Transcript

23 April 2025, 10:00am

Nsovo Shimange 0:11

Good afternoon, everybody, and welcome to today's webinar from Silas to Synergy.
We will be showing you how to improve your operations with HubSpot and connect wise integration.
Really excited to have you here today, but before.
Before we get going, let's just jump into some housekeeping notes.
You'll notice that all the lines are muted and cameras have been switched off.
This is to keep things distraction free.
Please feel free to use the chat function and the Q&A as we want to keep things interactive.
We are recording this session and it'll be you'll be sent a copy after the webinar and it will be live and I'll Shooto universe your feedback does matter to us, so be sending out a survey near the end of the webinar.
Please take a moment to fill that in. And Please note that.
By joining us today, we have been opted into our marketing updates.
But feel free to unsubscribe anytime.
Before we get into it, for those of you who don't know me, my name is digital marketing executive here at Struto and I'm joined by my two incredible colleagues, Ryan and Sean, who bring deep technical and operational expertise to the integration challenges we'll be discussing today. I'd just.
Like to give a moment to give these gentlemen some time to introduce themselves.
Will go from left to right.
Start with Ryan and move on to Sean.
And then I'll take you guys through the agenda today.
Ryan want to take us away.

Ryan Waters 1:32

Thanks, Nsovo.
Yeah. Thanks.
Thanks as always.
Yeah. Basically, for those of you that don't know me, I am Ryan Waters, a solution

architect here at Struto.
I am fortunate enough to work between sales and the delivery teams and work really closely with teams to help them really bring their business requirements to life and translate that into the technical requirements for the team to deliver on.
So for me it's all about processes.
It's all about customer experience.
And it's all about problem solving at the core of everything that we do.
So I get a real buzz out of that.
And again, massive HubSpot fanatics.
So any any HubSpot related stuff?
I'm all over it.
But again, I'll hand over to Sean.
Sean, if you want to take it away and do an intro on your end, if that's OK.


Sean Fowles 2:22
Yeah, world class. Thanks, Ryan.
So I'm Sean.
I head up revenue and customer success.
Struto what that really means is what we say we can do.
I ensure our team does do.
I'm intricately involved in our operation and as some of you might know, we actually use the solutions we are talking about today.
So I'm part of the team that put those together and actually being connect wise and HubSpot for example. But part of my history is that I've worked in numerous crm's, numerous Erps, psis, etc.
So when I bring to the table and in the conversation today is an intricate understanding of the problem landscape and then how to bridge that. So looking forward to working through that.
And solving take us through the agenda and then we can jump into the action.


Nsovo Shimange 3:06
Alright, sure thing. Thanks Sean.
So today on our agenda.
And go to the next slide, please.
Sarah, thanks today on our agenda, I will take a look at what connect wise and

HubSpot are and then we'll take a look at the hidden costs and headaches caused by disconnected systems.
We'll have a look at how connect wise and hubs and HubSpot integration can resolve those.
We'll bring it will make it a bit more practical by looking at some use cases, and then at the end we'll leave some time for some Q&A.
Umm.
And go to the next slide, please.
Thank you.
So there many of you may be familiar with the software we're discussing today.
We do like to be thorough here, Struto.
I'm going to hand it back to Sean to take us through what ConnectWise and HubSpot are. Sean.


Sean Fowles 3:54
Brilliant. So just for some of those have that have attended and again acknowledging that we got quite a lot of requests to send the webinar today.
So I'm referring not only to our attendees, but to the plenty of you that asked for us to to share it with you after our traditional webinar approach is to kind of talk about problems and solutions.
And today we're just going to spin it up slightly and go through your current scenario and what we what we've picked up in the market with the customers we've worked with in the ConnectWise space and certainly the HubSpot side and then work through a bridging of.
That.
And then what would your future state look like?
So bear in mind that throughout this exercise you might be building a business case.
Please take notes and again be aware of the fact that we can help you build the business case as well, simply because we've got the same solution and platform and we've got the bridge between them as well.
So just from those that are from a connect wise perspective positioning, ConnectWise has in time, you know it's it's a large.
Professional services application in a sense where it tracks professional services.
To end customers specifically in that consulting and managed service space.
So again, not telling anything you already know, but where we found the largest

