



Trust. Value. Velocity

G-Cloud 15

Salesforce Higher Education Solution Service

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1. About Mastek

Mastek has been delivering Critical National Infrastructure programmes in the UK Public Sector for over a decade now. We are trusted with multiple contracts for the UK Government across Central Government, Health, Local Government, Policing, Public Protection and Defence. The majority of our national services are delivered in a context of high uncertainty and complexity while collaborating in multi-supplier environments.

While working for these large and complex public sector organisations, we have continuously refined our management, delivery and underlying processes to reflect key learnings from the sector:

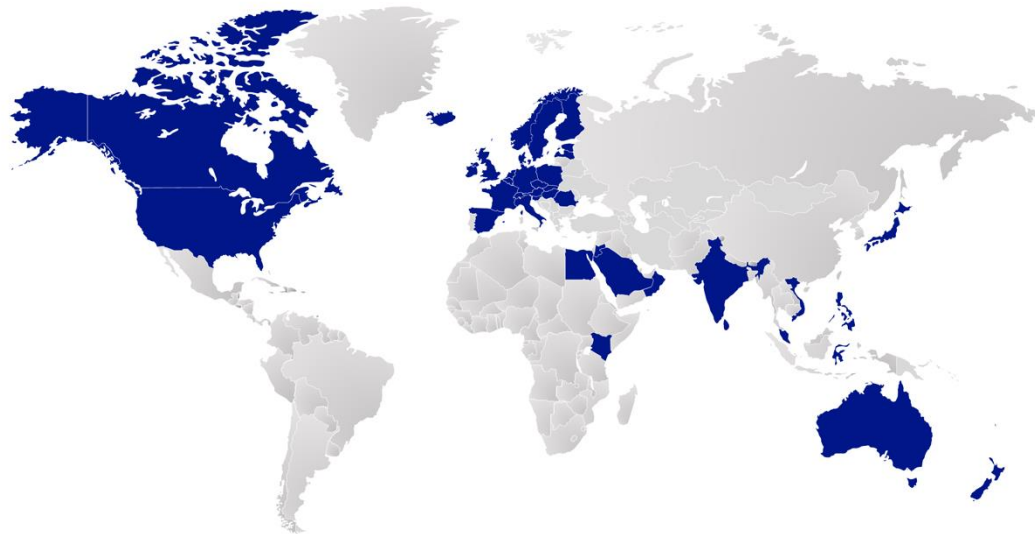
Working through a complex stakeholder landscape: We understand the importance of establishing effective communication channels, building trust and fostering a collaborative working environment that empowers stakeholders to contribute meaningfully to the project's success. Our approach is based on a deep understanding of stakeholder needs and requirements. We leverage our experience and expertise to design governance structures that promote transparency and accountability and use data-driven reporting mechanisms to ensure stakeholders have real-time visibility into project status and progress. At the Home Office, GDS, Ministry of Defence and NHS, we have a proven track record of working seamlessly with large stakeholder groups, including civil servants.

Standards, compliances: We comply with >20 policies and standards, including Government Digital Standards and Government CDDO Service Toolkit covering service standards, service manuals, TCoP, API technical and data standards. Our stringent governance, methods, playbooks and processes (manual and automated) span across service delivery phases, ensuring continuous compliance.

Policy-driven: Policies and procedures largely drive Public Sector organisations. We need to be Agile and flexible to meet demands for policy/regulatory changes, geopolitical events and ministerial commitments.

Culture: We adhere to the Civil Service core values of integrity, honesty, objectivity and impartiality. Key behaviours we promote stem from a combination of Civil Service and Mastek values. These include being passionate, accountable, sustaining predictable and repeatable outcomes, not transferring risk, transparent, leading to enable, acting with transparency, practising a no-blame culture and being flexible.

Mastek's global presence



Australia

Austria

Bahrain

Belgium

Brunei

Canada

Denmark

Egypt

Estonia

Finland

France

Germany

Hungary

Iceland

India

Indonesia

Ireland

Italy

Japan

Jordan

Kenya

Kingdom of Saudi Arabia
(KSA)

Kuwait

Latvia

Luxembourg

Malaysia

Netherlands

New Zealand

Norway

Oman

Philippines

Poland

Romania

Singapore

Slovakia

Spain

Sri Lanka

Sweden

Switzerland

United Arab Emirates (UAE)

United Kingdom

USA

Did you know?

