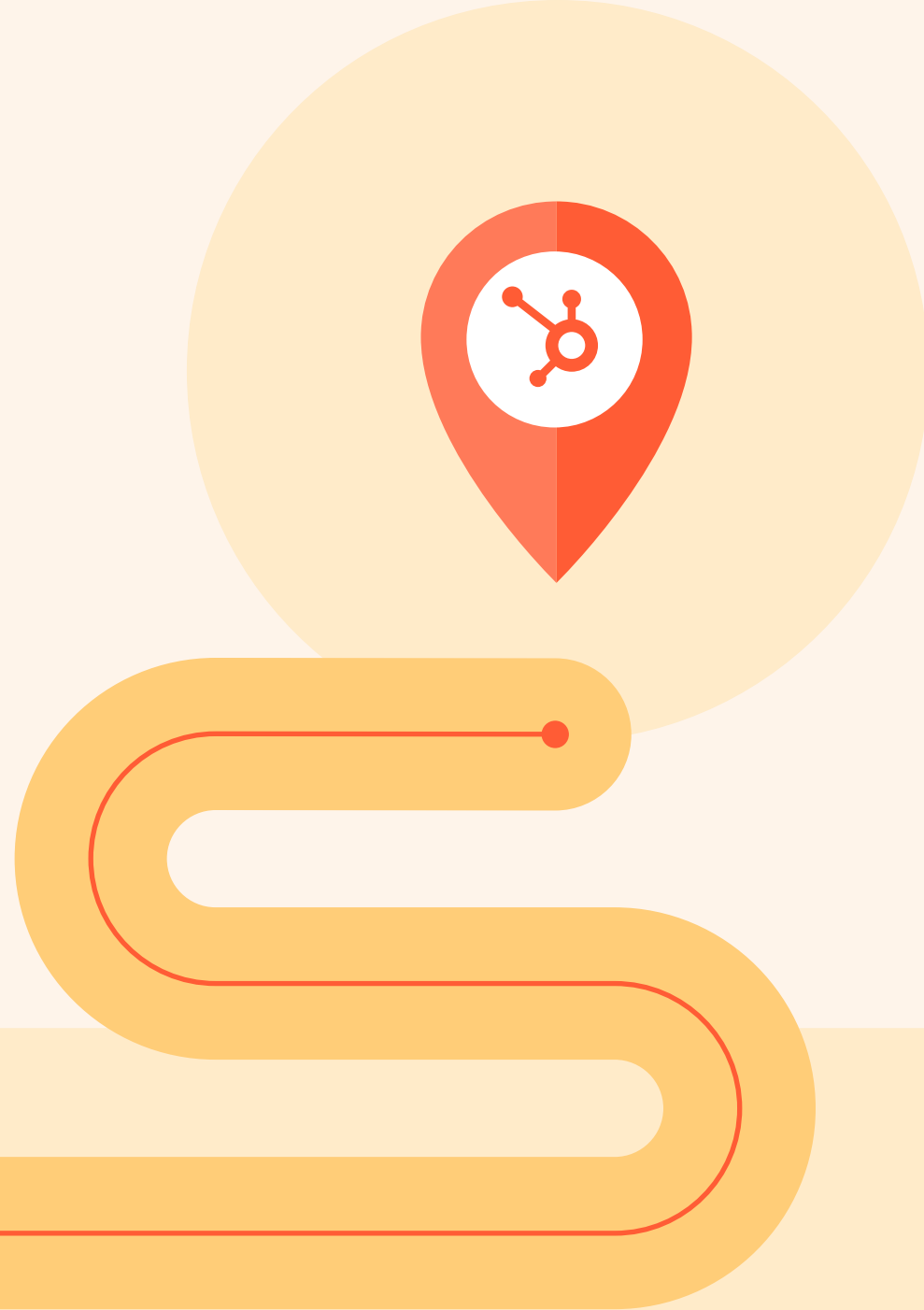
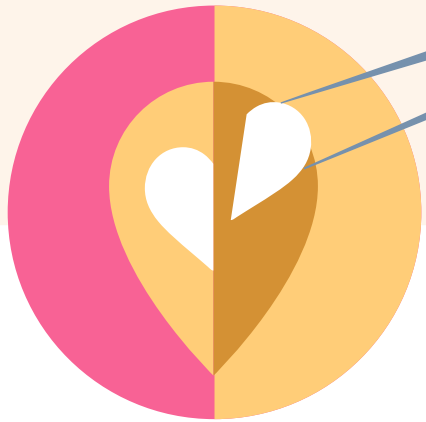


From a Cobbled Tech Stack to HubSpot

The Road to Marketing Hub Enterprise





We often hear that the pain of switching marketing platforms outweighs the benefits made by the switch.

At HubSpot, we love debunking that notion.

Our team moves public companies, tech unicorns, B2C brands, and companies in regulated industries from legacy software to HubSpot every day, with minimal disruption to their businesses.

That said, we know migrating away from a legacy platform can feel a little like undergoing open-heart surgery...while you're awake.

The good news? We've put together a pretty stellar team of surgeons.

We've done this more than a few times in the last 15 years. Not just with Salesforce, but also with Marketo, ActiveCampaign, Pardot, Eloqua, and — increasingly — a cobbled collection of tools.

Currently using a variety of point solutions? Since there's no substitute for social proof, let's hear from a HubSpot customer who made the switch (and lived to tell the tale, with tangible returns on investment).

Discover where “deeply powerful” meets “easy to use” with [Marketing Hub Enterprise](#).

[Learn more](#)

Sandler Increases User Adoption by 40% with HubSpot



Why HubSpot?

Sandler Training had lofty growth goals, but their cobbled tech stack made it hard to drive adoption, compile/track progress on KPIs — and deliver on their own promise to operate at the highest level.

Sandler Training is a full-service professional development and training organization with 250+ training centers worldwide.

Time on HubSpot:
1 Year

Industry:
Professional Services

Hub:
Marketing Hub Enterprise CRM Platform

Location:
NAM

Employees:
200+

Challenge:

Using six unintegrated tools for Sales and Marketing had caused:

- Resistance to activity logging
- Poor user adoption
- Incomplete data
- Limited insights
- Uninformed decision-making

Solution:

Consolidating Marketing, Sales, Service, and Operations into HubSpot's single source of truth:

- Removed complexity and friction with logging
- Increased user adoption
- Informed more complete data, insights, and plans
- Synced global operations
- Attributed revenue spikes to marketing campaigns

Results:



40%

Increase in user logging



1 FTE

Freed up for other tasks



1/3

The time to implement HubSpot vs. legacy tools

[View full case study](#)



HubSpot removes a lot of the excuses because it's just so easy to use. And when you have better adoption, you have better data.

Before HubSpot, we had six different technologies people had to log into. It was just too much. Our complex tech stack led to poor user adoption, which impacted the quality of data accumulated — and our ability to track company progress. Without data, we couldn't track how we were doing against our goals.

Colum Lundt
Chief Revenue Officer, Sandler Training

[Learn more](#)

