

IT PROVIDER IMPROVES MAP AND CRM INTEGRATION AND SAVES OVER \$500 PER QUARTER BY MAKING THE SWITCH TO SALESFUSION

Company Snapshot

Cireson is a world leader in Microsoft Cloud and System Center. Their mission is to bring service and asset management together within the Cireson Platform to enhance the Microsoft user experience. Cireson focuses predominantly on solutions for Microsoft Service Manager (help desk) and Microsoft Configuration Manager, enhancing and amplifying the native functionality and usability, as well as offering professional services for customization, automation, training, and more. The Cireson Platform complements Microsoft in a way that improves the experience for both Cireson customers, their customers - analysts, administrators and end users alike.

The Story

Before adopting Salesfusion, the Cireson team was a group of sophisticated marketing automation platform (MAP) users needing an easier way to communicate between their customer relationship management (CRM) platform and their MAP. Their previous vendor, Hubspot, did not natively integrate with their current CRM, Sugar. To connect the two systems and align activities between sales and marketing, Cireson was using two different third party tools. Even with the implementation of the third party tools, Cireson still had to perform many manual tasks in both Hubspot and Sugar.

“Communication between sales and marketing is key for us and with so much manual entry being done on our part, it was hard to consistently ensure nothing was falling through the cracks,” said Julie Feller, Direct Marketing Manager at Cireson. “In order to better align our two teams, we needed to replace Hubspot with a MAP that natively integrated with our CRM. When we saw the tight integration Salesfusion and SugarCRM had, transitioning to Salesfusion was a no brainer for us.”

After switching to Salesfusion, Cireson was able to get rid of both third party tools, saving them upwards of \$500 every quarter. The Salesfusion and Sugar integration completely eliminated their sync issues and allowed them to streamline lead follow-up, implement lead scoring and automate all of their reporting.



THE PROBLEM:

- No native integration between Hubspot and SugarCRM
- Even with 2 third party tools, they still had sync problems
- Needed coding knowledge to customize emails

THE SOLUTION:

- Switched from Hubspot to Salesfusion
- Removed third party integration tools
- Use drag and drop email builder as well as other user-friendly functionality

THE RESULTS:

- Sync issues eliminated with native CRM and MAP integration
- Immediate \$500+ per quarter savings
- Able to easily update emails and landing pages with minimal coding knowledge

In addition to improving communication and building easier, more complete email and nurture campaigns, Cireson is excited to dive further into Salesfusion's lead scoring capabilities. With their original sync problem eliminated, Cireson will now be able to automatically create opportunities with new leads directly in their CRM as soon as they reach a specific threshold.

“Along with eliminating third party integration tools and automating previously manual processes, we've seen major improvements in our ability to edit emails with little to no HTML coding required. Although the Hubspot templates we used in the past looked good, customizations and updates needed to be coded by our team first, which meant that campaigns didn't always go out in the timeframe we had planned.”

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— Julie Feller
Direct Marketing Manager,
Cireson