75%

Around three quarters of Local Authorities in the UK who run Oracle have worked with Mastek on their digital transformation journey.

300,000 Users

Supported managing up to 750,000 logins per month to MOD through Identity and Access Management

Crime reduction

We designed, built and manage the UK's Strategic National DNA Database that helps Forensics and Law Enforcement Authorities investigate and stop crime

90% faster

We enabled the National Health Service (NHS) to drive 90% faster response times with a billion pharmacy prescriptions a year.

Technical Service Desk

We provide level 2 and ITSM support for the One Login service at Government Digital Service

22k

Our systems enable 22,000 schools to function efficiently every day of the year.

Healthcare and manufacturing

We delivered Finance, HCM and Supply Chain transformations for clients across health and manufacturing globally powered by Oracle Cloud

Transformation of trade

Transforming UK's trade with the EU and rest of the World by supporting Customs Declarations Services and its trade users.

99.99% Availability

We support the Home Office Biometrics (HOB) Platform, Having migrated it to an AWS platform.

Our digital and cloud services portfolio

Powered by Glide 4.0 and value-based delivery

Industry-aligned approach with business outcomes

Digital engineering and experience	• Cloud engineering and migration • Legacy modernisation • Low code / no code App Dev • DevSecOps • Enterprise integration	• MACH • Digital commerce • UX and CX • Platform engineering • Gen AI software development.
Oracle Cloud and enterprise apps	• Oracle Cloud applications • Oracle consulting • Oracle Cloud infrastructure	• Value-based delivery • Glide 4.0.
Data, automation and AI	• Cloud data modernisation • Business Intelligence and Analytics	• Data management • Intelligent automation • Data Governance.
Salesforce	• Sales Cloud • Service Cloud • Marketing Cloud • Industry Cloud	• Experience Cloud • Mulesoft
Innovation labs and platforms	• Enterprise workforce scheduler • Connected enterprise • iCxPro – intelligent part assistant	• iLeaseFinPro.
Cloud enhancement managed services	• Oracle managed services • Digital managed services • Commerce managed services	• Salesforce managed services.

Home Office Biometrics (HOB)

Public sector platform modelled 24x7 with 99.99% availability

Problem

- Transition business-critical Platform services from incumbent supplier with minimal risk
- Migration from private cloud to AWS Cloud.

Solution

- Migrated the infrastructure from private cloud to AWS
- Embedding Kubernetes Containerisation
- Introduced Docker and fully-baked AMIs
- Supporting the platform's self-service functionality using Jenkins Jobs
- Applying security updates to the OS base images through pipelines
- Instituting automated patching and testing for infrastructure images
- Support of configuration, test and releasable artefacts through the pipeline.

Outcome

- **Zero impact** on live service
- **80% automation** of SIT
- Environment Provision **2 days to 1 hour**
- **5x scalability** in handling student BRPs
- Cost saving the authority circa **£9.5m/year.**
- Won the '**Best Use of Cloud Services**' award
- **35%** Incident Volume Reduction.



Government Digital Service

Problem

GDS initiated the One Login programme to create a single front door for identity verification and authentication, which could be adopted and scaled across all government departments. This would improve the user experience by providing the public with a single identification and verification service for the government, reduce costs as each department no longer required its own identity service and reduce identity fraud and identity-enabled crime.

GDS released a tender in June 2023 to provide a Technical Service Desk (TSD) managed service for the One Login service. This service would provide a single point of contact for level 1 and 2 service support as part of the wider support ecosystem. It would be provided in the UK and replace the incumbent's scaled-down non-ITIL-aligned break-fix service.

