

CUSTOMER STORY · MANUFACTURING

Global Packaging Company

3

Custom Pipelines Built

A U.S. based global flexible packaging company struggled with fragmented sales, pricing, and supplier workflows across two regions, with no unified system, inconsistent data entry, and strict data privacy requirements. INSIDEA implemented HubSpot Sales Hub Enterprise with custom pipelines...

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

HubSpot
OnboardingPlatform
Enablement

CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

A U.S.-based global flexible packaging company had grown its operations across two regions but its internal systems had not kept pace. Sales teams, pricing teams, and supplier managers were working across disconnected processes with no structured data capture, no unified platform, and no clear visibility for leadership. Strict requirements around data privacy added further complexity: customer information had to be...

WHAT INSIDEA BUILT HubSpot Services

✓ Multi-Pipeline CRM Architecture

Three distinct pipelines were built to manage sales opportunities, pricing requests, and supplier interactions separately while keeping them interconnected through...

✓ Role-Based Access and Data Privacy Controls

A layered permissions structure was configured to ensure each role accessed only the data relevant to their function. Leadership retained full visibility, while sales...

✓ Workflow Automation and Data Enforcement

Automated workflows were built to handle quote request routing, enforce mandatory field completion before stage advancement, and trigger real-time notifications to the...

✓ System Integration and Centralized Tracking

Outlook was embedded for email and calendar syncing, and DocuSign was integrated for vendor communications, creating a single platform for all operational activity...

MEASURABLE RESULTS

3

Custom Pipelines Built

Automated

Quote Workflow

Enforced

Data Accuracy at Every Stage

Unified

Cross-Region Operations

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

Book a Strategy Call →