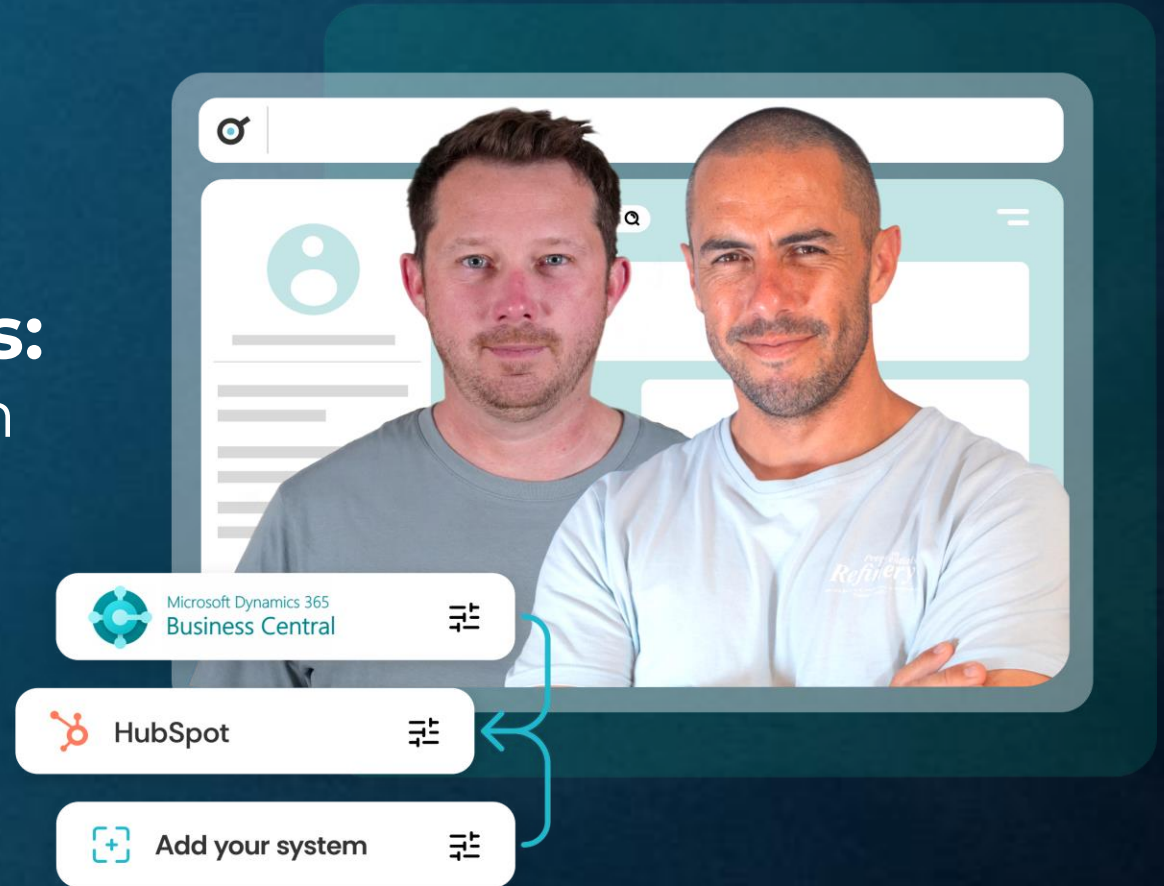


Streamline Data & Processes:

Supercharge Your Operations with
a Business Central to HubSpot
Integration



Housekeeping & Rules of Engagement Welcome!

Thank you for joining our webinar!

Before we begin, here are some **housekeeping** notes:

- Attendee lines are muted and cameras are turned off.
- Please feel free to use the "**Chat**" feature and the "**Q&A**" to submit questions.
- **Recording Notice:** This webinar is being recorded.
- The webinar content will be available on the **Struto uniVERSE** after this session.
- Your feedback is valuable to us! Please complete the webinar **survey** when you receive it.
- **Marketing Opt-In:** By joining this webinar, you are opted in for our marketing updates. You can unsubscribe at any time.

