



## Cold Jet

CLIENT

## Industrial Machinery

INDUSTRY

**400+**

EMPLOYEES

**125**

HUBSPOT USERS

### IMPLEMENTATION SUMMARY

#### Objectives

- Simplify quoting and forecasting
- Create a consistent global presence
- Increase front-line sales effectiveness
- Unify marketing and sales teams

#### Configuration

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

#### Technical

- Migration from Infor CRM
- Delivery of HubSpot with DealHub CPQ
- Custom UX functionality
- Epicor ERP software integration
- Complex enterprise reporting

IMPACT

**36%**GREATER  
GLOBAL  
DEAL FLOW

#### COLD JET

## Integrating Across a Global Industrial Company

How do you get a global sales organization unified as you drive rapid growth and expansion? In the case of **Cold Jet**, they leveraged the power of HubSpot to bring together numerous teams, systems, process and markets under a truly unified RevOps umbrella.

#### Selection

Often, the tech stack for revenue operations evolves more through circumstance than strategy. That was certainly the case for **Cold Jet, a global industrial enterprise which found itself dealing with a cobbled-together environment** that included Infor CRM (formerly SalesLogix), Epicor ERP and a proprietary and unscalable complex CPQ environment. Preparing for extremely rapid growth and seeking to unify on a single platform, the Cold Jet team undertook a rigorous evaluation, ultimately selecting HubSpot for CRM and marketing automation, with DealHub CPQ integrated with HubSpot.

#### Implementation

Recognizing that enterprise implementation is a journey, **Cold Jet widely organized the process into a series of phases in partnership with the Wendt Partners team.** With phased roll-outs and a series of additional capabilities being launched at each successful phase, Wendt Partners was able to customized HubSpot for Cold Jet precisely while also leading a unified implementation of DealHub at the same time. Further reinforcement was achieved through hybrid user training that included live sessions in the U.S., Germany and China for each global sales team.

#### Success

**Bringing together 100+ users across 14 offices in 10 countries** is no easy feat, but thanks to a powerful partnership between Cold Jet and Wendt Partners, the path to success was achieved and the firm continues to grow with and expand its use of HubSpot enterprise-wide.

### Testimonial

*"Taking on the challenge of driving massive change across a complex global organization is no easy feat – it takes patience and fortitude. We found that the Wendt Partners team was, and is, always by our side. They put in the effort, the elbow grease and the passion to customize and configure HubSpot for our needs, and then train our users so that they are excited and empowered. Those are the true keys to project success."*

**KEVIN MUST**

DIRECTOR - AMERICAS MARKETING, COLD JET



#### 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).