



## Custom Migration to HubSpot CRM Leads to Full Adoption by Sales Team

FileWave's mission is to empower organizations across the globe to organize, manage, and maintain mobile environments for powerful transformations within education and the enterprise.

150-200  
Employees

Indianapolis, IN  
Headquarters

Information Technology & Services  
Industry

### Smart. Universal. Future-Proof.

Device management is becoming increasingly complex and extensive, but that doesn't mean that it has to be more complicated at the same time.

For over 30 years, we have been helping our customers manage their devices easily and efficiently.



Start Your Free Trial

Get a Demo



*"Working with the entire Denamico team has been a great experience for our CRM migration. Their professional process, engagement and project management is second to none."*

Caroline Crawford  
Vice President Sales North America

# Client Impact

While migrating from SugarCRM to HubSpot, the FileWave team realized that they would benefit from working with an experienced partner to customize and optimize the implementation of critical sales tools and processes.

## Challenge

Improve sales pipeline visibility and adoption of CRM to:

- Improve user workflow
- Track activities throughout the pipeline
- Eliminate manual and duplicate data-entry
- Increase sales and marketing automation

## Solution

With Denamico, FileWave:

- Implemented sales enablement and automation tools
- Streamlined sales processes
- Increase sales productivity and effectiveness
- Improved pipeline management
- Provided accurate forecasting and sales insights

Denamico provided FileWave with a 360-degree, holistic view of all activities along their customers' journey, from lead to customer and beyond, including all engagements with Marketing, Sales, and Customer Success teams.

## Assessment Process

Denamico's RevOps Assessment included:

- Business Requirements
- System & Integration Definitions
- Process Diagrams
- Data Migration / Flow Strategy
- Key Systems / Process Mapping
- HubSpot Functional Requirements for the following hubs:

CRM  
Sales Hub