



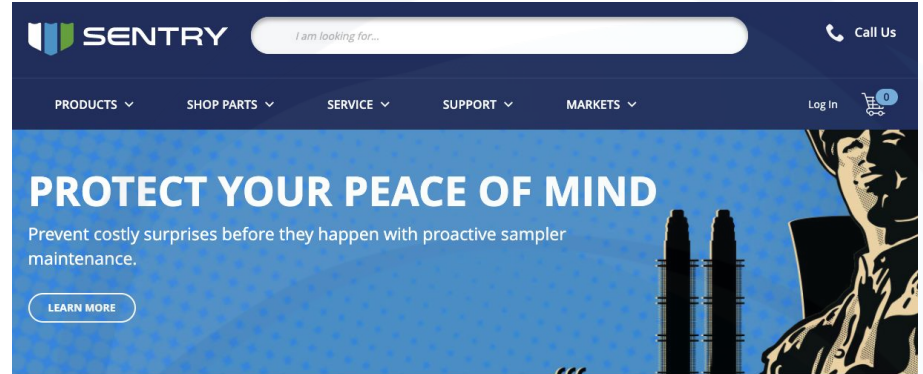
Strengthening Customer Relationships & Aligning Teams with New Systems & Processes

Sentry Equipment is a sampling analysis and manufacturing company “determined to tackle any application, anywhere” to safeguard people and processes for a better world.

150-200
Employees

Oconomowoc, WI
Headquarters

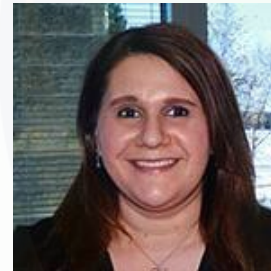
Sampling Manufacturing
Industry



High Quality Sample Coolers
Achieve accurate results with samples cooled within 1 degree of target temperatures
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How Healthy is Your Equipment?
Extend the life of your sampling system with a SysRep™ health report
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Meet Quality and Compliance Standards
Make informed chemical process decisions with representative sampling
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“The difference between working with Denamico and other partners is incredible, it’s night and day. I couldn’t be happier.”

Rebecca Mudler
Sr. Business Process Architect

Client Impact

Sentry Equipment was using multiple systems and processes to manage customers and leads and didn't have a clear approach to align Marketing, Sales, Customer Service, and Operations around real-time data.

Challenge

Increase transparency between teams and streamline revenue operations to:

- Share and track information
- Improve handoffs between teams
- Eliminate double-entry of data
- Increase visibility of all customer-specific activity

Solution

With Denamico, Sentry:

- Updated processes for new customer development and existing customer management
- Increased visibility of the entire Sales Pipeline for all stakeholders
- Reduced redundant systems and manual data entry

Denamico provided critical analysis to determine that a migration from Salesforce to the HubSpot CRM Platform would benefit Sentry to align teams around shared data and processes, increase revenue, and improve the customer experience.

Assessment Process

Denamico's RevOps Assessment included:

- Business Requirements
- System & Integration Definitions
- Process Diagrams
- Data Review & Entity Relationships
- HubSpot Functional Requirements for the following hubs:

CRM
Marketing Hub
Sales Hub
Service Hub
Operations Hub