We hope you enjoy the webinar and find it valuable!

Your Hosts



Ryan Waters
Solutions Architect

Ryan Waters is the lead Solutions Architect at Struto and brings a wealth of technical and analytical expertise.



Sean Fowles
Head of Revenue &
Customer Success

Sean Fowles heads up Customer Success at Struto and brings a wealth of sales and technical implementation experience.



Nsovo Shimange
Digital Marketing Executive

Nsovo Shimange is a Digital Marketing Executive at Struto, where he focuses on driving impactful inbound marketing strategies.

Agenda

- Meet the Tools: Business Central → HubSpot
- Is Your CRM Missing Synergy with Your Business Central ERP?
- The Problem Landscape: Common Pain Points Before the Journey
- The True Cost of Silos: More Than Just an IT Headache
- The Vision: Life in a Silo-Free World
- The Strategic Blueprint: How to Tear Down the Walls
- strutoIX: Your Central Nervous System for Data
- strutoIX in Action: Use Cases & Typical Data Flow
- ROI & Efficiency Gains: From Fragmented Data to a Unified Growth Engine
- Q&A



Microsoft Dynamics 365
Business Central

- **Core Features:**

- Financial management and accounting
- Supply chain, inventory, and operations management
- Basic service and stock resource planning

- **Key Benefit:**

- It is a well-known name brand and an evolution of previous MS products – familiarity in the IT and software landscape



The All-in-One CRM, Sales, Marketing, and Service Platform

- **Core Features:**

- Marketing automation and campaign management
- Sales pipeline, deals, and quote tools
- Customer service ticketing (optional) and knowledge base

- **Key Benefit:**

- Unified customer engagement from a growth and relationship perspective

Is Your CRM Missing Synergy with Your Business Central ERP?

- The Strategic Choice: Single Vendor vs. Best-of-Breed
- Drive User Adoption: Choose a CRM Your Team Wants to Use
- Unleash World-Class Growth Tools
- Lower Your Total Cost of Ownership
- Get Seamless Integration Without Compromise



The Problem Landscape: Common Pain Points Before the Journey

- Juggling multiple scattered systems, making it tough to stay on top of everything.
- Customer data locked in silos, preventing a clear single source of truth.
- Wasted hours on duplicate data entry when it should be automated.
- Rising maintenance costs and security gaps from unconnected tools.
- Poor visibility for strategic decisions due to disjointed reporting.
- Team misalignment caused by siloed systems and inefficient workflows.



The True Cost of Data Silos: More Than Just an IT Headache

- **Defining the enemy: What exactly is a data silo?**
 - The "Archipelago" Analogy: Sales, Marketing, and Finance on separate islands.
 - A repository of data that is isolated and inaccessible to other parts of the organisation.
 - The problem isn't the data; it's the isolation.
- **The true cost:**
 - **Operational Inefficiency:** "Swivel-chair integration" wastes thousands of hours.
 - **Fractured Customer Experience:** Disjointed interactions erode trust and lose customers.
 - **Compromised Decision-Making:** Lack of a single version of the truth forces gut-feel decisions.



The Vision: Life in a Silo-Free World

- **The goal:** A single source of **truth**.
- **Benefits for Sales & Marketing:**
Personalised outreach, optimised campaigns.
- **Benefits for Ops & Finance:**
Automated workflows, reliable forecasting.
- **Benefits for Leadership:**
Confident, data-driven strategy.
- The ultimate winner is the **customer**.

The Strategic Blueprint: How to Tear Down the Walls

1

Foster a **culture of collaboration**.

2

Map your data ecosystem to find bottlenecks.

3

Choose your integration strategy.

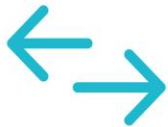
- Warning: Custom code is brittle and hard to scale.
- The modern approach: **Integration Platform as a Service (iPaaS)**.



