

Centrix Dental: Bringing Cutting-Edge CRM to a Legacy Environment



Facing the challenges of a legacy ERP, a lack of CRM and a seriously underpowered marketing automation platform, the team at **Centrix Dental** sought a solution that could solve for each of these requirements together. They chose HubSpot.

Selection

Centrix Dental is a world-class designer and manufacturer of products used in precision dental applications. Just as each patient is unique, the firm is proud of the fact that each of its products meets a specific, clearly defined need in the marketplace. With numerous patents and a sterling reputation, Centrix was ready to grow to the next level with a CRM solution that could take them forward. They wanted a single database that could meet their sales, marketing and operational requirements. After considering many options including Salesforce.com, they ultimately chose to move forward with HubSpot.

Implementation

One thing that Wendt Partners worked closely with the Centrix team on was the scoping of the client's custom integration between HubSpot and a legacy on-premise ERP system. With a focus on careful planning and the goal of delivering valuable trend data to the sales team based upon customer purchase history and product line selections, the Wendt Partners team learned how the ERP database viewed this data and worked to **create an efficient, powerful integration** that minimized the need to move large quantities of background data.

Success

While the sales team migrated to HubSpot Sales Hub, the marketing team also migrated to HubSpot Marketing Hub. These tools, combined with a customized training program that supported a combination of inside and outside sales users, **resulted in a smooth and unified migration to HubSpot** that has served as the firm's growth cornerstone to this day.

Testimonial

"We had a lot of stakeholders in the process when we began our HubSpot journey, and our technical and leadership teams worked closely with Wendt Partners to keep everything aligned. The level of expertise and commitment from the entire Wendt Partners team was exceptional. I recommend them highly for anyone seeking a truly experienced team."

SANDY GALLO

Director of Customer Service, Centrix Dental

Impact

27%

INCREASE IN
AVERAGE
CUSTOMER LTV

centrix
MAKING DENTISTRY EASIER®

Client:	Centrix Dental
Industry:	Dental Products Manufacturer
Revenue:	\$85M
Employees:	172
HubSpot Users:	58
Implementation:	Comprehensive

OBJECTIVES:

- Provide powerful sales and order trend information to sales teams
- Ensure that both inside sales and outside sales needs were met
- Unify marketing and sales efforts

CONFIGURATION:

- HubSpot Sales Hub Enterprise
- HubSpot Service Hub Enterprise
- HubSpot Marketing Hub Enterprise
- HubSpot Operations Hub Professional

TECHNICAL:

- Integrate with a legacy on-premise ERP solution
- Deliver point-of-need data to CRM users
- Migrate from multiple legacy marketing tools into HubSpot



Begin Your HubSpot Implementation Journey Today

Contact **Doug Wendt**, Senior Partner at **718-841-7169** or via email to doug@wendtpartners.com.

wendt Partners
Implement **innovation**®

V2 04-23-2024