



## Inova Payroll

CLIENT

## Human Capital Management

INDUSTRY

**350+**

EMPLOYEES

**65**

HUBSPOT USERS

### IMPLEMENTATION SUMMARY

#### Objectives

- Unify marketing and sales teams
- Reduce sales process complexity
- Increase sales rep effectiveness
- Prepare for rapid M&A growth

#### Configuration

- HubSpot Sales Hub Enterprise
- HubSpot Marketing Hub Enterprise
- HubSpot Operations Hub Professional
- Dedicated IP Add-On

#### Technical

- Migration from Salesforce.com
- Integration with PandaDoc
- Custom UX functionality
- Multiple M&A roll-ups including HubSpot and Zoho mergers

IMPACT

**59%**INCREASE IN  
SALES TEAM  
EFFICIENCY

### INOVA PAYROLL

## A Powerful Journey from Salesforce to HubSpot

Unifying enterprise teams across the customer journey is not only beneficial for your customers; it also provides powerful benefits to your sales, service and marketing teams. Learn how **Inova Payroll** unified these teams and created faster growth through the power of HubSpot CRM.

### Selection

After spending years with the Salesforce platform, the Inova team found that it became harder and harder to complete basic sales tasks — let alone integrate employer data and workflows from acquisitions without interruption to their own processes. Like many enterprise-level B2B organizations, **Inova took issue with several key aspects of Salesforce that impeded their growth**. After an extensive evaluation process, they selected HubSpot as their new enterprise CRM and Wendt Partners as their HubSpot implementation partner.

### Implementation

The implementation process involved bringing together multiple departments, stakeholders and leaders from across the organization. With a keen focus on effective change management and a clearly defined implementation project plan, **Wendt Partners was able to align each team and develop customized training** for every kind of user in the organization, thus increasing adoption and user satisfaction with the platform. Extensive technical planning and customization further made HubSpot an ideal solution.

### Success

With all customer data centralized in the HubSpot database, **Inova finally achieved a 'single source of truth'** view of the customer and experienced increased conversion of marketing contacts into closed deals as sales teams leveraged marketing activity data to drive pipeline.

### Testimonial

"We knew that unifying our sales, marketing and service teams on HubSpot CRM would bring enormous benefits as we grew. What we also experienced was a transformative journey thanks to the knowledge and enthusiasm of our Wendt Partners implementation team. They helped us build trust in the platform and rethink our processes to take better advantage of all that HubSpot had to offer Inova."

**MELANIE CROW**

SVP SALES ENABLEMENT, INOVA PAYROLL



### Begin Your HubSpot Implementation Journey Today

Contact Doug Wendt, Senior Partner at **718-841-7169** or via email to [doug@wendtpartners.com](mailto:doug@wendtpartners.com).