challenges is that the upstream sales process, so the sales and marketing experience isn't as strong as what folks would like.
So where it is strong is in, you know, running a project capturing time, you know, preparing billing and revenue recognition. But upstream of that you know naturally doesn't help to generate business and it certainly doesn't create an enthralling.
Experience when it comes to you know that that customer engagement side of it and that's no problem because solutions are good at what they're good at and what we try and do is support that discussion.
So if we take one step to the next version in the HubSpot use case again we we're a HubSpot centric business.
We work with lots of customers who have ConnectWise and other serion platforms.
They might be transitioning or they might be looking at means to to link those.
That's a separate conversation we can most happily have it, but in the area where you perhaps have.
ConnectWise and HubSpot, we've got a bridge that we want to talk about now.
HubSpot itself was initially a marketing platform. It has become a fully fledged pub, marketing, sales and service platform.
So what that means is you can market to those initial customers, capture them, work through the commercials as they would be required to hit the ConnectWise side and then naturally work through your servicing of them.
Once they've been through that process.
We can then feed the data back to HubSpot and then work through the after sales service and the service ticket. Logging in that process and I think that's just a quick run through of HubSpot’s capability. But it's a rich solution. And again, we're very proud of our.
Use of it, but also the development we've done to get it to the folks to that point where we're at now is really the problem landscape and I think that's a quick step in and I'd like to just dig a little bit into this. It's, it's what we.
The value of despair and not saying that your current circumstances are despair in any sense, but you might be in a situation where there's there is an operational mismatch.
So you don't have users doing things in an optimal way. You aren't servicing customers with the exact information that you want to, and perhaps as a marketing or a sales lead, you know you don't have that front and center. What we're going to look at now is just.

Work through a few points and and.
I call it the value of the space, simply so that the rest of the session feels like we're climbing upwards.
So again, let's work with that.
So for today a couple of key things.
We've established that folks aren't optimal in their operation, right?
So again, they're spending time communicating about the information that they need to be sharing between the solutions instead of having it at their fingertips, right?
So for example, connect wise in a traditional sense has a good hold on what you do as a business, so the services.
Provide the rates that you charge the the manner in which you would consult or deliver managed services, the products, etc.
Those are all well stored and connect wise and have a very strong master.
You don't have that in HubSpot, which means your users are creating potential Excel versions or they're using the connect wise selling tools which don't have the HubSpot side tracking.
That's a mismatch.
So again, multiple team members can't with ease.
See who's engaging a client.
What the stage is, and as a result that scattered process means you're not staying on top of everything. In addition to that, that data.
Is siloed, and what that means is you might have multiple stakeholders that you're engaging in that process.
From a specific company, right?
Or a group of companies in many cases nowadays, and you can't quickly tell who is in charge of what, or who's accountable for what from your connect wise side.
What's magic is that?
That is something that can be resolved and with relative ease, right?
We'll get into the how we solve soon, but if you can sit there confidently and say that your solutions are matched up and you can quickly confirm which stakeholder is responsible for which sign off.
Perfect. Might not be the right session for you, but if that rings a bell soon goes well.
Actually we can't do that.
Let's get to why it's a conversation later on.

One important piece and .3 on this discussion is that there's a lot of time wasted.
So what we find often is that a user might go through a process where they capture something, right?
They've got all of their communication and special notes offline, right?
Might be in the e-mail.
It might be in a notepad.
It could be on their phone and that information.
Doesn't live on the actual opportunity and doesn't travel with the opportunity into the project phase.
As a result, the old argument of sales said this or marketing told the story.
Sales said this, and now the team needs to deliver this, that disjointed approach.
Is done.
Pure waste, right?
And I use the term waste because if you have a scenario where it's automated, that waste is completely offset.
Right now we will not again dig into the decision just yet.
But again, if you're asking yourself the question around waste, can you identify areas in which that waste might exist right now in terms of users that are capturing information offline and then after a deal or an opportunity progresses to a project or a bid, then have to go?
And capture that in order to create that context.
It stopped there and move on to the next in that.
Your costs increase in that scenario as well.
I'm not gonna jump the slide just yet.
Their jump partner. And we're gonna go back one level, but one key point is that.
Rising costs come through your maintenance of these disconnected tools.
Again, some are manual capture, some are uploads and some are even consulting based where you need a consultant to take that data every month or every week and upload it in mass to your solution.
Those are old ways to operate and we want to support you in the conversation of how we move away from those.
Now just one quick step. If we stepping up just a level from the team side, if you're a manager?
Or a leader of a team.
Or somebody who's making a decision on that basis.

