

Customer Case Study – CybeReady

Discover how INSIDEA enhanced CybeReady's CRM management, business development, and sales operations to drive seamless growth.



Customer Overview



Customer Name

CybeReady



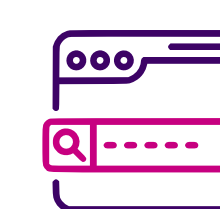
Industry

Information Technology
(SaaS Software)



Location

United States
of America



Website

cybeready.com

About CybeReady

Founded in 2015, CybeReady is a leader in the cybersecurity space, offering a cutting-edge security training platform designed to transform employee resilience. With its headquarters in Tel Aviv and an additional presence in Silicon Valley, CybeReady delivers scientific training programs aimed at changing employee behavior in response to cyber threats. The platform is data-driven, fully autonomous, and requires minimal effort from internal security teams, allowing enterprises to continuously educate employees and measure training effectiveness with actionable KPIs. This focus on autonomous training and behavior transformation sets CybeReady apart as the fastest-growing security training platform in the market.

Services Provided by INSIDEA



CRM Management



Business Development



Sales Operations

Customer Challenges

CybeReady faced several operational challenges as it sought to scale its sales and business operations more effectively:



CRM Management (HubSpot)

CybeReady was struggling with disorganized CRM data, including data duplication and inefficient workflows. These issues limited the company's ability to fully leverage its sales potential and manage leads efficiently.



Sales Operations

With a growing team, CybeReady found it increasingly difficult to manage sales onboarding, employee training, and resource allocation. These tasks consumed significant time and prevented the team from focusing on strategic initiatives.



Lead Generation

Due to inefficiencies in CRM management and sales operations, CybeReady experienced challenges in generating and converting organic leads, making it harder to secure demo meetings and maintain a robust sales pipeline.

Solutions Provided by INSIDEA

INSIDEA partnered with CybeReady to address these challenges by delivering tailored solutions across CRM management, sales operations, and lead generation:



CRM Management & Automation

INSIDEA streamlined CybeReady's CRM system by automating workflows and eliminating data duplication through HubSpot. Regular lead data was tracked, monitored, and updated automatically, ensuring that leads were assigned to the appropriate sales reps without manual intervention. This resulted in smoother CRM operations and allowed CybeReady to maximize its sales potential.



Sales Onboarding & Resource Management

INSIDEA implemented structured onboarding programs for new sales team members, helping them quickly understand internal processes, CRM tools, and future expectations. This enabled CybeReady to scale faster by reducing the time spent on employee training and resource allocation.

