INSIDEA

★ 4.99 across 450+ verified reviews · 1,500+ businesses · Elite HubSpot Partner

CUSTOMER STORY · MANUFACTURING

Leading Skid Steer Attachments Manufacturer

6
Weeks to fully ramp the sales team on HubSpot

A US-based skid steer attachments manufacturer was running NetSuite as the system of record for over 109,000 contacts, 25,000 orders, and 5,000 products, but had no CRM, no marketing engine, and no real-time visibility for the sales team. INSIDEA implemented HubSpot Marketing Hub and Sales Hub from...

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

HubSpot Onboarding · Platform Enablement · CRM Data Migration · Custom Integration · CRM Implementation

THE CHALLENGE

The client had built a successful manufacturing business on top of a sophisticated NetSuite environment, with years of customer, product, and order data flowing through it. But the data was structured for finance and operations workflows, not for a commercial team trying to manage leads, work pipeline, and respond to customers in real time. There was no CRM in place. No marketing infrastructure. No way for a sales...

WHAT INSIDEA BUILT

HubSpot Marketing, Sales Hub and Custom Integration

- ✓ **Multi-Pipeline CRM Architecture**
  Custom sales pipeline rebuilt with defined stages and real-time visibility.
- ✓ **Role-Based Access and Data Privacy Controls**
  Permissions framework with restricted access and excluded sensitive data.
- ✓ **Automated Workflows and Lead Routing**
  Leads are scored and automatically routed with SLA enforcement.
- ✓ **System Integration and Centralized Tracking**
  Native + custom APIs enabling real-time order updates and SKU matching.

MEASURABLE RESULTS

6	100%	22	Real-Time
Weeks to fully ramp the sales team on HubSpot	Product matching accuracy after SKU reset	Sales users onboarded with role-based permissions	Order sync via custom webhooks

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 →