All of these preceding points lead to your decision making right now. If you're not in a position to see who's engaging you, which level.
Customer's engaging what kind of spin sits with which customer?
What are your contract values or your agreement values going into the future?
You know, what? Do you what do you make your decisions on? Now again, if you're building a business case here in the valley of despair.
This is another absolutely pivotal point, right?
So if if you had a solution that was unable to read the landscape of data and consolidated under the customer record for a quick and easy view, would that be something that changes your day, right?
How much time do you currently spend building out reports?
Or in some cases, as we've experienced, do you even build reports anymore?
Because you can't actually consolidate all the data.
I'll leave that question out there. And the last point just to cover up quickly, we see that there's teams that are misaligned right now.
Again, I use the example earlier of marketing and sales and the actual delivery teams.
That's a very common example, right?
So for example, you sell something with a certain value with a certain SLA. Your team goes and delivers that, and there's no link back to those initial conversations, which means the client experience is the one that's impacted.
The workflows themselves.
As in, what happens when is inefficient and as a result when you sit in front of your customer, you can't sit there with confidence, right?
One team member will not say what the other team members saying.
Again, as you build your business case, if you can say confidently that that example is never applicable to you, then I take my hat off to you and I wish you well. But for anybody that can ID that use case, this conversation is completely relevant.
So I'm going to take us just from that value of despair and just summarize very briefly.
We're looking at a situation here where because we don't have connected solutions or partially connected solutions, we can't confidently say that the data that's sitting in one area is the same as the data in another.
One other point to note is that the actual values that users select.
So for example, if a drop down list is created in connect wise, is it the same in HubSpot and can the users select the same information? Most of our customers

when we have those initial conversations tell us they can't.
Something to look forward to and which I'll hand over to Ryan shortly.
Is that bridging of that gap in understanding it?
So that's enough despair. I've kept it brief as I can because I don't want folks crying during the webinar, but I'd hope these points resonate with you and that they draw some interest.
So, Ryan, over to you buddy.
Take us through the bridging of the gap.

Ryan Waters 13:53
Thanks, Sean. And isn't it fun to be able to come in and be the be the hero of the day and solve the problems?
That kind of feels like it's been lined up for that, but I think here I'm going to talk a little bit about what I get to do in these projects really and how do we bridge the gap.

Sean Fowles 14:00
Just for you.

Ryan Waters 14:09
Because we have to go through a process to understand a few different things to and know which way to approach a project like this.
So when it comes to this, you know, I'll be thinking about the what?
The the when and the how. What information are we going to be transferring between the various systems? You know, you might think about different objects that you're connecting to each other.
Obvious things here context to context, company to companies.
But there's other layers to this.
We might think about products and deals and you know your quotes, all of that type of elements that might need to sync between the various systems.
So we go through a process where we help you really map out and understand the exact.
Data that you need to connect through those various systems itself and then on top of that, when we think about the, the, the, when it's at, what are the trigger points?
When should information actually be able to push and pull through those various

systems?
It's not always a case of A2 way sync.
Sometimes we need that, sometimes we don't.
Sometimes we just want a portion of the data to go between one system and the other.
So it's kind of a timing thing and a flow of information that needs to kind of.
Push through the various systems and the next part to that is really about authentication and really ensuring that the data that you transfer across in between the systems is done in a very secure manner. You know at the end of the day, compliance and regulations around that is.
Is is high and we want to ensure that your data's in a good shape and is protected at the same time.
So the last thing here really is when we think about the the how.
There are different approaches we can take to sync data between the two systems.
So first of all, we do have a native connectors that are in the marketplace, one or two that are free to use and we quite often recommend those if they fit the business requirements initially. But on another note, there are times where it's just not enough and you.
Need to have a lot more control as to the what and the when.
Of the data that you're going to sync between the systems.
So that's where we've come in.
And we've gone and created a product that can help solve those problems, and I'm going to hand over to Sean again just to kind of walk us through that piece.
But yeah, at the end of the day, it's it's all about making sure that you can use the data in the right way and have the right method of getting it between the two different systems itself.