Business Central → HubSpot: Bridging the Gap

- Structured Business Central → HubSpot integration
- Clear data-sync policies implemented
- Consistent authentication protocols
- Native vs custom integration

HubSpot

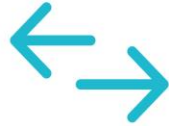


Microsoft Dynamics 365
Business Central

strutoIX: Your Central Nervous System for Data

strutoIX

HubSpot



Microsoft Dynamics 365
Business Central

- Purpose-built middleware
- Easy configuration & scalability:
- strutoIX is more than a connector; it's a unified data fabric

Addressing Pain Points via strutoIX

- Automated Record Updates
- Real-Time, Bi-Directional Sync
- Single Source of Truth
- Customisable Workflows
- Scalable & Flexible Architecture

Benefits of Microsoft Business Central and HubSpot Integration



Use Cases

Streamlined Quote-to-Cash Process

- Automatically convert closed-won deals in HubSpot into sales orders in Business Central.

Real-Time Inventory Visibility

- Provide your sales team in HubSpot with live inventory levels directly from Business Central.

Unified Product Catalogue

- Synchronise your product library, including SKUs, descriptions, and pricing, between Business Central and HubSpot.

360-Degree Customer Financial View

- Give your sales and service teams in HubSpot visibility of key financial data from Business Central.