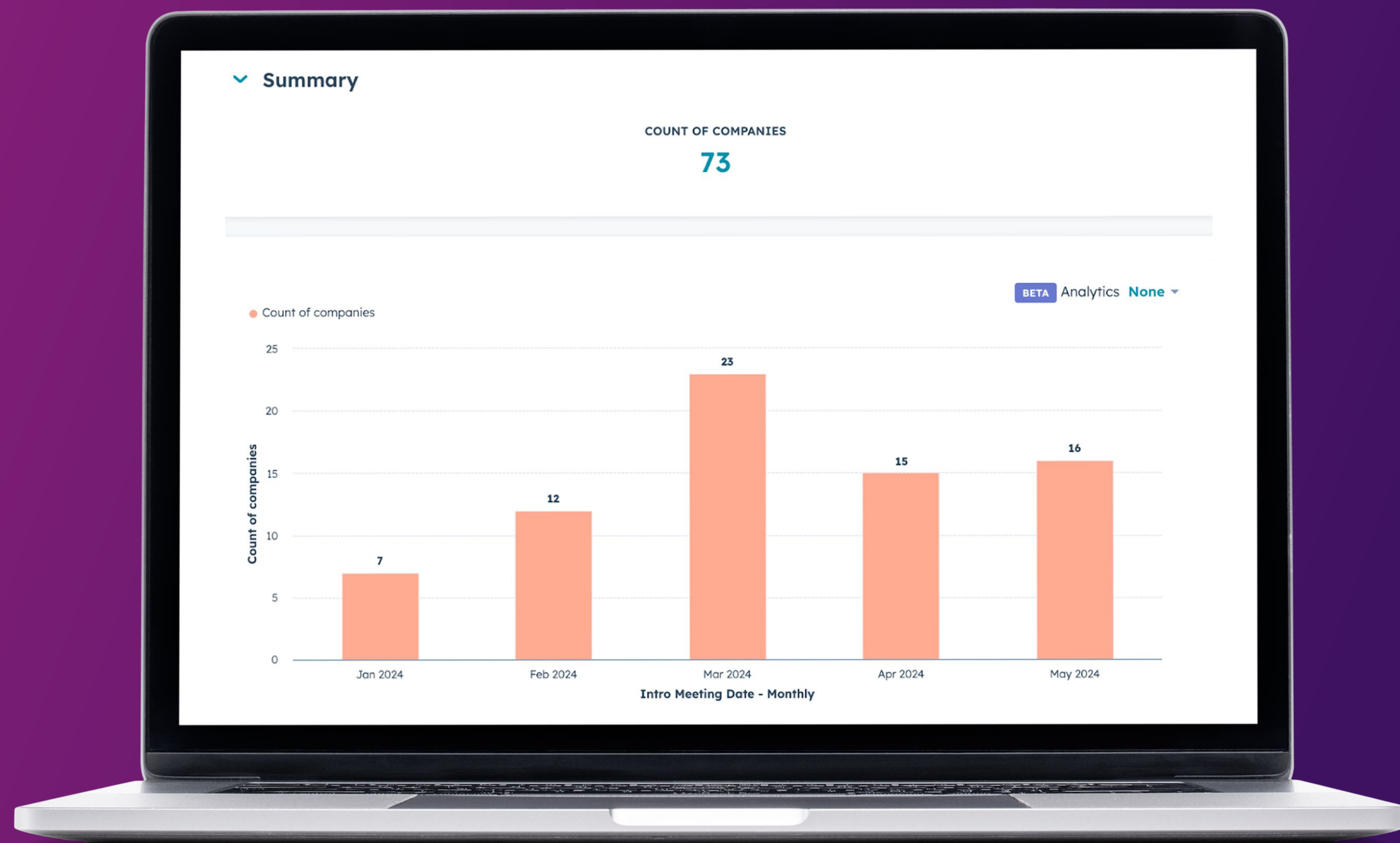


Business Development & Lead Generation

Through enhanced CRM management and sales operations, INSIDEA significantly improved lead generation. The number of demo meetings booked skyrocketed from just 5 per month to 25-30 per month. INSIDEA's targeted strategies increased CybeReady's organic lead flow, contributing to overall business growth.

Results Achieved

INSIDEA's involvement led to measurable improvements for CybeReady, including:



Efficient CRM Management

Automation of lead tracking and assignment improved data accuracy and sales efficiency



Faster Sales Onboarding

New hires were onboarded swiftly and with minimal disruption, accelerating CybeReady's ability to scale.



Increased Lead Generation

Demo meetings grew from 3 per month to an impressive 10+ per month, significantly increasing the number of high-quality leads entering the sales funnel.

Our Happy Customer



Daniella Balaban

VP Marketing, CybeReady

"We've been working with the **INSIDEA** team for about two and a half years now, and they've truly become an extension of our team. They've been incredible partners, always ready to jump in and help us tackle any issue, whether it's a website bug or optimizing our HubSpot workflows. INSIDEA has supported us in lead generation, expanding our digital marketing reach, managing LinkedIn campaigns, and improving our HubSpot marketing automation. Nancy and her SDR team have been fantastic in qualifying leads and setting up meetings. Overall, our experience with INSIDEA has been amazing, and I highly recommend their services to anyone looking to elevate their marketing and sales efforts."

Summary

INSIDEA's partnership with CybeReady has been instrumental in streamlining CRM management, improving sales operations, and driving business development. The results have exceeded expectations, with a significant increase in lead generation and demo bookings, ultimately allowing CybeReady to scale more effectively.

Contact Us: www.insidea.com | Email: sales@insidea.com