

**EXPERIENCE THE FUTURE OF CRM:
INTERACTIVE SESSION ON THE
NEWEST TECHNOLOGY TRENDS &
INNOVATIONS**

HubSpot x **elixir**



Introduction

Event Takeaways - June 5, 2025

KEYNOTE SPEAKER:

- Carl Bouckaert - CEO at Elixir Solutions (HubSpot Elite Solutions Partner)

DEMO SESSION LEADERS:

- Thomas Lambert - CPQ Solutions
- Carl Boden - HubSpot Integration
- Toon Haelterman - HubSpot AI Feature
- Walid Nemri - Mobile apps
- Wachira Bonnewyn - Sales & Marketing Alignment
- Serafien De Vleeschauwer - HubSpot Demo

This document summarizes the key insights from our recent event on the future of CRM and HubSpot's transformative capabilities for commercial operations.

What we learned during the introduction



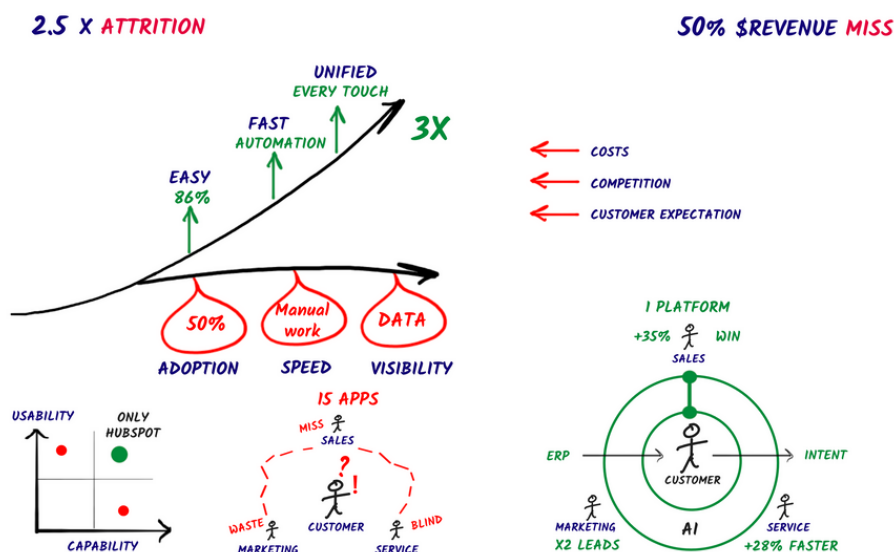
The Challenge:

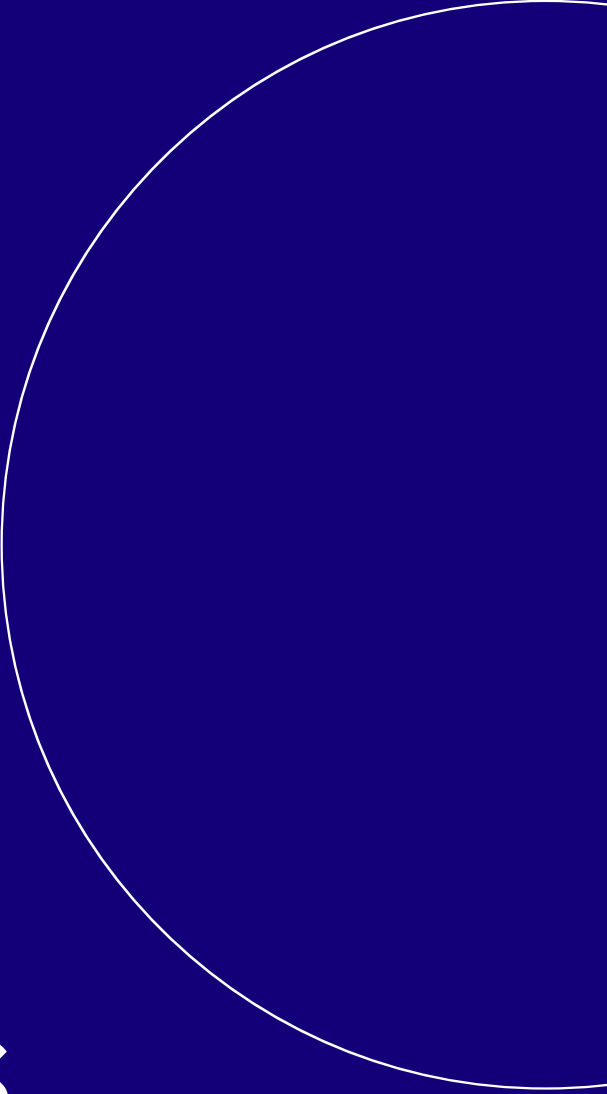
Carl Bouckaert - CEO at elixir

Today's businesses face triple pressure: rising costs, intensifying competition, and evolving customer expectations. Companies struggle with 2.5x higher attrition rates and **miss 50% of potential revenue** due to fragmented systems, poor adoption, limited visibility, and manual processes across 15+ disconnected applications.

