our SIS students, and give them even more options for what they can choose to pursue when they graduate from our programme."

According to Simon Tate, Area Vice President Asia, Salesforce, “Today’s jobs are moving rapidly to tomorrow’s cloud computing platform, and there is a growing opportunity gap. Employers are struggling to find qualified candidates to fill the increasing number of jobs requiring Salesforce skills. We’re excited that SMU has partnered with the Salesforce Academic Alliance Programme to offer practical, hands-on training that equips students in business and IT programmes with the skills they need to leverage the full power of Salesforce, the world’s most successful cloud computing platform.”

Selected SIS instructors will undergo a Train-the-Trainer programme in December 2015, before imparting their knowledge to course participants. The first run of the course is expected to take place around May 2016. It will be open to all SMU students.

SIS enrichment courses are short, intensive courses conducted by SIS instructors, faculty members or guests from various industries for SMU students. The objectives are to expand the knowledge base of students, equip students with marketable and industry-relevant job skills, and prepare them for professional certifications. Such courses are usually held during vacation breaks, and are voluntarily signed up for. Students do not gain academic credits or course exemptions by completing an enrichment course, but take advantage of these instructor-led sessions to gain additional practical knowledge.

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About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for innovative research and teaching in the areas of Management, Social Sciences, Analytics and Computing, and for interdisciplinary work across these areas. SMU educational programs are known for their highly interactive and technologically enabled pedagogy in small class sizes.

Home to over 9,300 undergraduate and postgraduate students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering a wide range of bachelors', masters' and doctoral degree programs in various disciplines.

With an emphasis on generating rigorous, high-impact, multi-disciplinary research that addresses Asian issues of global relevance, SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India as well as with partners in the business community and public sector through its research institutes and centres. SMU's city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with the business and wider community. For more information, please visit www.smu.edu.sg.

About Salesforce

Salesforce, the Customer Success Platform and world's #1 CRM, empowers companies to connect with their customers in a whole new way. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase Salesforce applications should make their purchase decisions based upon features that are currently available. Salesforce has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM." For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.