



# VARStreet announces Integration with HubSpot CRM

*The integration will give VARs real-time visibility into their sales pipeline and help them close deals faster.*

BOSTON, MASSACHUSETTS, USA, October 13, 2020 /EINPresswire.com/ -- VARStreet, a sales quotation and eCommerce solution for IT and office supplies resellers, announced integration with HubSpot CRM.



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*Shiv Agarwal*

HubSpot's CRM platform offers a complete suite of sales productivity tools to increase leads, accelerate sales and streamline customer service.

VARStreet is a complete [business management solution](#) designed for IT and office supply VARs.

The VAR business relies heavily on sales repping and a sales rep usually has many leads to follow and prospects in different stages of the sales cycle. In short, too many balls in the air! A [CRM software](#) that can minutely track this sales process is very critical to a VAR.

Shiv Agarwal, Director of Sales and Marketing, VARStreet Inc. said, "Our software stack is designed to eliminate silos and bring your marketing, sales, accounts, procurement and support teams together. And we have a great CRM which gives clear visibility on every step of a sale, and manages contacts, prospects and customers efficiently, so an external CRM is not really needed for VARStreet customers."

He also added, "We always listen to our customers and VARStreet has evolved over time based on feedback and suggestions from customers. Many of our prospects and customers use HubSpot CRM and with this integration, they can now easily pull customer or contact information, deals and opportunities from HubSpot into VARStreet and gain increased visibility into the sales quoting process and status of every sales quote against a prospect or customer".

You can read more about the [VARStreet and HubSpot integration](#) on their website. They also integrate with Zoho CRM and Salesforce amongst others, and have a team of highly experienced engineers to carry out custom integrations with any home-grown software businesses may use.

## About VARStreet

VARStreet Inc is a premier provider of a hosted B2B, B2G and B2C advanced sales quoting and eCommerce solution for IT and office supplies VARs, system integrators and solution providers. VARStreet can also be leveraged by IT manufacturers, distributors and other channel partners.

Fueled by more than \$20 million capital investment, VARStreet is headquartered in Boston, MA and has a subsidiary in Pune, India. VARStreet XC has been available in the market since 1999 and has undergone continual upgrades to adapt to the changing needs of the market and its customers.

Shiv Agarwal

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