

The logo for Thunder, featuring the word "THUNDER" in white, bold, uppercase letters inside a purple trapezoidal shape that tapers to the right.A black curved arrow pointing from the left towards the title text.

# Thunder replaces HubSpot with an Optimized Multi-Cloud Solution for Material+

Thunder helps Salesforce overcome competing solutions to secure 300+ licenses for a growing brand. Multi-cloud solution includes Sales Cloud, a HubSpot replace, Einstein, and a happy executive team.

Three short, parallel black diagonal lines pointing downwards and to the right.

## OBJECTIVES

Material+, a leading global consumer intelligence and customer experience consultancy, was looking to improve and align their Sales and Marketing processes. They needed a single platform and process for their siloed departments & brands to allow for collaborative selling of services.

## SOLUTIONS

Thunder implemented Pardot & Sales Cloud for 300+ Users, creating a single location for Executive Sales & Marketing Analytics across the Enterprise, with the ability to drill down into Divisions/ Departments. They also built an Einstein Analytics/Tableau CRM to track activities through a filterable dashboard. Account Planning and Opportunity Close Planning processes and templates were implemented leveraging Quip (via Salesforce). Integrations included various ERP, Document Management and Activity Management tools.

## AT A GLANCE

### CHALLENGES

- Siloed Departments/Brands
- Lack of analytic insight
- Disparate channels and processes
- Multiple third party tools

### BENEFITS

- Consolidated experience
- Increased visibility
- Improved functionality
- Integrated solution



## BENEFITS

### Consolidated Experience

Single sales process on a single platform for 11 siloed departments & brands to allow for collaborative selling of services.

### Increased Visibility

Single location Executive level Sales & Marketing Analytics across the Enterprise with the ability to drill down into Divisions/Departments.

### Improved Functionality

Activity Tracking vs. Quota: Activities (by type), Pipeline, Bookings and dashboard tracking filterable by individual, teams & custom date ranges.

### Integrated Solution

Netsuite, Financial Force/Salesforce, Homegrown CRM, Google Drive, Sharepoint, OneDrive, Templafy, Gmail and Outlook all integrated within the Salesforce platform.

## TESTIMONIAL

A year to the day after launching an open RFP for our next generation Business Apps, we went live with Salesforce as our new Sales & Marketing platform. Our sincerest thanks to Salesforce for introducing us to Thunder who navigated us across the finish line with a flawless go-live that exceeded our expectations.

### BRAD BAZLEY, SVP IT

Material+

