

Housekeeping & Rules of Engagement

Welcome!

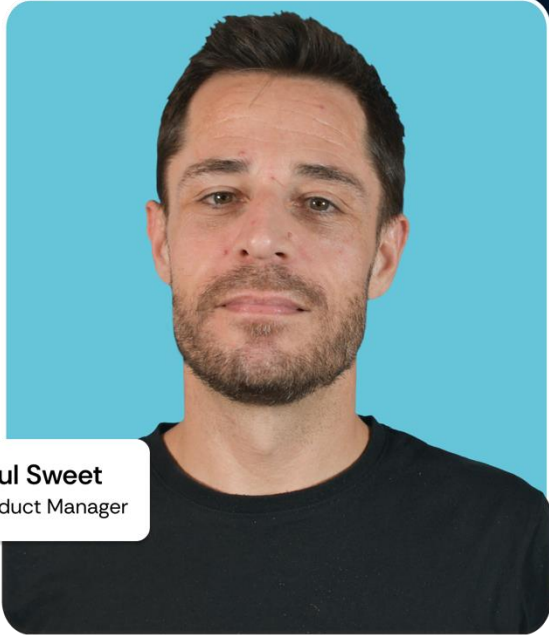
- **Thank you** for joining our webinar! The webinar will begin shortly.
- Before we begin, here are some **housekeeping** notes:
 - Attendee lines are muted and cameras are turned off.
 - Please feel free to use the **"Chat"** feature and the **"Q&A"** to submit questions.
 - **Recording Notice:** This webinar is being recorded for your future reference and for participants who may not be able to attend live. The webinar content will be available on the **Struto [UniVERSE](#)** approximately 48 hours after this session. We'll email you the link following 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 automatically being opted in for our marketing updates. We will keep you informed about our latest products, updates, and future events. You can unsubscribe anytime.
- We hope you enjoy the webinar and find it valuable!

Who we are

- Elite HubSpot solutions [partner](#)
- Global footprint
- Hold every accreditation available
- Systems integrator
- Website designer and developer

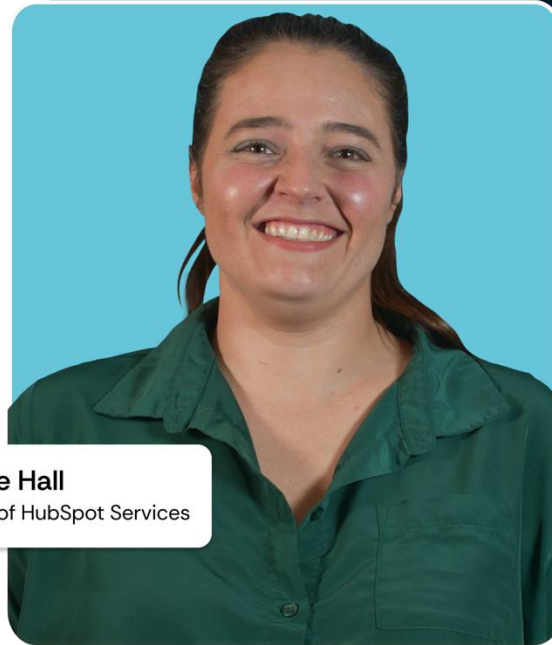


Your Hosts



Paul Sweet
Product Manager

Leading the go-to-market strategy and development for Struto's suite of products.



Estee Hall
Head of HubSpot Services

A HubSpot Certified Trainer, known for her course "Scaling Sales, Marketing & Service Hubs with Integrations."

