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Madeleine Scotti

Providence College

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Proposed Acquisition of **PAYTRONIX** by



by Madeleine Scotti

Paytronix

Paytronix is a Software as a Service (SaaS) company that produces customer loyalty software for restaurants and convenience stores. Paytronix also collects customer data to offer and implement loyalty programs for its clients.



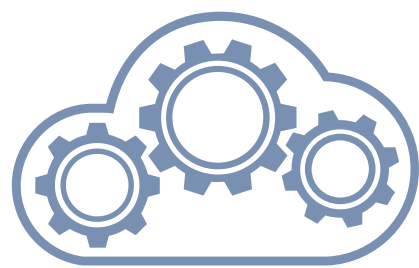
HubSpot

HubSpot is a SaaS company that produces marketing, customer service, and sales software. HubSpot's software allows clients to implement marketing solutions and connect directly with customers.

1 Compatibility

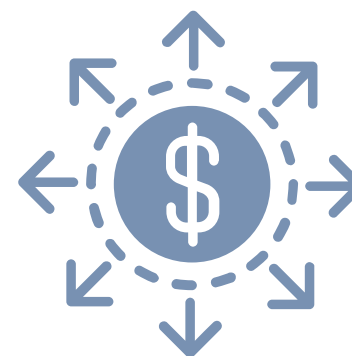
SaaS

HubSpot should acquire Paytronix due to the nature of the software each company produces. Given that both companies produce SaaS software centered around marketing activities, an acquisition would be fitting in this case.



Target Market

HubSpot should acquire Paytronix to expand the market it currently serves. Since Paytronix is specialized in restaurant and convenience store software, its niche target market will allow for valuable expansion for HubSpot.



2 Justification

HubSpot's Acquisition Mission

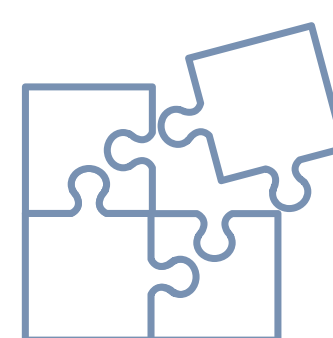
Over the past few years, HubSpot has been on a mission to transform from "an app company to a suite company" by acquiring several smaller firms to expand its brand.

Paytronix's Clients

Paytronix's SaaS software is used by national chains such as P.F. Chang's, Panera Bread, and several others. By acquiring Paytronix, HubSpot would by extension acquire these clients which would surely bring profits, and the possibility that these chains may invest in HubSpot's other services.

Agreeable Functions of Products

Even though both companies produce marketing software, their functions are different enough to compliment each other. Paytronix creates loyalty programs and ordering while HubSpot handles customer service, sales, and general marketing activities. The two companies together can provide clients with more comprehensive marketing software.



3 Subsequent Deletion

After acquiring Paytronix, it may be wise for HubSpot to consider deleting a brand from its portfolio in order to continue the advancement of the company and free up resources. The brand that should be deleted from HubSpot's portfolio is Evolve. Evolve is an app that allows for its users to learn about their dating patterns in order to make better decisions in the future. Evolve simply does not help HubSpot in advancing towards and achieving its mission and does not appear to compliment the existing functions of HubSpot's SaaS.

Conclusion

If a brand is not meaningfully contributing to HubSpot's purpose, then it should be considered for deletion. After considering all of the ways in which Paytronix would improve HubSpot's brand image and purpose, it is clear that it should replace Evolve with the acquisition of Paytronix.