

D.S. BROWN

The D.S. Brown Company is a global leader in engineered products for critical infrastructure. They orchestrated a comprehensive strategy built around digital transformation, a deeply integrated HubSpot CRM, and targeted global market expansion. D.S. Brown modernized how it sells, markets, and serves customers. The transformation allowed them to stay true to the engineering rigor that has defined the company for decades.



THE CHALLENGE

D.S. Brown has been a cornerstone of global infrastructure, designing and manufacturing essential components like expansion joints, structural bearings, and pavement sealants for bridges, roadways, and structures around the world. But growing in a highly competitive, technically demanding global market meant confronting a familiar industrial-sector problem: strong engineering and manufacturing credentials, running on internal systems and processes that needed to evolve with modern B2B buying behavior.

To accelerate sales and elevate their market position, D.S. Brown set four ambitious strategic goals:

- **Expand brand visibility.** Increase domestic and international brand recognition to secure new opportunities and reinforce long-standing B2B relationships.
- **Streamline internal operations via HubSpot CRM.** Eliminate data silos and optimize internal workflows by establishing a single source of truth for customers and project data.
- **Drive global e-commerce sales.** Expand the company's digital presence to grow international sales of specialized maintenance products, meeting modern B2B buyer expectations for frictionless online purchasing.



- **Diversify the product pipeline.** Maintain a rigorous product development pipeline so engineered products continually meet the evolving technical requirements of modern engineering firms.

STRATEGIC APPROACH

D.S. Brown executed a multi-faceted digital transformation program that prioritized internal systems integration first, then layered sophisticated domestic and global outreach on top for a stronger foundation.

A Unified, HubSpot-Powered Operating System

The core of D.S. Brown's internal transformation was migrating to and optimizing the HubSpot CRM platform, then integrating it with the company's internal software. That integration produced several immediate operational benefits:

- **Unified data architecture.** Customer, lead generation, and project data were centralized to give sales, marketing, and operations teams a shared, holistic view of the customer journey.
- **Sales process optimization.** Complex, long-cycle B2B sales processes were streamlined with automated lead tracking, deal stages, and personalized email templates. This freed sales representatives to focus on high-value relationship building instead of manual administration.
- **Real-time reporting.** HubSpot CRM integration increased efficiency across sales, estimating, and customer service teams, giving leadership immediate visibility into pipeline health, financial forecasting, and customer interactions.
- **Unified systems.** Connecting HubSpot CRM, sales, marketing, and internal operations platforms turned disconnected tools into one scalable, data-driven business system.



THE RESULT

The combination of a unified CRM, streamlined operations, and a modernized global marketing and e-commerce presence delivered results across the business:

- **Significant revenue growth.** Targeted global marketing, paired with frictionless digital purchasing options, drove a substantial increase in top-line revenue.
- **Operational efficiency gains.** Interfacing HubSpot CRM with internal systems eliminated administrative bottlenecks, automated routine follow-ups, and meaningfully reduced sales cycle friction.
- **Sharper, better-targeted collateral.** The team developed high-impact branded marketing materials built specifically for key international and domestic client segments, ensuring messaging resonated with regional infrastructure demands.
- **Data-driven decision-making.** Real-time dashboards gave leadership accurate, up-to-the-minute data, enabling agile strategic shifts and more precise resource allocation.
- **A century-old infrastructure manufacturer** paired deep engineering expertise with a modern digital backbone unifying its HubSpot CRM, e-commerce, sales and marketing to fuel measurable growth at home and abroad.

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