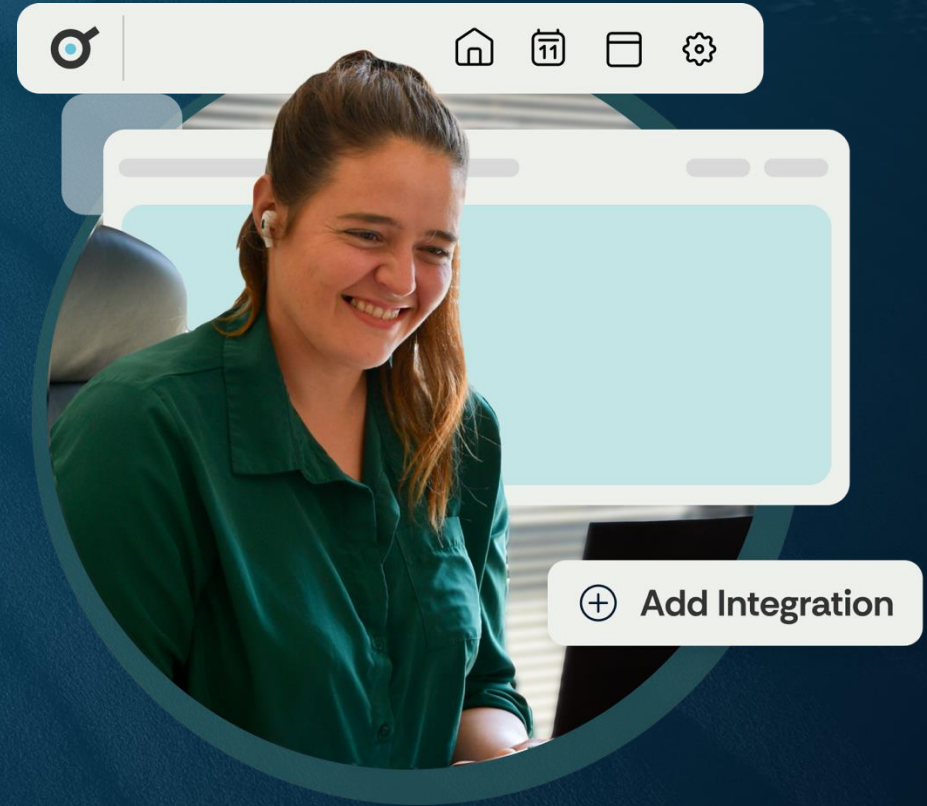


Marc Howell
Product Owner of strutoIX

Team Lead of Platform Development and software guru Marc brings 25 years' experience to the table as a senior development architect and engineer.

Introduction to Integrations

If you can't consolidate, integrate!



Webinar Objectives

By the end of this webinar, you will:

1. Understand the different types of HubSpot integrations.
2. Learn the benefits of integrating HubSpot's Sales, Marketing, and Service Hubs.
3. View practical demonstrations of integration setups.
4. Hear real-world success stories and use cases.
5. Gain best practices for successful integrations.

Q&A session towards the end.

Why Integrations Matter

- 83% of IT leaders cite integration challenges as barriers to digital transformation.
- Integrating your systems creates seamless communication between business tools, enhancing efficiency.
- Centralised data management leads to automation, personalised customer experiences, and operational scalability.

The Lovestack Concept

- The “[Lovestack](#)” is a harmonised and strategically integrated tech stack.
- Unlike a “[Frankenstack](#)” with mismatched tools, a Lovestack ensures smooth data flow and operational efficiency.
- Lovestacks should be allowed to develop not only strategically, but also organically.

Understanding HubSpot Integrations

Four primary types of integrations:

1. HubSpot-built native integrations
2. Third-party applications
3. Integration Platforms as a Service (iPaaS)
4. Custom integrations

HubSpot-Built Native Integrations

- Seamless integration within HubSpot's ecosystem (Gmail, Outlook, LinkedIn).
- Easy setup, well-maintained, and reliable.
- HubSpot Support Team.
- Best for basic needs but with limited customisation.

Third-Party Applications

- Available in HubSpot's App Marketplace (PandaDoc, Hotjar, Aircall).
- Greater variety but can have compatibility issues and third-party support dependency.

Integration Platform as a Service (iPaaS)

- Tools like Zapier and Workato connect multiple applications.
- Best for automating workflows between various systems (HubSpot, Salesforce, Xero).
- Scalable but may require technical expertise.

Custom Integrations

- Tailored solutions using HubSpot APIs.
- Offers the highest level of customisation.
- Requires ongoing maintenance and technical expertise.

Choosing the Right Integration

- **HubSpot-built:** Ideal for basic, native connections.
- **Third-party apps:** For specific tools not covered natively.
- **iPaaS:** Best for multiple systems and complex workflows.
- **Custom integrations:** For unique, tailored business needs.

Key Benefits of Integrations

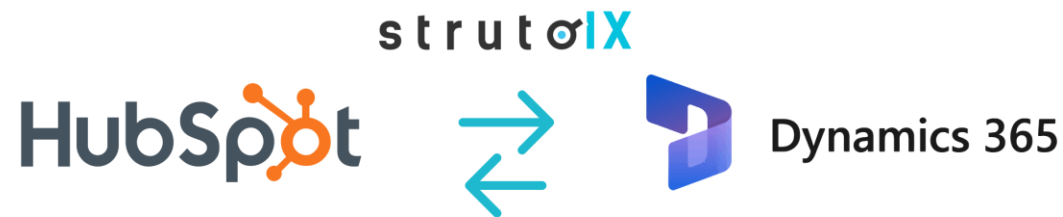
1. Seamless data flow across platforms.
2. Reduced manual tasks through automation.
3. Enhanced collaboration across teams.
4. Improved customer experience through personalisation.

