

Inotiv Streamlines Sales Operations by Replacing Salesforce with HubSpot Sales Hub + Mobileforce CPQ



Pharmaceutical/Biotech



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OVERVIEW

Inotiv (NASDAQ: NOTV), a leading pharmaceutical and drug discovery company, needed a unified, cost-effective CRM and CPQ solution after its acquisition of Envigo. The merger left Inotiv operating with two disparate Salesforce instances, leading to fragmented data, operational inefficiencies, and high IT dependency. With over 2000 employees and \$490M+ in annual revenue, the company needed to scale more efficiently. **HubSpot** and **Mobileforce** delivered a powerful, streamlined solution that ultimately replaced Salesforce CRM and CPQ.

CONCLUSION

The Inotiv transition serves as a blueprint for CRM and CPQ transformation. **HubSpot Sales Hub Enterprise**, paired with **Mobileforce CPQ**, not only replaced a complex Salesforce environment but also empowered sales and operations teams with speed, flexibility, and lower costs. This strategic shift positioned Inotiv for continued growth and operational agility.

For mid-to-large enterprises seeking to move off Salesforce, the Inotiv case illustrates the power of a fully integrated, user-friendly, and cost-effective **HubSpot + Mobileforce CPQ** solution.

CHALLENGES

Inotiv faced critical issues across both CRM and CPQ:

- Disparate Salesforce Instances: Operating two separate CRMs hindered visibility, created data silos, and increased operational costs.
- Salesforce CPQ Limitations: Highly customized and IT-dependent, Salesforce CPQ created backlogs and bottlenecks, slowing down the sales cycle.
- Poor Integration: HubSpot Marketing Hub and Salesforce were not integrated, further fragmenting sales and marketing efforts.
- Usability and Adoption: Salesforce CPQ's complexity led to poor adoption and frustration among end users.

SOLUTIONS

Initial Solution Attempt

HubSpot initially introduced DealHub CPQ, but the solution failed to address Inotiv's specific needs. DealHub's demo (surprisingly demoed on Salesforce, not Sales Hub) was generic, misaligned with the HubSpot ecosystem, and failed to reflect Inotiv's quoting complexities. This resulted in a complete loss of confidence from the Inotiv team, and they grudgingly renewed for another year with Salesforce.

"A key turning point in the decision process was HubSpot's and Mobileforce's hands-on & customized approaches, unlike DealHub with its generic demo." -Nate Hodge, HubSpot

The Pivot: HubSpot Sales Hub + Mobileforce CPQ

Recognizing the need for a tailored approach, HubSpot eventually brought in Mobileforce. Within days of that introduction, Mobileforce:

- Recreated Inotiv's Salesforce CPQ environment with high fidelity.
- Delivered a customized, real-world demo.
- Provided no-code configurability, eliminating needs for IT intervention.
- Integrated seamlessly with Inotiv's ERP systems (JD Edwards and Microsoft Dynamics) and DocuSign

RESULTS

- HubSpot & Mobileforce win the deal: 167 Sales Hub Enterprise seats.
- Sales Cycle Acceleration with Mobileforce CPQ: Streamlined quote-to-cash process significantly, reducing time-to-close by 45%.
- Cost Savings: Replacing Salesforce eliminated dual-license costs and reduced IT overhead.
- Operational Efficiency: Unified sales and marketing systems now enables much better collaboration and productivity.
- Improved User Experience: No-code platform now allows non-technical users to generate quotes and manage deals & workflows independently.