



Press release

## HubSpot and MyPRM bring the first CRM-PRM combo to the global market

**Paris, January 15th 2022-** HubSpot, a US-based CRM vendor, and MyPRM, a French vendor of a partner relationship management solution, have joined forces to create a unique CRM-PRM platform. This privileged partnership allows HubSpot to rely on MyPRM's skills as a publisher and integrator to distribute its offer. For its part, MyPRM benefits from its partner's reputation to extend its presence throughout Europe and thus expand its market to new customers.

### **A unique solution in the CRM-PRM market**

Until recently, HubSpot sold its platform directly and via solution partners and integrators. With MyPRM, the objective for the American publisher is to focus on a new sales channel, that of indirect sales, to offer its platform to technology partners.

*"While the major CRM publishers have opted to develop features dedicated to partner relationship management (PRM), at HubSpot we have chosen to partner with a publisher specialising in the sector. With MyPRM, we have signed our first partnership with a publisher that offers a combined solution for prospects and customers with indirect sales issues,"* says Thomas Garcia, Partner Growth Manager at HubSpot.

For MyPRM, this partnership allows it to be backed by a company present in more than 120 countries, particularly in Europe.

*"Thanks to the signing of this privileged partnership with HubSpot, we are now able to offer a complete package (training, hybrid sales, conflict management). This is a unique solution in the CRM-PRM world, an umbrella for an entire ecosystem, as we are the interface, which allows us to address other markets such as cybersecurity for example. We hope to generate 20% of our turnover from this CRM-PRM combination by 2022,"* says Richard Bessis, CEO of MyPRM.

The CRM-PRM solution is currently deployed in about ten companies and offers several advantages:

- A single point of contact
- An all-in-one solution
- A hybrid strategy deployment

### **About HubSpot:**

HubSpot is an industry-leading customer relationship management (CRM) platform that provides the products and support to help businesses accelerate their growth. The platform includes marketing, sales, customer service, and website management tools that adapt to the needs of businesses as they grow. Today, more than 128,000 customers in over 120 countries use HubSpot's simple yet powerful tools and 940 integrations to attract, interact with and retain customers. Now ranked #4 on Glassdoor's "Best Place to Work" for 2021, HubSpot has also been recognized for its company culture by Great Place to Work, Comparably, Fortune, Entrepreneur, Inc. and many others. HubSpot was founded in 2006 and is headquartered in Cambridge, Massachusetts. The company's thousands of employees work in HubSpot offices and remotely around the world. HubSpot has branches in Dublin, Singapore, Sydney, Tokyo, Berlin, Bogota and Portsmouth, New Hampshire. In May 2019, HubSpot opened its ninth global office and third European office in Paris.

**About MyPRM :**

MyPRM is the 1st French SaaS platform for managing and developing companies' indirect business. Created in 2017 by Richard Bessis, Arnaud Tarabout and Emmanuel Juhel as an alternative to traditional platforms, the MyPRM solution supports all stages of the partner lifecycle, from recruitment to onboarding, animation and development. With flexible, business-focused modules and features, and user-friendly interfaces, MyPRM helps organisations leverage the power of their channels. The company, which currently has 12 employees and major references such as DOCAPOSTE, OVH and STORMSHIELD, is expanding and intends to become the European leader in its market.

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