

CUSTOMER STORY · PROFESSIONAL SERVICES

B2B SaaS Sales Motion

3+

Years of embedded HubSpot partnership

nOps, a B2B SaaS platform selling cloud cost optimization software, was running a broken dual-CRM architecture: HubSpot for marketing, Salesforce for sales, and no reliable sync between them. Board reporting took two people a full day. Inbound leads sat unrouted for hours. Event spend had no...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier



HubSpot Onboarding



Platform Enablement



CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

When INSIDEA started working with nOps in November 2022, the company was running two CRMs. HubSpot for marketing. Salesforce for sales and service. There was no automated sync between them. Sales reps reconciled records by hand, typed customer names into both systems, and regularly debated in front of leadership which screen was showing the right data. After many months of training, reps were still asking which...

WHAT INSIDEA BUILT

RevOps & Migration

✓ CRM Migration and Lifecycle Architecture

Full Salesforce to HubSpot migration with zero data loss. Lifecycle-stage framework rebuilt with documented entry and exit criteria. Deal pipeline redesigned to mirror...

✓ Engagement-First Email Engine and Intent-Based Selling

Email program rebuilt around a 90-day engagement window and a master suppression list of 8,440-plus contacts, auto-updated. Result: 51% open rate, 10.6% CTR, health...

✓ Cloud-Spend-Based Inbound Routing and Sales Forecasting

Monthly cloud spend captured at the demo form drives routing in seconds. High-spend inquiries go directly to enterprise AEs; lower-spend to commercial ISRs. Territory...

✓ Custom-Object Event Architecture and Breeze AI in Production

Two custom objects (Events and Event Activities) replace HubSpot's default marketing events feature, carrying full per-event ROI fields. Luma-to-Zapier-to-HubSpot...

MEASURABLE RESULTS

3+

Years of embedded HubSpot partnership

100%

Salesforce decommissioned

51%

Email open rate (vs 20% benchmark)

177%

Top rep quota attainment

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 →](#)