



StarrData successfully implements Pardot and integrates it with Salesforce, resulting in increased marketing automation capabilities and smoother business processes for VBrick Systems Inc.

“StarrData proved to be one of the most customer-focused, intelligent and hard working consulting firms I’ve ever worked with on a project. I would hands down use StarrData again for any needs that may arise.”

Company Overview

VBrick Systems Inc. is located in Herndon, Virginia and is a leading provider of enterprise video platforms. VBrick Systems designs solutions to help their customers manage and distribute streaming media across any network, to any device. They strive to help their customers experience the real power of visual communication.

The Problem

VBrick Systems was using HubSpot as their marketing automation platform; however, HubSpot was not optimized with their Salesforce instance, which was creating problems in their business processes. VBrick Systems made the decision to switch their marketing automation over to Pardot because they knew it would easily integrate with Salesforce, and they needed a consulting partner to help with the transition.

How We Helped

StarrData began the Pardot implementation process with a discovery phase to review VBrick’s Pardot requirements. Once StarrData had a full understanding of VBrick’s needs and business processes, we began developing Pardot to match their requirements. The first and most critical step was to integrate Pardot with their Salesforce instance. This included mapping Salesforce custom fields to Pardot custom fields, updating lead and contact page layouts, mapping users, and setting up single sign-on.

Once we finished integrating Pardot with Salesforce, we imported existing Salesforce lead and contact records into Pardot, configured the technical set up of Pardot, and set up templates for forms, drip campaigns, and automation rules. After we had configured Pardot based on VBrick’s requirements, we walked VBrick through what we created to make sure they were satisfied. We then trained VBrick on how to manage Pardot, how to build marketing materials, and pointed out a few tricky, “gotcha” areas in Pardot to help them learn the ins-and-outs of Pardot and avoid future problems.

Results

- We completed the project within VBrick Systems’ short time frame of two weeks
- VBrick had a seamless transition from HubSpot to Pardot, and they are now actively using Pardot
- During the discovery session, StarrData pointed out unrelated issues in Salesforce that VBrick did not know they had, helping them improve their Salesforce instance
- Pardot and Salesforce are optimized to work together, simplifying VBrick’s business processes

“They assisted us with implementing Pardot and ensuring our Salesforce connections were set up properly. The engineer who performed the work was extremely thorough in the discovery phase, answered all of my questions throughout the process and even pointed out some critical issues (completely unrelated to this project) he discovered along the way and told us how to quickly fix them. I’ve already moved everything into Pardot, built pages, templates, forms and more and it’s all working properly! Training was thorough, well paced and covered everything I needed to know. I took so many notes as he had some tremendous tips throughout the training!”

- Jennifer Junda, Marketing Programs Manager, VBrick Systems Inc.

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