

ABB OPTICAL AND 1406:

# CASE STUDY

BRINGING COMPLEX ENTERPRISE SYSTEMS INTO FOCUS

OUR OBJECTIVE

**is your success**

In the ever-evolving landscape of enterprise systems and data management, ABB Optical Group faced a formidable challenge. With decades of experience as a trusted partner in the optical industry, they needed to modernize their systems and bring clarity to their operations. The objective was clear: transition from legacy systems dating back to the 80s to a modern CRM platform, streamline data management, and ensure company-wide buy-in. From the initial blurry vision of their future to achieving a crystal-clear 20/20 view of their systems, discover how 1406 Consulting's expertise, deep insights, and HubSpot solutions helped ABB Optical Group overhaul their internal processes, driving growth, efficiency, and a renewed focus on their clients.



**4+**

Business  
Units

**5 Hubs**

Managed &  
Integrated

**1 Billion**

In Annual  
Revenue



## The Approach

- **Comprehensive Discovery Process:**

ABB Optical Group and 1406 Consulting initiated the project with an extensive discovery process to fully understand the existing systems and desired states, particularly considering decades of legacy data.

- **Incremental Implementation:**

The approach involved taking incremental steps to demonstrate the value of HubSpot solutions, starting with key, time-sensitive projects to ensure a smooth transition from antiquated systems to a modern CRM platform.

- **Hands-On Training and Support:**

1406 Consulting provided hands-on training, standard operating procedures, and ongoing advisory support to ensure that ABB Optical Group's teams could effectively leverage HubSpot, promoting data maintenance and best practices.

- **Continuous Improvement:**

The partnership included periodic deep dives into the HubSpot instance to identify areas for improvement, ensuring that ABB Optical Group consistently optimized its use of the CRM platform to achieve better business growth and efficiency.



*I felt a sense of relief that there was an unbiased third party steering the ship. I understood my job better because of 1406 Consulting's cross-departmental reach.*

**- Nicole Johnson**  
Sr. Marketing Manager - ABB Optical

## The Results

1406 Consulting's efforts yielded impressive results for ABB Optical Group. With their expert guidance, ABB Optical Group achieved substantial time savings, streamlining their operations and reducing inefficiencies. Customer journey management was greatly improved, allowing for more personalized and efficient interactions. Additionally, client satisfaction soared, with testimonials and feedback reflecting the positive impact of the collaboration. The numbers tell a compelling story of success, showcasing improved efficiency, reduced operational costs, and increased revenue.



Key stakeholders across departments save upwards of 20 hours per week on average using HubSpot.



200+ employees using HubSpot daily across all 4 enterprise hubs and business units.



Custom ERP data integrations with HubSpot.