THE HUBSPOT ADVANTAGE:

- ✓ **Unified Platform:** One integrated solution replacing 15+ separate tools
- ✓ **Superior Results:** +35% win rates, +28% faster deal cycles, 2x more leads
- ✓ **High Adoption:** 86% user adoption rate vs. industry average
- ✓ **AI-Powered Automation:** Every customer touchpoint optimized
- ✓ **ERP Integration:** Seamless connection with existing business systems
- ✓ **Customer Intent Data:** Real-time insights for better decision-making





Key Insights from Live Demo Sessions



Breakout Session: Sales & Marketing Alignment

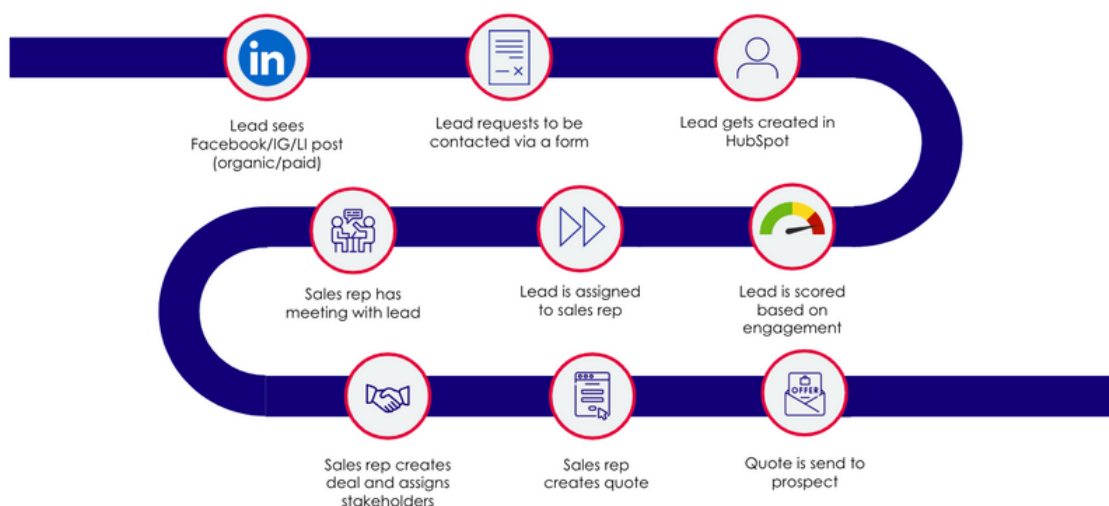


Presenter: Wachira Bonnewyn

THE SESSION IN 1 MINUTE:

- **Lead Scoring Intelligence:** Automated prospect qualification based on engagement data and behavioral indicators
- **Buyer Intent Detection:** Time-bound identification of prospects most likely to purchase
- **Sales Workspace Efficiency:** Centralized environment for managing leads, deals, and follow-up activities
- **Seamless Handoff Process:** Smooth transition from marketing-generated leads to sales-managed opportunities with complete visibility

To remember: True sales and marketing alignment requires shared data, common definitions, and integrated workflows, not just communication between teams.



Breakout Session: Artificial Intelligence Features



Presenter: Toon Haelferman

THE SESSION IN 1 MINUTE:

- **HubSpot Breeze AI:** Native AI integration across Copilot, Agents, and Intelligence features - not a separate tool
- **Content Generation:** AI-powered email creation, content assistance, and prospect research capabilities
- **Data Enrichment:** Automatic form shortening, buyer intent detection, and missing information completion
- **Smart Workflow:** AI agents for prospecting activities, social media management, customer service, and targeted market identification

To remember: AI delivers real productivity gains by automating routine tasks and providing actionable insights for better customer engagement.



Breakout Session: HubSpot Integrations



Presenter: Carl Boden

THE SESSION IN 1 MINUTE:

→ 3 CPQ Options Available:

1. Ready-to-use solutions from HubSpot App Marketplace
2. Third-party integration platforms for standard use cases
3. ElixirSync custom platform for complex requirements

→ **Enterprise System Connectivity:** Proven integrations with SAP S/4 HANA, Microsoft BC/NAV, Exact Synergy, and 100+ other business systems

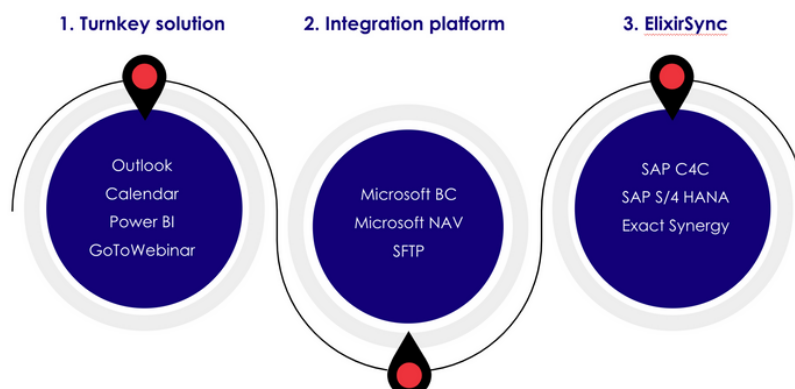
→ **Best-Practice Processes:** Streamlined workflows across marketing, sales, service, and back-office operations

