



Source: CLIB - Cluster Industrial
Biotechnology e.V.



Company:
CLIB - Cluster Industrial
Biotechnology e.V.

Employees:
10

Location:
Düsseldorf

Industry sector:
Network, Biotechnology

Website:
www.clib-cluster.de

Systematic networking – simple and efficient

The introduction of HubSpot CRM as a tool to connect people

Introduction

The Cluster Industrial Biotechnology e.V. (CLIB) is an international open innovation cluster with a wide range of members. The declared aim of the association is to represent the interests of its members and to promote industrial biotechnology in sustainable processes. Its core business is networking. CLIB sees itself in equal parts as a scout, catalyst, architect, consultant, translator between industries and partners and globetrotter. Connections are created in structured networking processes organized in research collaborations, forums and round-table discussions. Across value chains, industries and disciplines, the exchange of ideas and the emergence of new research and business projects from a wide range of partners in the field of biotechnology will be promoted.

All with one big goal: to bring together strong partners to promote sustainability in all its dimensions. CLIB's own claim „Net-working biotechnology - creating sustainability“ clearly underlines its mission.

Participating manufacturers:

HubSpot, Aircall

Products used:

HubSpot CRM - Marketing Hub.
Aircall Essential, Wordpress &
Theeventscalender (plugin)

Project period:

02 - 07/2022

The challenge

CLIB wanted the CRM system currently in use to be optimized and modernized, as certain processes in marketing and event management as well as member administration could not be made intuitive and user-friendly. In particular, improvements in relation to marketing were expressly desired: as described, network communication is one of CLIB's core competencies. For this reason, the focus on full functionality and the creation of comprehensive work processes for optimal communication was essential. There was also a desire to integrate elements of event management into the tool used. Managing and coordinating upcoming events in the direct CRM workflow with a direct connection to all resources and information should make internal working methods easier and more effective. It was also necessary to revise the existing data quality management system: Intelligent workflows that use automation to relieve employees of recurring tasks were to create more space for what makes CLIB special: the networking of organizations, industries and people.

The solution

The project was carried out according to the tried-and-tested MEBS project procedure model: as a first step, a joint workshop was planned and held to determine the current state of the system environment. Challenges and restrictions associated with the pandemic situation at the time were tackled together and solved in such a way that it was still possible to meet in person. The project team consisted of Medialine account manager Peter Hümmer, technical consultant Marco Arzt, Dennis Herzberg, cluster manager and office manager at CLIB, and Dr. Markus Müller, project manager. After indepth discussions about the solutions available on the market, HubSpot's CRM system emerged as the right fit. The modular structure of HubSpot in particular, with its bookable workspaces, the so-called „hubs“, promised the desired flexibility and high connectivity at the same time.

Following joint migration planning, the database was modeled based on the findings of the workshop. This was followed by the migration and onboarding of the key users, including a completeness check of the transferred data records. In further steps, e-mail dispatch domains and central mailboxes were linked and a connection to the Wordpress website was established. A plugin for the seamless transfer of data between the website and HubSpot makes the work much easier.

The marketing hub in particular meets CLIB's expectations. Whether internal or external networking, intuitive usability for users or the ability to flexibly expand the system as required - HubSpot CRM offers solutions that help on many levels.

The next step in the project procedure model was specification: This is where any new requirements that arise during the process are named and addressed. In order to make communication channels even simpler and more intuitive, a telephone solution seamlessly integrated into HubSpot was also required. After qualifying various solutions and their connection options, the project



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**Dennis Herzberg, Cluster
Manager & Head of Office,
CLIB - Cluster Industrial
Biotechnology e.V., Düsseldorf**

„Together with Medialine, we were able to successfully and efficiently establish the CRM Hub-Spot for our network and integrate it into our work processes. The flexibility and extensive marketing capabilities of Hub-Spot have convinced us and significantly improved the efficiency and traceability of our activities. The cooperation with Medialine was always pleasant and adapted to our individual needs and questions. All in all, this led to a rapid implementation of the project.“

team opted for the Aircall solution. Its implementation also went smoothly and to CLIB's complete satisfaction: new telephone numbers were obtained directly via Aircall, which were then assigned to the corresponding new users. The subsequent distribution of the softphones to clients and the connection to HubSpot CRM was no problem, nor was the fully automated transfer of call information and call notes from Aircall to Hub-Spot CRM.

After intensive testing and approval of the migration environment in the CRM system, the rest of the workforce was finally onboarded and has been working productively and efficiently with the tool ever since. After the go-live, the created processes and automations, known as workflows, could be „workflows“, could be adapted and further optimized within the CRM so that CLIB can gradually operate more efficiently.

The result

The migration to HubSpot CRM was implemented in full and to CLIB's complete satisfaction. The integration of the solution enables CLIB to maintain a new type and depth of communication with its members. Whether via the direct connection to the website, various options for correspondence or the fully integrated telephone solution: the ways of establishing contact and networking now meet all the desired standards. In the future, HubSpot will also be used for other areas of application: The Service Hub, which is also available, is intended to automate repetitive tasks in the network's member administration, thereby making them more efficient.

Medialine AG

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