

HubSpot + Dynamics CRM Integration

Cloud-based Integration-as-a-Service
From a Hubspot Elite Partner



Company Story

Founded in 1999, our passion for technology is the foundation and success of LyntonWeb.

In 2009, we realized the expansive capabilities of HubSpot and dove head first into the platform, becoming one of the original HubSpot partner agencies, allowing us to expand our services to clients.

SyncSmart is our teams proprietary, hassle-free packaged or managed service integration tool for businesses off all sizes looking for a more advanced integration with HubSpot without the hassle of having to have dedicated admin or resources to setup & maintain an ongoing integration.

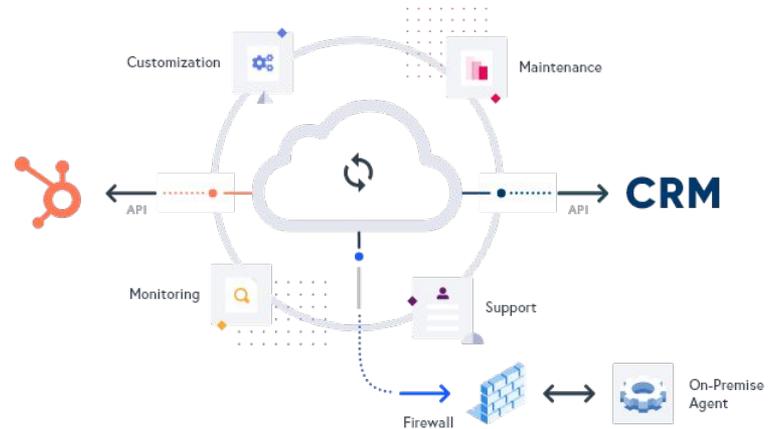




Our Technology & Managed Service

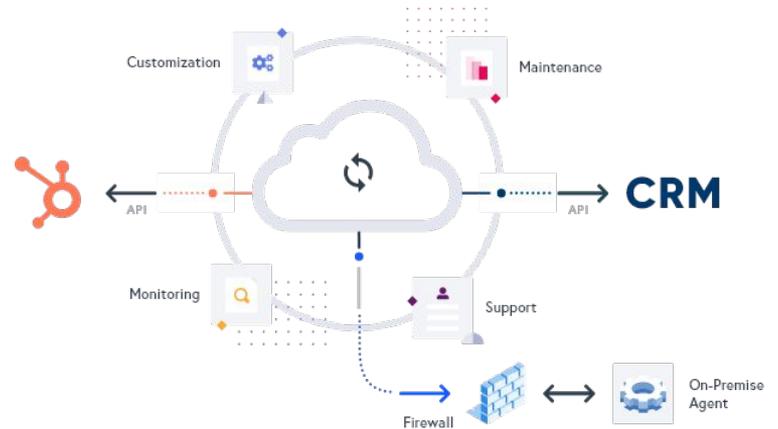
Enterprise Integration Platform

- No restrictions on bandwidth or connections. We sync billions of records per month.
- Codeless platform - no custom software development
- Dedicated secure environment, 100% SSL
- Real time, Point A to Point B Connection. No storing or mirroring of your data
- Data encryption: SSL encrypted in transit



Managed Service

- Proactive maintenance and monitoring of all integrations
- Updates and support for all API connectors including HubSpot and Dynamics CRM used by thousands of customers worldwide
- Dedicated support team to answer questions and make changes to field mappings
- No software to license or maintain



Your Integration Team



Meet the Integration Team

- LyntonWeb was the first HubSpot agency partner to offer go-to-market HubSpot CRM integrations.
- Much of our original integration team still works with us today.
- Since then, we've onboarded more experienced solution architects to expand our CRM integration offerings as well as polish our processes.



Meet the Integration Team

- Your integration team of project managers, solution architects, developers, and support will do the heavy lifting while you focus on your integrated inbound marketing strategy.
- Your team will be focused on certain aspects of your project solely to ensure your integration is truly built for you.



**Project
Implementation
Specialist**



Developers



Support

Meet the Integration Team

- Currently, our integration team monitors hundreds of customers syncing billions of records per month
- Because of our overall long standing partnership with HubSpot, our HubSpot-certified integration team is highly experienced with all aspects of integrations from multi-portal configurations, custom CRM integrations, CRM extensions, and other complex requirements
- Our team approaches our cloud-based integration as a managed service with cloud and on-premise connectors - and no software for your team to learn!