Solution

In September 2023, Mastek were successfully awarded the TSD contract to deliver TSD on behalf of GDS. GDS had an extremely aggressive programme driven by the onboarding of HMRC as a user, which was a major milestone planned for February 2024, migrating new and existing HMRC users to the One Login platform. The TSD service was expected to go live in November 2023. This was an extremely complex programme which, within this timescale, would deliver:

- The contact centre provider for level 0 directly facing the public
- The TSD supplier in place directly facing all government departments
- The TSD supplier in place providing L1 and L2 engineering support and monitoring
- Continued delivery on the One Login backlog of features
- Continued migration of smaller government departments to the platform.
- Delivery of a new ITSM toolset to be configured for use by GDS and the One Login programme, integrating level 0 to level 3 support
- Working as one team, Mastek quickly integrated into the programme, appointing the leadership team early in the engagement. We collaborated with GDS from the outset, ensuring we tailored the service to their expectations rather than delivering what was written in the contract.

Our leadership team consisted of:

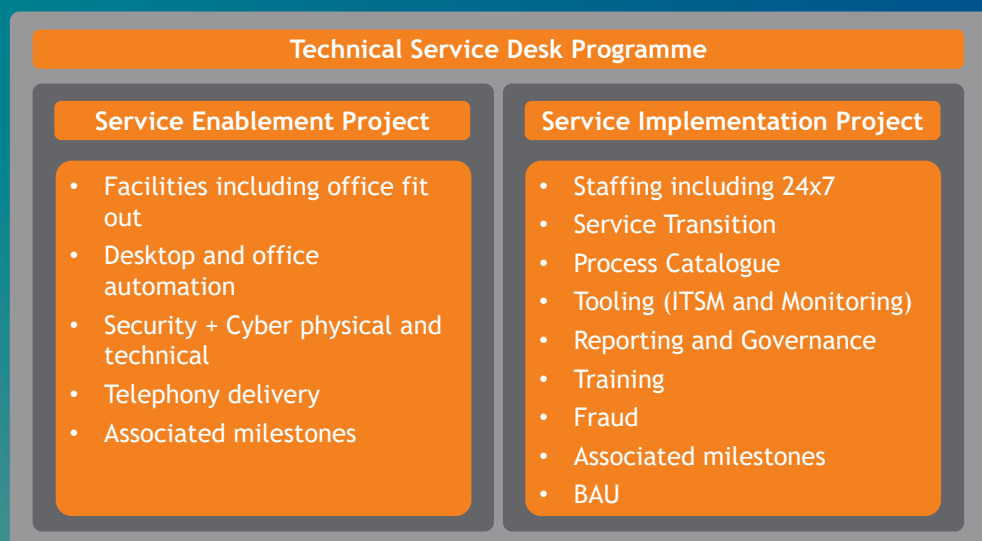
- Service Management Vice President
- Programme Director
- Chief Technology Officer
- Programme Management office lead.

Outcome

At its height, the programme team was circa 15 strong, covering programme/project delivery, PMO, architecture, fraud, security, support, omni channel and quality assurance. The service team is currently in place providing circa 21 resources now covering end-to-end service management, service delivery and L1 and 2 engineering roles.

As the One Login migrations continue, Mastek is supporting Government departments onboarding to the platform as they transition into the new service and provide One Login a secure Technical Service Desk managed service with:

- Omni channel access for other government departments via telephony, email and web form
- Provision of L1 and L2 engineering support
- 24x7, 365 days a week cover
- 24x7x365 eyes on monitoring service
- Fraud detection and security, GDPR compliant
- End-to-end (L0-3) incident and problem management
- End-to-end 24x7 Major incident management (MIM)
- On-call/call-out engineering support, incident and MI management
- Adherence to stringent SLAs on incident response, call handling and fix times
- End-to-end monthly service reporting alongside TSD KPI and SLA reporting.
- A shift left culture and mindset, reducing the impact of service on product teams (L3)
- Support with service maturity in the programme, preparing GDS to run critical national infrastructure.



Internet-facing platform and applications for Army Digital Services

Developed mobile app and web app with 24*7 high availability

Problem

- New Defence Gateway Portal
- Combine all internet-facing applications into one
- Easy to use
- Enable easier access to the MySeries portfolio of products.

