

Since 2024 with Hässelby Blommor.

A HubSpot rescue that became the group standard.

A Swedish indoor and outdoor plant design company with a HubSpot setup that didn't work. We took it over, fixed the processes and the data, cut the licence bill, and now bring the same standard to every sister company in the group.

CLIENT



HÄSSELBY BLOMMOR

CLIENT

Hässelby Blommor
Plant design · Sweden

RELATIONSHIP

2024 – today
Takeover, then ongoing

WHAT WE DID

HubSpot rescue & alignment
Processes, reporting, support

STARTING POINT

A poor HubSpot setup
Left by the agency that sold it

TECHNOLOGY

HubSpot
Several hubs and tiers

HEADLINE RESULT

Close to 40% lower
Annual HubSpot cost

THE STARTING POINT

HubSpot was paid for. It just didn't work.

Hässelby Blommor designs, rents and cares for plant environments indoors and outdoors, for businesses across Sweden. An agency had sold them HubSpot and migrated them onto it. The migration, the setup and the ongoing management were poorly done.

Processes didn't match how the team worked, data had gaps, and little was automated. The company was paying for a powerful platform and getting a fraction of the value out of it. In 2024 they decided to change consultant.



"Before working with Vidalico, we had another HubSpot partner that unfortunately did not work well for us. The difference since Vidalico took over has been significant. They identified functionality and licences that we were paying for but did not actually need. As a result, we reduced our annual HubSpot cost by close to 40%."

Esbjörn Jagebro · Head of Sales, Plantelier Group

THE SCOPE OF THE PARTNERSHIP

1 Fix & foundation

- Process clean-up
- Data gap analysis
- Automation
- Licence renegotiation
- New processes

2 Reporting & pipelines

- ARR report
- Sales overview
- Automated pipelines
- Win-back pipeline

3 Group & support

- Group alignment
- First-level support
- Data management
- Training
- Integrations

Fix it, make it report, then roll it out

1

UNDERSTAND

BUILD

Taking over a setup that didn't work

We started by cleaning up what was there. We went through the processes, found the gaps in the data, and replaced what didn't fit with new processes built around how the team actually sells and serves customers. Then we automated what needed automating.

We also reviewed and renegotiated the HubSpot agreement, removing functionality and licences they were paying for but didn't need. That cut the annual HubSpot cost by close to 40%.

2

BUILD

Reporting the business can run on

We built reporting deep enough to manage the company from, including an annual recurring revenue report and a live overview of sales. The pipelines are automated, so no deal sits untouched and no delay goes unnoticed.

We also added a second pipeline for win-back cases: customers who cancelled, whatever the reason, and whom the team tries to win back. Keeping them separate shows exactly how many come back each year.

3

GROW

One standard across a growing group

As Hässelby Blommor grew, it acquired Luwasa, Bellis and Greenworks, each with its own HubSpot portal on different hubs and tiers. Our job is to bring them onto the same best practices, processes and group reporting where it makes sense, without overspending or forcing one model on everyone. Servix Plantedekor in Norway, part of the same group, is a client of ours too.

For every company we cover the same ground: HubSpot management, development and maintenance, training for new and existing employees, first-level support, integrations, and data clean-up.

They continuously bring new knowledge, ideas and opportunities to us, not only about HubSpot itself, but also about how we can improve our digital sales processes. It feels like having a HubSpot expert as part of our own team. What we particularly value is that they don't simply try to sell us more HubSpot functionality. They focus on what actually creates value for our business.



Esbjörn Jagebro

Head of Sales, Plantelier Group

THE OUTCOMES

~40%

Lower annual HubSpot cost, after we renegotiated the agreement

5

Group companies we support on HubSpot, including Servix in Norway

ARR

Annual recurring revenue and win-backs reported straight from HubSpot