HUBSPOT CASE STUDY

DYNEX TECHNOLOGIES

Migrating from Salesforce and Unlocking New Growth

Crafting cutting-edge healthcare technologies is a business with life-critical implications. Everything about the product, the process and the people has to be accurate and precise. For **Dynex Technologies**, moving to HubSpot provided them with an accurate and precise CRM to drive growth.

Dynex Technologies
CLIENT

Medical Laboratory Instrumentation
INDUSTRY

150+
EMPLOYEES

45
HUBSPOT USERS

IMPLEMENTATION SUMMARY

Objectives

- Achieve smoother sales process flow
- Create greater forecasting accuracy
- Strengthen CRM - CPQ process
- Unify on a flexible, powerful CRM

Configuration

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

Technical

- Migration from Salesforce CRM
- Technically complex sales process
- Integration with DealHub CPQ
- Complex reporting requirements

IMPACT
29%
IMPROVEMENT IN
SALES FORECAST ACCURACY

Selection

With more than seventy years of industry experience, **Dynex Technologies is a global innovator in the development of automated ELISA and chemiluminescence microplate instruments**. The company sells direct in the U.S. and does business through distributors in more than 120 countries worldwide. After years of struggling with Salesforce as their enterprise CRM, the team at Dynex recognized it was time for a better, cleaner, more flexible CRM and CPQ experience. They ultimately chose HubSpot CRM and DealHub CPQ, and partnered with Wendt Partners to implement this new solution.

Implementation

Thanks to Wendt Partners' extensive experience with complex technical clients, **Dynex was able to kick-start success from day one and achieve a smooth, well-structured transition** from Salesforce to HubSpot while also shaping out the CPQ process flow to engage DealHub, seamlessly integrated with HubSpot. Thanks to the enterprise capabilities of HubSpot, data modeling and process flows were easily understood and aligned by the Wendt Partners team, and the use of HubSpot Operations Hub further supported this journey thanks to its enterprise data sync and data quality tools.

Success

The journey to HubSpot has been a powerful experience for the entire Dynex team, demonstrating that when users' needs are considered first and foremost, the resulting solution can directly **result in greater sales velocity and better customer experiences**.

Testimonial

"HubSpot has enabled us to re-envision what we can accomplish when the right team is married with the right tools. Having Wendt Partners guide us through this implementation journey has been a world-class experience to boot. If you have a complex, demanding and intricate process, they can handle it – and they will empower your team to succeed with HubSpot."

MICHAEL CICCARELLI
SR. DIRECTOR - SALES OPERATIONS, **DYNEX TECHNOLOGIES**

Begin Your HubSpot Implementation Journey Today
Contact Doug Wendt, Senior Partner at **718-841-7169** or via email to **doug@wendtpartners.com**.

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