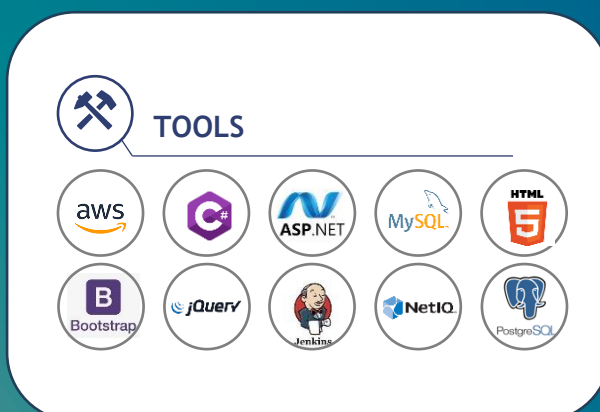
Solution

Designed and developed the following easy-use Progressive Web Apps:

- Defence Gateway Landing Page
- My Leave App
- My Expenses App
- My Health App
- My Details App
- My Appraisal App
- My Admin App
- COVID-19 Reporting Tool
- Commanders' COVID-19 Tool.

Outcome

- Delivered 20+ successful projects
- Deployment Automation
- £7.5m in savings annually
- Zero Downtime
- Environment creation in hours.



Delivered a platform for the Department for Health and Social Care

Delivered capability supporting 200k+ tests in a day,
traced millions of COVID-19 infections

Problem

- Leveraging DevOps platform based on reusable GitHub, AWS and Azure DevOps Pipelines
- Introduce more flexible, scalable and reusable IaC capabilities
- Implement CI/CD pipelines.

Solution

- Uplifted from Cloud Formation into Terraform (IaC)
- Pre-built the AMIs using Packer, with automated security checks
- Immutable infrastructure, thus eliminating the risks of partial upgrades and patches
- Continual Cost Optimisation processes and other service functions, such as Change and Risk management
- Migrated into an organisation-wide collaboration toolset. This included Jira, Confluence, Trello, Miro, Teams, SharePoint, O365, Slack, etc.

Outcome

- 75% reduction in lead time due to pre-built AMIs
- Zero Downtime Deployments
- Delivered a Platform - Secured, multi-tenanted hosted on Azure and AWS in 5 weeks
- Cost reduction achieved through close monitoring of resource utilisation.



Mastek and Technology in the Public Sector

Technical Capabilities	Relevant Technology Capability	Mastek Scale
Software Development Continuous Integration, Platform - Other Products, Cloud Collaboration Tools		Software Engineering 2354 FTE
QA and Test; API, Automated Functional and Compatibility, Accessibility & Performance		QA and Testing 774 FTE
Cloud Platforms Amazon Web Services AWS Microsoft Azure		Cloud Platforms 1046 FTE
Data BI/MI Components, Integration		BI and Visualisation 725 FTE
User-Centered Design		UCD 25 FTE
Office Automation Tools		Collaboration 4565 FTE

2. Summary

As a Summit-level Salesforce systems integration partner, Mastek focuses on customers looking to leverage Salesforce CRM, Agentforce A.I. and Industry cloud solutions to unify data and processes across their entire enterprise. We specialise in simplifying digital solutions for customers to reduce complex integrations and unify multiple cloud platforms.

We are customer-led service experts who take service to a whole new level, partnering to deliver excellence for all our customers.

With our proven Roadmap to Results process, our team adds their expertise to your team to craft innovative solutions that answer your organisation's operational challenges today and grow as you grow.

Our digital application and engineering services help our clients achieve their digital journey at speed and with scale. We provide industry-specific, omnichannel, multi-cloud Salesforce expertise and system integration expertise across all Salesforce capabilities from Sales Cloud to Agentforce, MuleSoft to Informatica.

We provide services to build API ecosystems, modernise legacy systems with new-age digital technology platforms using micro-services, migrate to cloud platforms and ensure quality delivery with Agile service methodologies and an integrated DevSecOps approach.

3. Mastek's Service

At Mastek, we design, implement, configure, integrate and support Salesforce Education Cloud to modernise the full student lifecycle, including recruitment and admissions, student support, advising, retention, case management, engagement, analytics and alumni relations. The service includes discovery, solution design, data migration, integration, security, training, go-live and ongoing support.