Sean Fowles 16:41
Spot on.
So I think one very important partner will go to our next slide now.
So the the key element in this process is that there are native tools that let you do basic connections, and we fully appreciate that and where possible, we always advise that folks go that route because not everybody has a more complex scenario, but the vast majority of folks.
That we've engaged need a more robust and more customizable experience.

And this might be because your data points in connect wise are more significant.
So for example, you might have multiple sites, or you might have multiple account managers and you need to split things like attribution. You might need to have different customer sites under a master site. You might take these points and go.
Those make so much sense to me and.
Some of them might not, but this is the exploration we have to do with you as a result.
We found that using our own middleware, which we've called strutoIX or integration experience there.
Allows us to create that layer.
Furthermore, we can enrich the integration significantly by allowing for transformation of information and what that means is you might have one customer with multiple sites and you might have a single record in one instance we can consolidate and identify that data more accurately with our own tools, right?
These can be hosted on your environment, or certainly on arms.
But what does mean is we can scale the delivery as well.
So again, not stuck with very regimented and strict mapping, you can actually map as you please.
And then secondly, we can automate the flow of information quite significantly.
The one very important piece here and again I think a lot of folks don't appreciate just our significant this is is that the source of truth of a specific data point is yours to confirm.
Right. And what I mean by that is you know in the traditional sense.
Connect wise for example, only allows you to have the products or your services dictated from connect wise.
In our solution we can have it from HubSpot to connect wise vice versa or both.
So again, you have the ability to control the direction of the data flow using strutoIX, and that's the vast difference between the native solution or a native connector and using the strutoIX solution.
Again, this is something we can dig into in more capacity with you.
We've got a little bit of a flow to present on how this flow works, but again, just as a high level view, it gives us that robust and a lot more flexible integration solution.
Cool. We can move on to the next one.
Brilliant. Ryan, take us through it. I think you've got a little bit of your nice story coming now, so shoot.

Ryan Waters 19:23

Yeah. I mean, I think about this, that what's the new reality, what some of the benefits that come out of doing this and I think, you know Sean talking about the challenges and the problems. But I think there's some really cool things that we're aiming for and how.

Does our life how does this solve our problems? Once these systems are connected?

So First things first and you know I I talk about this all the time, but it's that 360° view of the customer and.

Making sure that's relevant between departments.

In your business, as Shaun highlighted earlier, you know nothing worse than breakdown between teams, between comms, siloed information people saying the wrong things, the customer.

But ensuring that you delivering a pleasing experience to the customer at all times.

So they're fully connected and I think that's a critical thing here. And one of the big benefits of HubSpot is to enable that. And when I talk to every team, it's for me, it's about engineering, great experiences for the customer, but equally about the team that delivers that.

Experience to the customer.

So there's two experiences we're thinking about and we're catering for, so ensuring the teams that are working with the customer have the right information in front of them is critical to this piece.

So again.

Having the integration in place will ensure they have the right information coming back from connect wise so that they can have the right conversations with the customer and and and highlight that at the same time we need to equally be thinking about customizing CRM records and making sure.

That the right information is available to them at the right time.

So there's all of that type of thing that kind of comes together. And with that, we think about the improved team alignment, so.

You know, it's this conversation of marketing, understanding how well their marketing is working and equally that the sales and the customer service teams are having the right conversations with the customer.

Sean Fowles 21:14

Here.

Ryan Waters 21:21

All the feedback coming into the system, all in the right way.
And then again, that reduces the need for lots of maintenance and manual admin.
All of that type of stuff that comes in in play from having like multiple systems all connected into this integrated platform, if you will.
And equally, I think maybe more on the on the connect wise side, I mean there's a lot of advantages equally going from HubSpot into connect wise and I guess Sean, do you want to maybe touch on that more the connect wise piece of thinking?
What sort of benefits do we get and what sort of visual aspects do we get on that side of the fence?