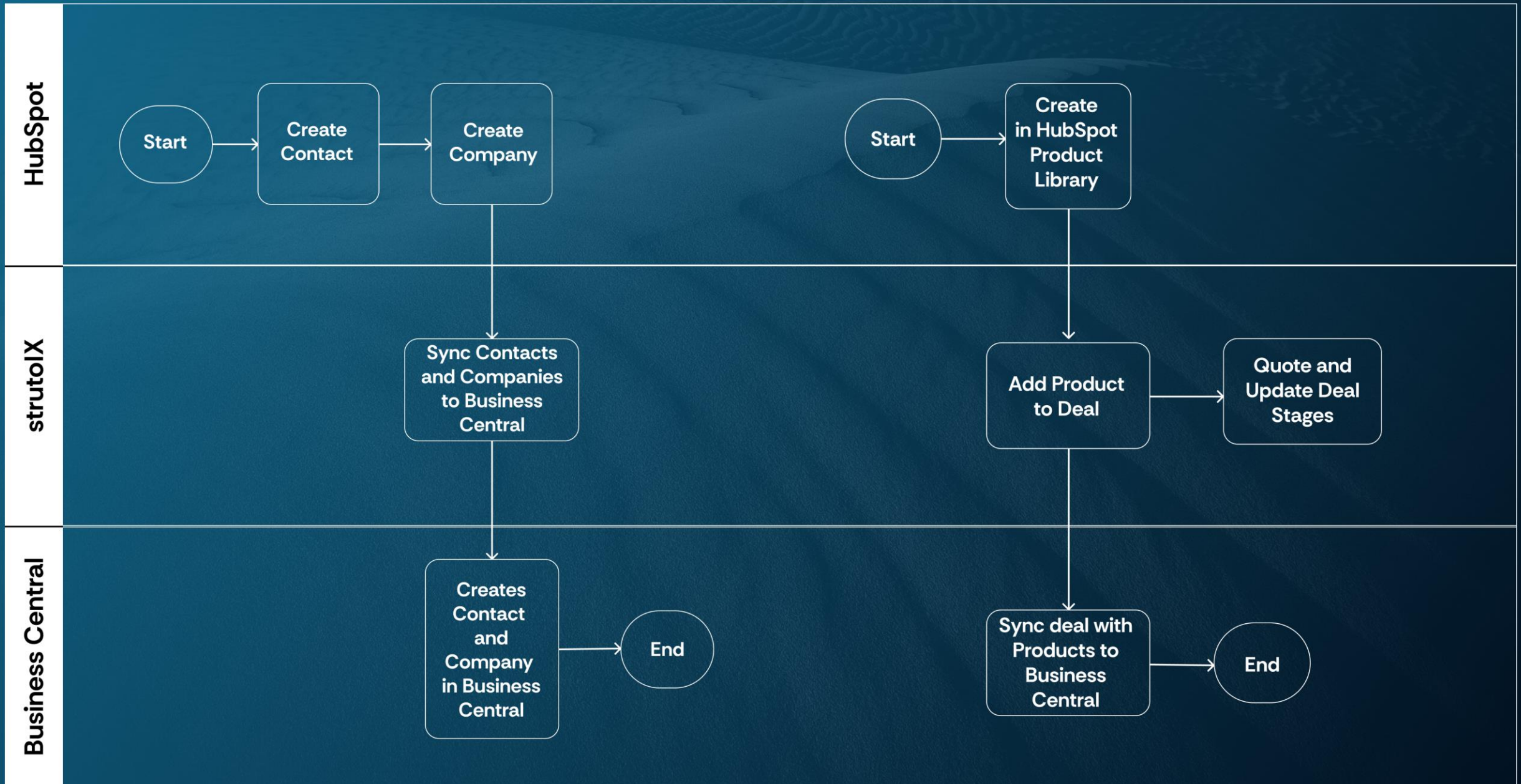
Improved Sales & Finance Alignment

- Connect sales activities in HubSpot with financial outcomes in Business Central to accurately track campaign ROI and measure customer lifetime value.

Transparent Invoicing and Payments

- Sync customer invoices and payment statuses from Business Central back to the HubSpot company record.

TYPICAL DATA FLOW



ROI & Efficiency Gains: From Fragmented Data to a Unified Growth Engine

- **Calculating the Time Saved**

- Reduced admin overhead and data entry tasks
- Faster Net Promoter Score (NPS) improvements thanks to aligned communication channels

- **Demonstrable Impact on Revenue**

- Transform fragmented data into a unified growth engine: Improved cross-sell and upsell opportunities via integrated data and streamlined handoffs
- Customer retention benefits due to more proactive and coherent service

- **Data Quality Improvement**

- Elimination of manual data errors for more accurate reporting
- Enhanced trust in a single source of truth, leading to wider team buy-in and faster adoption

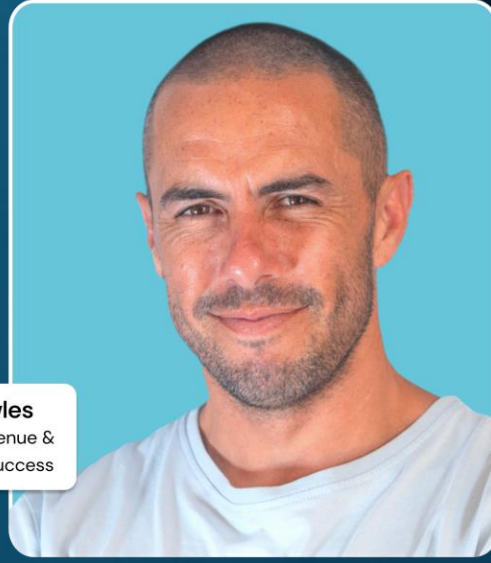


Q&A



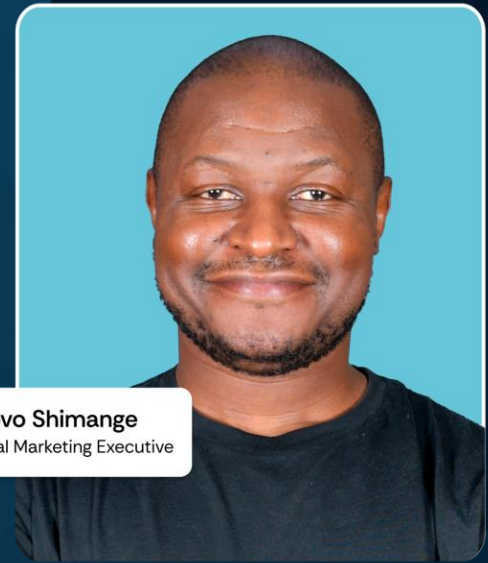
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Got questions? Let's talk

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