3.1 Service Description

This service provides an end-to-end delivery approach for Higher Education organisations adopting **Salesforce Education Cloud** as a core CRM and engagement platform. We deliver an outcome-led solution that connects academic and professional services teams with a unified view of the learner and alumni journey.

We configure Education Cloud to support:

- **Recruitment and admissions:** applicant management, communications, event engagement and pipeline visibility
- **Student support and success:** case management, advising workflows, early alerts, interventions and wraparound support.
- **Student engagement:** personalised journeys, omnichannel comms, portals and self-service
- **Operational insight:** dashboards and analytics for recruitment performance, retention and service delivery.
- **Alumni and advancement (optional):** alumni engagement, volunteering and fundraising alignment (where required).

We work in Agile delivery phases, aligning with institutional governance and security policies and provide a sustainable operating model (admin enablement, documentation and managed services) to reduce dependency on suppliers.

3.2 Service outcomes

- A configured Education Cloud implementation aligned to institutional processes and governance.
- Improved student experience through consistent support, faster resolution and self-service.
- Increased productivity through automation and standardised data and workflows.
- Better decision-making through reliable reporting and insight across the student lifecycle.

3.3 Our Implementation Approach

a) Discovery and design

- Stakeholder workshops (student services, admissions, marketing, registry, IT, data protection)
- Process mapping, pain-point analysis, target operating model alignment
- Solution architecture and backlog definition
- Non-functional requirements: security, performance, data retention, audit, accessibility.

b) Configuration and build

- Education Cloud configuration (data model, objects, fields, validation, permissions)
- Role hierarchies, permission sets, sharing rules, record types
- Case management configuration (routing, SLAs, queues, macros, knowledge)
- Workflow automation with Flow; approvals and notifications
- Portal configuration (if included): self-service journeys, content, forms, identity flows.

Data migration

- Data assessment, mapping and cleansing plan
- Migration runs (test loads and cutover)
- Data validation and reconciliation reporting
- Secure handling and minimisation principles aligned to policy.

c) Integration (optional)

- SIS integration (e.g., student record, enrolment status, programme, modules)
- Identity/SSO integration (SAML/OIDC) and user provisioning
- Email and communications platform integration
- Analytics platform integration (data lake/warehouse) where required.

d) Testing and quality

- Test strategy (unit/system/UAT) and traceability to requirements
- Performance considerations and governor limits review (where relevant)
- Security testing: permissions review, access modelling, auditability.

e) Training and adoption

- Role-based training: admins, power users, advisors, contact centre/student services
- “Train the trainer” model and adoption materials (quick reference guides)
- Hypercare support post go-live.

f) Managed service (optional ongoing)

- Incident and request handling
- Minor enhancements, optimisation sprints
- Release management support (Salesforce seasonal releases)
- Platform health checks and security reviews.

4. Key Features

Education Cloud provides capabilities (and data model patterns) tailored to education, typically delivered alongside core Salesforce platform services.

4.1 Education data model and learner profile

- Education-centric relationship modelling (learner–programme–course–term relationships)
- A unified learner profile including engagement history, support needs, preferences and interactions
- Configurable entities for cohorts, academic periods, affiliations and contact roles.

4.2 Recruitment and admissions

- Lead-to-applicant tracking with pipeline stages and conversion rules
- Application review workflows, tasking, collaboration and approvals
- Communication tracking across email/SMS (where integrated), calls and events
- Event and visit engagement capture (open days, outreach campaigns, fairs).

4.3 Student support, case management and service delivery

- Omnichannel support (email-to-case, web-to-case, live chat integration where required)
- Case routing rules, queues, SLAs, escalations and knowledge base
- Service catalogue style request management (e.g., letters, status confirmations, IT/estates referrals)
- Standardised triage and safeguarding/complex case processes with restricted access controls.

4.4 Advising, retention and student success

- Advising workflows, appointment management integrations (where used)
- Early alert capture and intervention tracking
- Action plans, outreach tasks and coordinated support across teams
- Risk indicators and success metrics dashboards (attendance/engagement flags where integrated).