Sean Fowles 22:00

100% I think.
Look, the first thing is that the opportunity itself is richer when it arrives.
And I think that's what a lot of folks have fed back to us. You know, the company record has engagement information and doesn't need to store it, but is comprehensive in that sense. The the Downstream project team to the point earlier has a quick reference point even if.
Want to look straight into HubSpot?
You know on what?
The engagement has been to date and then naturally from a perspective of trying to use that information, you know they don't, they don't need to kind of get to know the customer before they start to engage and that's that's the ability of HubSpot to create rich early exper.
And feed that across into the ConnectWise record. Now because ConnectWise can increase its data so new property values and you can write information into the likes of notes. We can do that work.
For our customers.
As we pass the HubSpot data down after the sales process, in addition, the same associations can be created in the ConnectWise sense.
So again, what my point was earlier around, you know, you might have different

locations for different customer points.
You might have different roles and responsibilities in your customers based on how you've engaged them and the stakeholders. We can push that data down towards the connect wise side.
And then similarly something like the finance relationship with ConnectWise.
Means that if the customers for example on hold or blocked or a certain account requirement is there or there's even an onboarding step that they need to go through in order for them to engage further. You know your accounts management team using HubSpot or your serum in this.
Instance would be able to see that data, so the 360° view around, let's say credit limits ability to engage certain prospect or kit information even could be there we can pass that back up and then the last thing.
As a marketer, if you're a marketer interested in this conversation.
Having the information around what your customers have bought engaged with what kind of time projects were there.
What captured happened against them?
Their satisfaction levels. This can all be used and operated within HubSpot, so you don't have to guess what your marketing anymore. You can do product based marketing or service based marketing as fed up from the ConnectWise side you know and I think that we found particularly Val.
And our customers have as well.
Thanks. Let's move on to the next.
So Ryan, take us through a few of the use cases.
I think it'd be good to see what you've engaged and I'll I'll jump in and support you as we roll.

Ryan Waters 24:34
Perfect. So here we might be thinking about companies that need to enhance their contract management side of things.
So you know, if you think about contract renewals we think about.
You know different flows of data to kind of represent that.
It does become really fascinating when building out those pipelines and HubSpot to help them visualize all of that information with the data pulling back from the other side of things.
Equally, you know, we might be working with, you know, ticketing and support

processes where we might want to automate the ticketing from HubSpot into ConnectWise and and get that instant feedback.
You know, people are working on both sides of the fence not having, you know, the ConnectWise stuff actually having to go into HubSpot and vice versa.
So we've got the flow of information coming back to help them understand.
What the status of a ticket and how that's being?
Kind of interacted with and you know, giving them the ability to automate some comms back to the customer to keep them up to date as well from all of that perspective.
Then when we think about, you know, resource allocation, we might want to be mapping products and team members between the various systems, making sure that when we take on projects that we've actually got the capability of delivering on these projects, things like that can come into play.

Sean Fowles 25:58
That's it.

Ryan Waters 25:58
ConnectWise is really good for understanding.
You know that side of your business and equally the sales team are just there wanting to sell and eager to go out and close business.
So we've got to be thinking about is the resources available on each side of the fence and having that feedback into HubSpot can really be a vital piece to this component, making it really, you know, useful from that perspective.

Sean Fowles 26:14
True.

Ryan Waters 26:24
Then I think those are probably my core ones that I've worked with today.
But Sean, are there any others that you can think of?

Sean Fowles 26:29
Yep.

Ryan Waters 26:30
Any other good ones that you've worked on yours with your side of things?

Sean Fowles 26:34
Absolutely. I think you've you've adequately covered the sales and marketing alignment.
I think we've covered that before. I think there's just two which I'll align too.
I think the service side and the post sale is critical. You know, I think a lot of folks don't have or they might have a third solution which allows them to service the customer after the fact. Again, from our perspective, if you're if you're using something along the.
Lines of Zendesk or Zoho or some other similar service platform.
We can bring that into the conversation as well because your HubSpot solution could be running your service.
And as a result, you have a one to one and back to one relationship.
So again, service tickets and the ability to have a support desk could feed right off the back of your HubSpot and ConnectWise relationship.
And then the other very important piece is that to the earlier point, the data synchronisation specifically around financial data, you know we can give that visibility to all team members. And I think that's the critical solvia right.
So to the earlier point about a 360 view, it's not just to review your customers engagement data.
But it's to review your customers viability and your potential profitability off the back of that customer as well.
So you know, knowing that you've invoiced them and knowing that they've paid because you've recognized that revenue, that's a critical requirement.
So again, if this resonates with your business case and it's something you can't achieve, then I reach out to us.
It's definitely, you know, it's something we've we've consulted on before.
So with that, I think we can shift to the, I think one of the last little bits here in today's very efficient webinar.
Do you wanna take us to the next slide DE team?
Cool. Ryan, take us through the flow.

