

Embracing Change

In this economic downturn, The Software House (TSH.io) embraced change and turned things around for their business. They focused on changing the CRM to HubSpot and implementing revenue operations, which led to standardization, clarity, and improved processes. It's been an eye-opener for them, and you might find it interesting to see how they adapted during these challenging times!

Enhanced Revenue Attribution

Revenue Operations Implemented

Migration to HubSpot CRM

Visibility Challenges

TSH sought assistance implementing account-based programs and overcoming short-term data governance and alignment issues.

This required a unified view of customer interactions and revenue attribution and a system to track customer lifecycle stages and lead statuses for a better measurement model.

Aligning Revenue Operations and ABM

We facilitated a 2-day account-based programs strategy workshop with The Software House. We ensured that teams thoroughly understood the approach and provided precise definitions for our program's segments, targeted accounts, and engagement programs. By doing this, we created a strong foundation for success that would lay the groundwork for the rest of our collaboration.

The second step was to redefine the revenue operations within the organization and align it to the new go-to-market motion of the account-based approach.

We defined the new sales pipelines, lifecycle stages, lead statuses, handover rules, and SLAs for the teams.

CRM Migration to HubSpot and Implementing Revenue Operations

The Software House switched to HubSpot as a CRM, Marketing, and Service Hub Enterprise for their new go-to-market approach. We've migrated from the old CRM to the new one, improved the data quality, and built transparent data governance for the teams. We've also standardized the lifecycle stages for better reporting and deal attribution.

With this shift in place, The Software House is now fully equipped to take on all customers with complete confidence, as we can guarantee the accurate management and tracking of their valuable data.

About The Software House

The Software House is a technology company specializing in custom software development, catering to various industries worldwide.

160+ clients globally

Awarded a spot in Deloitte Technology Fast 50 Central Europe 2017



Michał Kowalski
Head of Marketing



Our collaboration with MAN Digital has been an eye-opener! With their help, we successfully migrated to HubSpot and implemented our revenue operations ready for ABM. This process allowed us to gain visibility into customer interactions for better data governance. We can now confidently handle all of our customers with complete ease.