Apexon

ACCELERATING SALES VISIBILITY & PRODUCTIVITY FOR HYDRA-STOP

Apexon helps drive revenue increase for manufacturer with Salesforce Sales Cloud

Hydra-Stop provides safe, e cient, and cost-effective systems for conserving and controlling water for thousands of municipalities and private water utilities around the world. Its solutions help minimize problems caused by the disruption of water — the most basic human need — during planned, routine, or emergency maintenance.

The company has continued to evolve over the years by investing in numerous digital initiatives to increase sales effectiveness, organize opportunity and project data, keep track of service providers and partners, and provide better reporting.

Sales productivity was a particular area of focus for the Hydra-Stop. The company had a well-defined sales process, but the legacy CRM tool it had in place was no longer effectively supporting its business goals. So, Hydra-Stop engaged Apexon to help modernize its sales management system. the best path forward and execute on that vision.

HYDRA-STOP®
SOLUTIONS FOR CONTROL

Founded in 1981

Innovative water-control solutions for municipalities and utilities

World's largest manufacturer of in section valves and line stops

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THE RESULTS

KEY OUTCOMES

15 - 25% SALES PRODUCTIVITY INCREASE

SMARTER SALES WITH CUSTOMER DATA DASHBOARDS

REAL-TIME VIEW OF SALES PIPELINE

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.

GO DIGITAL

LAUNCH & EXPERIMENT
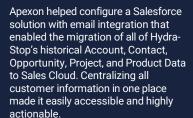
BE DIGITAL

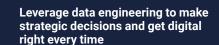**AUTOMATE & ACCELERATE**

EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner

Build digital infrastructure and foundation for enterprises to scale

Leverage data engineering to make strategic decisions and get digital right every time

Apexon helped configure a Salesforce solution with email integration that enabled the migration of all of Hydra-Stop's historical Account, Contact, Opportunity, Project, and Product Data to Sales Cloud. Centralizing all customer information in one place made it easily accessible and highly actionable.

PROVIDING ACCURATE & RELIABLE DATA TO THE SALES TEAM

Hydra-Stop's legacy CRM system was not intuitive for users, leading to poor adoption and outdated and unreliable data. This created a disconnect for dispersed teams trying to target sales efforts and support customers. As a result, Hydra-Stop faced some very specific challenges:

Difficulty Converting Sales Leads into Qualified Opportunities

Poor legacy solution design and configuration made qualification and follow up highly inefficient.

Poor Organizational Reporting on Opportunities

The company had difficulty managing and resetting sales targets at the beginning of each year due to poor information.

IMPLEMENTING SALESFORCE SALES CLOUD FOR HYDRA-STOP

Apexon started by running daily discovery sessions focused on streamlining Hydra-Stop's unique sales processes, and configured a solution that would help them overcome their challenges.

This included:

Email Integration

Enabled the migration of all of Hydra-Stop's historical account, contact, opportunity, project, and product data to Sales Cloud. Centralizing all customer information in one place made it easily accessible and highly actionable

Collaborative Documents

Such as client notes, calls, tasks, and events were connected to the appropriate records in Sales Cloud. This enabled traveling sales reps the ability to schedule follow-ups with service providers, or email contacts in seconds using the Salesforce Lightning mobile app

Apexon also provided personalized training to all sales users and administrators, facilitating a seamless transition from Hydra-Stop's legacy CRM platform to Salesforce.

As a result of the Salesforce Sales Cloud deployment:

Hydra-Stop Increased Sales Productivity By 15%

That number was expected to climb to 25% by the end of the following quarter

Hydra-Stop is Selling Smarter

Executives and sales reps can view reports based on key customer data, and view customized dashboards within Sales Cloud

The Sales Process Has Been Streamlined

Sales representatives are better aligned around internal business plans

Hydra-Stop Can Effectively Track Sales Performance

Thanks to a real-time view of sales pipeline

"My team has participated in three CRM implementations in the last 7 years. The Apexon team was by far the best implementation partner we have worked with. From our initial discovery call to post-implementation support, Apexon was engaged in our project and supported our team through every step of the implementation process."

Steve Roehrig, Vice President Sales & Marketing, Hydra-Stop

Apexon

Apexon is a pure-play digital engineering services rm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?