Ryan Waters 28:08
But.

Sean Fowles 28:09
I think something nice and easy for today. The consumable I'd say.

Ryan Waters 28:11
Yeah.
Yeah, exactly.
I won't go.
I won't dive into too much detail here, but at the end of the day, when we think about this type of project, we'd like, we always map this out using a good flow chart of information. And we're just bringing through some practical examples here. Some companies may come.
To us with these examples and flows that they have, and on another side of things, there's quite often that I'll engage them in a workshop and really work through the step by step processes.
That might happen off the back of that, but in essence, you know, we're thinking about what types of data in HubSpot do we need to understand and and at what point do we need to kind of use the middleware to kind of push that into the other system?
So simple flow on the left of, you know creating your contacts and companies between the systems and equally on the right thinking about when do we need to create products in the product library so that the sales team can pick the right. Services.
As they build up a deal, the likes of that and equally when adding those products to the deal, making sure that it sinks through to ConnectWise.
With the right sort of opportunity coming off the back of it.
So you know this is the part I think is the most fun in a project.
It's it's really mapping out the business.
It's not just a a data flow of processes, but quite often this ties into a bigger business process and we like to really think through the full journey from end to end.
And branch off these various different data sort of transfer points within that journey.

And yeah, that's that's definitely the thing that gives me the biggest buzz in working with any project itself, but yeah.

Sean Fowles 29:54

You. I've seen you buzz. And for those folks that like somebody that's energetic and and absolutely loves what they do in a in a near evangelical sense, I would say that Ryan is is the one. But he definitely speaks about the flow in a way that can be. Consumed by your team. So I think 11 quick note, I just want to add here.
Most often we work with folks who aren't necessarily technically inclined or haven't done integration projects.
We've certainly worked with that in terms of the way that we work the process, show how things connect and then and work with you on explanations on how they will connect.
So don't feel like this is an ominous process we've worked at. We've worked it to a friendly, a friendly space so we can jump into the next one and then operate from there.
So this is one that I'll quickly run through just around the ROI and efficiency gains, so.
At the start, I really demonstrated that we would be wanting to help you build a business case.
Now I want to read this line for line, but I think the first thing is you want to understand if your customers are happy, right?
So again, by saving time doing things, it is invariably going to lead to a quicker delivery result. As a result, a happier customer.
So it's not often that customers complain that things went too quickly and too smoothly.
So the idea here is that we could use HubSpot’s net promotion tools to ensure that every action that you have has a tracking mechanism and then you feed that time saving and and the calculated time saving back to the client as well. So again.
That's an opportunity to.
Operate more efficiently and deliver more service.
We do have a the impact on revenue specifically from product and service based marketing. You know those will be early signs for you, right?
So again, you can set early targets for yourself around. You know, when we market based on data, do we get information back when the sales team or the the account

management team capture information accurately and clearly.
In a way that everyone can understand.
Does it result in a higher output?
A good relationship between the two and lastly a very important one.
Data quality is a major issue in what we've seen with our customers. Between these solutions, again to the point earlier, if you've got a large volume of multiple capture points, whether it be customer notes, whether it be data capture as duplicate data, this problem will exist and this.
Problem means that your data will over time become less hygienic.
Now, because we work through the automation.
Flow and we set the business rules around this data. It means that that gets enormously reduced.
And if you can calculate the value of that traditionally that builds the business case almost immediately in terms of wasted cost, repairing the data points and the mistakes. Now again, I won't throw too many percentages at this, but some have seen an immediate 10% increase in EFF.
So depending on your turnover, if you want to go and do that calculation, it might make this a very quick conversation.
And you might say we're in. So do that exercise and let us know the 2nd that you need the support in the business case and we can get involved with as many data points as we can.
And with that said, I believe we are at the end of Ryan and my conversation.
Nsovo, do you want to take us through the balance of what's available today?