**Project
Implementation
Specialist**



Developers



Support

Our Process



Integration Timeline



**Kick Off
Call**



**Discovery,
Strategy,
& Planning**



**Build &
Test Maps**



Launch Integration
(optional historical sync)



**Ongoing
Support**

Integration Capabilities





Jane Doe

Contact · Contact ▾

Integration User

Owner

Summary Details HubSpot Related

HubSpot Score 27

HubSpot Contact ID 78651

HubSpot Contact URL <https://app.hubspot.com/contacts/2811932/contact/78651>

Filter



HubSpot score
0

[See predictive score](#)

- Deal [Order invoice #234459](#) moved to **Open** Feb 06
- Deal [Order invoice #234459](#) created Feb 06
- Deal [Opportunity #1](#) moved to **Open** Feb 06
- Deal [Opportunity #1](#) created Feb 06
- Deal [Lead Program of interest #2 - RB Test](#) moved to **Open** Feb 03

[View in HubSpot](#)

Additional Custom Integration Capabilities

- 3rd party ERP, SQL, CSV, API custom data feeds to and from Hubspot
- Control your integration syncing needs on a field by field level
- Hassle free ongoing maintenance & support for your integration
- Create custom CRM extensions for your CRM Objects
- True System of record

Managed Support



Managed Support

 hello@syncsmart.io



support.syncsmart.io

We proactively monitor and maintain your integration, fixing any errors before you may realize they're there!

Our support is delivered through our ticketing system or email during LyntonWeb business hours of **9 a.m. – 6 p.m. U.S. CT Monday through Friday, excluding U.S. holidays.**

Support includes:

- New or changed field mappings
- Changes to include sync logic and preferences (i.e. changing the filter on a CRM to HubSpot map)
- Changes to connection details – login credentials or URL (including migrating from on-premise to cloud)
- General troubleshooting
- Premium support plans are available for purchase, including phone support and extra consulting hours

Managed Support

 support@syncsmart.io



support.syncsmart.io

Change Requests and Upgrades

Any out-of-scope changes, enhancements, or feature requests will be quoted on a per-incident basis.

Examples Include:

- Custom sync logic and automation
- New sync map for an extra CRM object (i.e. support cases, quotes, projects, etc.)
- Sync CRM financial records (i.e. opportunities and transactions, if not included in your subscription)
- Premium support plans are available for purchase, including phone support and extra consulting hours

What This Means for Our Relationship



Collaboration and Transparency

We believe a strong partnership with our clients yields the most effective results. It's about more than transparency and frequent communication.

Collaboration means iterative feedback loops continuously guide the project throughout the process. We collaborate on roadmaps, estimates, work in progress, and status check-ins. You have visibility during the entire journey with us.



Increased Velocity, Minimized Waste

Cloud technology and digital marketing move fast--really fast. We remove as much friction as possible to increase velocity in all our engagements.

We've realized significant efficiency gains and a lift in client satisfaction by organizing our teams into pods, planning our work into sprints, iterating our work, and checking in frequently for feedback. This prevents us from heading too far down the wrong path.



How We Work



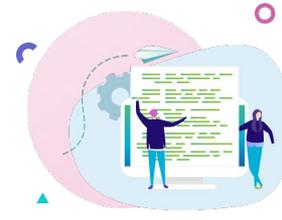
We Work in Sprints

Our agency team works in weekly sprints. You'll receive a weekly update on what we completed the previous week and what our team will finish in the current sprint.



We Check in Often

You'll hear from us as often as necessary, but we won't waste your time if there isn't a need to meet.



We Share Work in Progress

This only works if you're comfortable seeing incomplete work in progress. Polished deliverables require a lot of time and costs. Wouldn't you prefer to provide input along the way rather than scrap or re-do the work after it's done?

We Work on a Points Model

Story points are a tool used in the Agile methodology to measure the effort required to complete a task (story). We determine the number of points needed for a story by a combination of:

- The time it will take to complete the task
- The level of the resource assigned to the task
- The perceived value of the task.

Your investment will determine the number of story points available for the project and future ongoing efforts. This system allows for increased transparency and reduces the potential for unexpected change orders within a project.

Driven By Results



Driven By Results



We've successfully launched **over 200 Dynamics integrations** to date with billions of records syncing daily.



Our integration projects leave our clients feeling **satisfied and ready to get to work.**

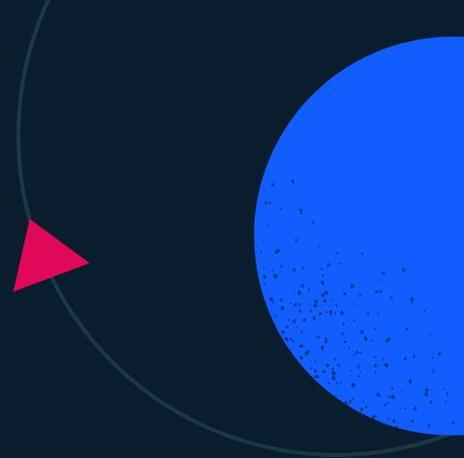
A pink quotation mark icon consisting of two double quotes.

**“Charlie was awesome!
Got our field mappings setup in
no time at all!”**

Jared Moore of team D3



**Are you ready to connect
your software and achieve
real business growth?**



Let's Get Started

www.syncsmart.io • [SyncSmart Support & FAQ](#) • 877.596.8669