4.5 Student and staff portals

- Self-service experiences using Salesforce Experience Cloud (optional)
- Student portals for case submission, appointment requests, knowledge articles and status updates
- Staff hubs for advising, case work, collaboration and playbooks.

4.6 Automation and workflow

- Approval processes and guided workflows for consistent decisions
- Automation using Flow for routing, data updates, notifications and reminders
- Templates for repeatable processes (admissions decisions, support referrals, escalations).

4.7 Communications and engagement (optional, depending on your stack)

- Journey-based engagement and segmentation when integrated with marketing tools
- Targeted communications based on status, programme, events attended, support needs
- Consent and preference capture (aligned to governance).

4.8 Reporting and analytics

- Role-based dashboards for recruitment, admissions conversion, case performance and retention
- Operational reporting for service teams (volume, backlog, time to resolution, quality)
- Data quality monitoring and exception reporting.

4.9 Integration readiness

- API-enabled integration patterns for SIS, VLE/LMS, identity, telephony, finance and data warehouse
- Event-driven or batch integration approaches
- Integration design aligned to institutional architecture and security policies.

5. Business Benefits

5.1 Strategic and institutional benefits

- Establishes a single, institution-wide platform for managing the full student lifecycle
- Enables a student-centred operating model across academic and professional services
- Supports digital transformation strategies aligned to regulatory and funding expectations
- Provides a scalable foundation adaptable to future organisational change and growth
- Reduces reliance on fragmented, faculty-specific systems and manual processes
- Improves return on investment through reuse of standardised capabilities and data.

5.2 Student experience and outcomes

- Delivers a consistent, joined-up experience across recruitment, study and support
- Reduces student frustration caused by repeated data requests and disjointed services
- Enables faster responses to student enquiries and support requests
- Improves visibility of student needs, risks and engagement history
- Supports timely interventions that improve progression, retention and completion
- Increases student trust through transparent case tracking and self-service access

5.3 Recruitment and admissions performance

- Improves visibility of recruitment pipelines and conversion rates
- Enables targeted, personalised engagement with prospective students
- Reduces administrative effort in application processing and decision workflows
- Improves coordination between marketing, admissions and academic teams
- Provides accurate forecasting for enrolment planning and capacity management
- Supports evidence-based decisions on outreach and recruitment investment

5.4 Operational efficiency and productivity

- Automates high-volume, repeatable administrative processes
- Reduces manual data entry and reliance on spreadsheets
- Streamlines case routing, triage and escalation
- Enables staff to focus on higher-value, student-facing activities
- Improves workload management and visibility across teams
- Reduces operational bottlenecks during peak academic periods.

5.5 Data quality, insight and decision-making

- Creates a single source of truth for student engagement and support data
- Improves data accuracy, completeness and consistency

- Provides real-time dashboards for operational and strategic insight
- Enables early identification of performance and retention risks
- Supports regulatory reporting and internal governance requirements.

5.6 Technology and integration benefits

- Integrates cleanly with Student Information Systems and identity platforms
- Reduces dependency on point-to-point, bespoke integrations
- Provides API-led architecture aligned to enterprise IT strategies
- Enables future enhancements without major re-platforming
- Simplifies change management through configuration over custom code
- Leverages Salesforce's continuous innovation and security updates.

5.7 Financial and value-for-money benefits

- Reduces long-term operating costs through process standardisation
- Improves cost transparency of service delivery and support activities
- Reduces duplication of systems and overlapping functionality
- Lowers risk and cost of failed or stalled digital initiatives
- Enables incremental delivery aligned to available budgets
- Protects investment through sustainable, supportable platform design.

6. Technologies, Languages, Methodologies and Vendor Support

#	Technologies	Languages	Methodologies	Vendor Support
1	Salesforce Higher Education Cloud	-	-	-
2	Mulesoft	-	-	-
3	Salesforce Service Cloud	-	-	-
4	Salesforce Sales Cloud	-	-	-
5	CRM Analytics	-	-	-

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