Nsovo Shimange 33:14
Yeah, sure thing.
Thanks very much.
You know man Q&A time.
But before jumping to the questions, just a quick recap.
So we've gone through the real world pain points of disconnected tools.
We've seen how HubSpot and ConnectWise can integrate through strutoIX, and we've seen the positive business impact of aligning your systems, which leads to more time, better data and higher.
ROI.

So let's jump into the questions we'd like to hear from you.

So drop any questions you may have in the Q&A section.

Sean Fowles 33:49

Wilson, I think we've got one there in.

So can the solution help us handle data across multiple business units or franchises?

Absolutely so.

Again, from a Struto perspective, we understand business landscape and structure because of our ability to shape the path of information between the two solutions.

We can do one HubSpot to multiple instances. We can do 1:00 to 1:00.

Or multiple to multiple.

So again, we would work with you just to let Ryan's structural demonstration.

We'd work with you to align that data structure again.

We've had customers who have different requirements based on different jurisdictions or different business units.

Again, that all is relevant.

To what you need, so the flexibility is ours to present and the beauty of it is because HubSpot, for example and ConnectWise for example, have relatively structured data sets as long as we create the initial relationships correctly, it doesn't become.

An onerous process to update them.

Which is often what folks are most nervous about.

So once we've built the maintenance is not debilitating.

Cool, I'll read the next one.

And then Ryan, maybe you want to give it a go.

How easy it is it to scale the integration if our business grows? If we add new services?

So I think I might have answered that one at the end of the previous question inadvertently.

So again, maybe what I'll do there is just pass the third question we've received and go. Ryan, do you want to just take us through? How long does it typically take to? Run the integration or to implement the solution.

Ryan Waters 35:22

Yeah, that's a good question. And I think it's, it all depends on how much we're going to be integrating. Really. You know we have smaller projects and bigger projects that

we would look to to leverage.
Typically they would work between sort of a three-week period and a six week period, but we would be thinking about different pipelines for different objects and different data points from that perspective. As I say we've we have put a lot of work into our connector into connect.
Wise.
So we do have readily available pipelines that we can leverage along the way, but equally there are times where we do need to do something a little bit more bespoke and custom. On top of that and equally would go into a little bit more dev time on top.
Of that, so hope that answers the question.
Anything you want to add to that, Sean? I mean, I know we've been significantly reducing our integration times in our later projects.
So this timeline is shortening all the time is what I'd be thinking.

Sean Fowles 36:17
True.
True, I think the the part I'll add in and I suppose as a close is the delivery of the solution is is based on as much best practice as we can position to the point earlier your customisation could be you know that traditional 8020 rule would mean.
There's efficiency, so you know if you're a marketing resource and or lead and you don't, you know, you don't really know about the technical or if you're on the technical side and you don't know much about the upstream side.
This is exactly what we bridge the gap through so we can kind of work with you on, you know.
How much do we do?
That's best practice and relatively out-of-the-box in a sense.
And then where do we focus our energy on the customisation?

Ryan Waters 36:55
Yeah.

Sean Fowles 36:58
So I think well pointed there, Ryan, I think you you're very correct and that the timeline naturally would be based on the complexity, the closer we get to the best

practice and the business rules of the 80% side, the closer we keep the timeline and then Nat.
From your side, the more testing you need.
So again, change management is often the biggest pain here.
The more we need to engage users.
Test to them, ensure that they trust and that's where we'll look at a bit more time.
But it's structured, so again you can you can flag that for your team and we can benchmark that time and and ring fence it as we need to.
That's all for me.
I think silver, do you want to see us out and then we'll thank all the folks that joined.

Nsovo Shimange 37:37
Yeah, sure thing. Thanks so much.
You'll notice that we've sent through the survey.
Please take a moment to fill that in and then if anything that we said to Dave here resonates with you, please book a call to continue this conversation and thank you for joining us.

Sean Fowles 37:54
Thank you.
Appreciate it.

Ryan Waters 37:55
Brilliant. Thanks everybody.

Sean Fowles 37:57
Ciao folks.

Ryan Waters 37:58
See you next time. Bye.

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