→ **HubSpot Integration Leadership:** Recognized worldwide expertise with own developed iPaaS platform

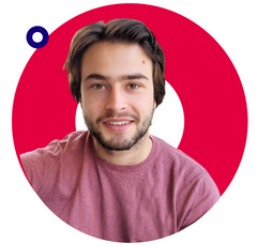
To remember: Start with marketplace solutions for standard needs, use integration platforms for common use cases, and consider custom development only for complex requirements

Types of integrations

Examples



Breakout Session: CPQ Solutions (DealHub vs HubSpot)



Presenter: Thomas Lambert

THE SESSION IN 1 MINUTE:

→ 3 Three Integration Approaches:

1. Standard HubSpot quoting tool for basic pricing needs
2. Custom development inside HubSpot matching specific business requirements
3. DealHub CPQ is a fully integrated solution for complex configure-price-quote processes

→ **HubSpot Native Advantages:** Seamless integration with your entire commercial operation, eliminating data silos between sales tools

→ **DealHub Strengths:** Highly customizable CPQ solution that creates comprehensive quoting experiences for complex product configurations

→ **Business Impact:** Faster, more accurate quotes with enhanced customer experience and improved sales tracking

To remember: CPQ solution choice depends on your pricing complexity from simple HubSpot native tools to advanced DealHub configurations.

Breakout Session: Mobile Applications

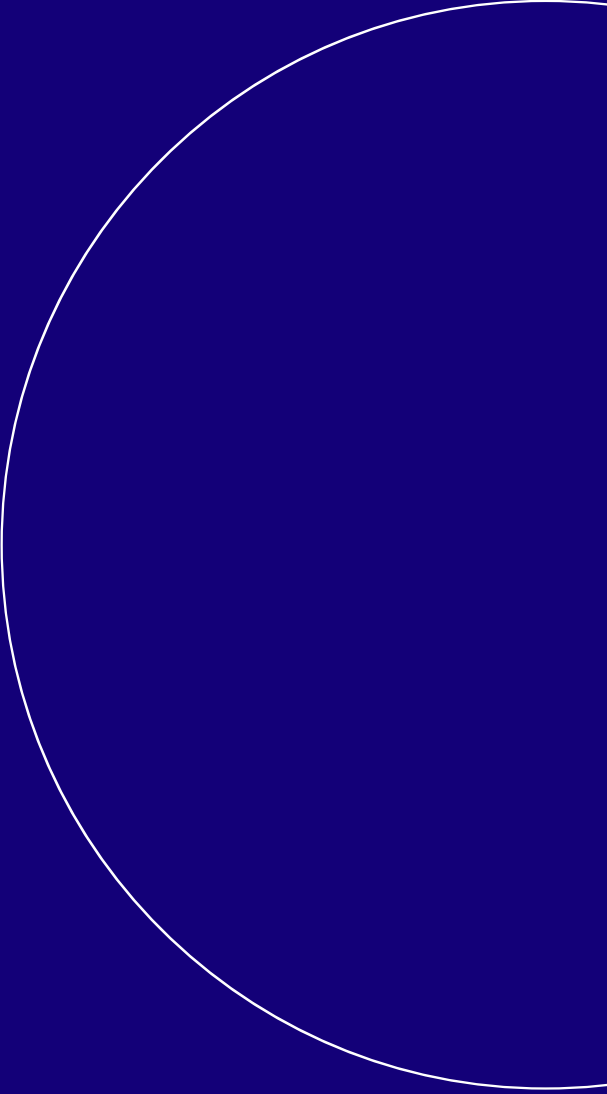


Presenter: Walid Nemri

THE SESSION IN 1 MINUTE:

- **Official HubSpot Mobile App:** Complete CRM access on-the-go with contact management, call logging, task creation, and business card scanning
- **Retail Execution Solution:** Structured store visits with route planning, product placement checks, questionnaires, and on-site ordering capabilities
- **Field Service Management:** Smart interventions for installed base management with maintenance checklists, photo documentation, and spare parts ordering
- **Offline Capability:** All mobile solutions work both online and offline for maximum field productivity

To remember: Mobile CRM extends your business operations beyond the office, enabling field teams to maintain customer relationships and capture data anywhere.



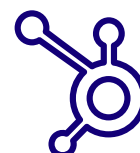
Conclusion



Key Lessons Learned in one afternoon

- Unified platforms deliver better results than fragmented tools
- AI integration is transforming CRM capabilities
- Integration strategy should match your complexity needs
- Sales and marketing alignment requires shared technology
- Mobile solutions extend your business operations everywhere

Make Your Business **Smarter** with Elixir





Ready to explore how HubSpot can transform your commercial operations?

Our HubSpot implementation experts will help you discover how these benefits can directly support your business goals.

[Book Your Discovery Call Now](#)

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This document summarizes key points from our "5 Reasons Why Manufacturing Companies Are Switching to HubSpot CRM" webinar held on March 18, 2025. For additional information, please contact us.