Benefits of Marketing Hub Integrations

- Automating marketing campaigns.
- Gaining deeper customer insights (tools like Google Analytics or Hotjar).
- Personalising website content and offers using integrations with visitor tracking tools.
- Simplifying social media management by integrating social media and ad tools.

Marketing Hub Integrations Case Study

- **Who?** A UK-based delivery management company offering a variety of services to businesses, including mailing, fulfilment, contact centres, and international delivery.
- **Challenge:** Manual data entry across systems.
- **Solution:** Custom integration syncing Dynamics CRM and HubSpot.
- **Results:** Increased productivity, automated workflows, and improved customer experience.



Benefits of Sales Hub Integrations

- Automated lead capture and qualification.
- Streamlined sales workflows.
- Real-time sales performance insights.
- Improved collaboration.

Sales Hub Integrations Case Study

- **Who?** A USA based leader in golf technology products.
- **Challenge:** Challenges in data synchronisation and customer information management across different platforms.
- **Solution:** Custom integration developed by Struto, syncing data between HubSpot CRM and NetSuite ERP.
- **Results:** Improved efficiency, data silos eliminated, automated workflows, enriched customer relationship management, and laid foundations for future technological growth.



Benefits of Service Hub Integrations

- Streamlined customer support tools (ticketing, chat).
- Enhanced customer feedback loops.
- Automated service workflows.

Service Hub Integrations

Case Study – FINE+RARE

- **Who?** [FINE+RARE Wines](#) is an e-commerce platform that specialises in the sale of fine wines and spirits, as well as offering cellar and portfolio management.
- **Challenge:** To ensure seamless data flow between HubSpot's Service Hub and ERP system (SAP Business One).
- **Solution:** A custom integration solution developed by Struto.
- **Results:** Automated data sync, reduction in manual data entry, enhanced customer service processes, improved response times, better data accuracy, and more efficient service operation.

strutøIX Introduction

[strutøIX](#) is an advanced middleware solution designed to seamlessly integrate HubSpot with virtually any other business system.

1. Comprehensive System Integration

- Multi-System Connectivity
- Custom Integration Development

2. Real-Time Data Synchronisation

3. Controlled Data Management

4. Scalable Architecture

5. Robust Security Measures

6. Ease of Implementation and Management

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Companies

Search

+ Add Company

Actions

COMPANY NAME	PIPELINES	CREDENTIALS	
Struto	3	3	***
Paul Struto Sandbox	0	1	***

Struto - HS Contacts to NS Customers

Description

Upserts contacts from Hubspot to Netsuite

Key

blue_sand_contacts

Pipeline Runs

LOCKED	STARTED	FINISHED	KEY	STATUS	VERSION	LOGS
No					1	Show

Edit this pipeline

Destroy pipeline

Back to pipelines

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Edit Pipeline

Name

HS Contacts to NS Customers

Description

Upserts contacts from Hubspot to Netsuite

Key

blue_sand_contacts

Update Pipeline

1 - HUBSPOT - CONTACT EXTRACTOR

Auth Hubspot Sandbox

Description Just loads the contacts associated with the extracted companies

Edit Config 1

+ Add Config Section

2 - HUBSPOT - COMPANY EXTRACTOR

Auth Hubspot Sandbox

Description Extracts all companies where upsert_to_netsuite is true

+ Add Config Section

strut

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Recipe

sage 50

HubSpot 

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DEMO



Use Case

- **WHO:** SaaS company selling digital products
- **WHAT:** Disconnected finance, marketing and sales teams using various systems with many manual processes leading to mistakes and delays
- **HOW:** Centralise, Integrate, Reinvent



Outcome

- Data silos broken down
- **Sales** and **Finance** are connected
- Customer retention is enhanced with proactive renewal campaigns
- Significant efficiency gains with reduction in manual reconciliation processes
- **Marketing** penetration and effectiveness is enhanced with better, more up-to-date information leading to better campaign ROI
- E-commerce is enabled

Best Practices for Integrations

- Ensure data consistency and quality.
- Establish and source of truth.
- Establish and maintain a data dictionary.
- Align your teams.

Thank You & Q&A

- Thank You! Any questions?

Got questions? Let's talk

Contact:

Email success@struto.co.uk

Visit <https://www.struto.io/contact-us>

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