



HubSpot + NetSuite 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.

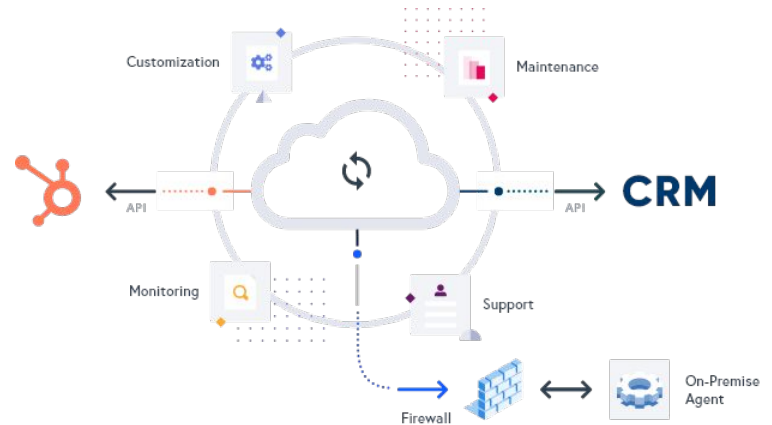




Our Technology & Managed Service

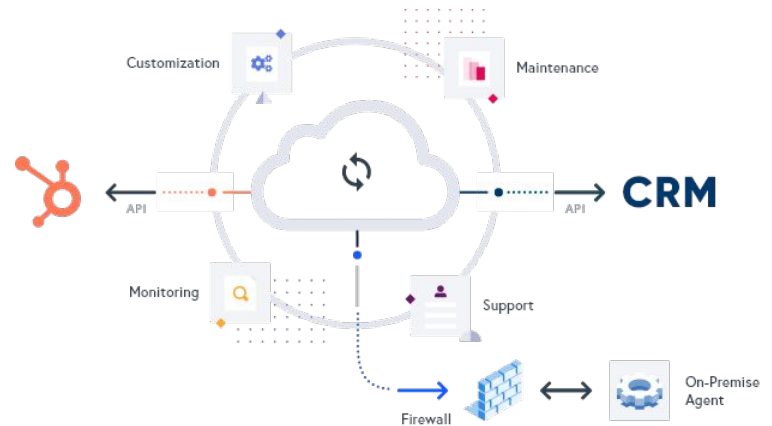
Enterprise Integration Platform

- Cloud-based platform in Microsoft Azure and Amazon AWS
- On-premise agent to connect to in-house systems if required
- 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



Managed Service

- Proactive maintenance and monitoring of all integrations
- Updates and support for all API connectors including HubSpot and NetSuite 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

Lynton 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

Integration Timeline



**Kick Off
Call**



**Discovery,
Strategy,
& Planning**



**Build &
Test Maps**



Launch Integration
(optional historical sync)



**Ongoing
Support**

Integration Capabilities



NetSuite HubSpot Profile

- HubSpot profile, form submissions and email events all within in CRM
- Full control in HubSpot whether a lead or contact gets created in CRM
- CRM to a lead or contact's HubSpot profile

HUBSPOT ID
123456

HUBSPOT CLOSE DATE
01/01/2019

HUBSPOT LIFECYCLE STAGE
lead

HUBSPOT LEAD SCORE
1

HUBSPOT PREDICTIVE LEAD SCORE
0

COMPANY (HS)
ABC Company

PUBLIC CONTACT URL






SYNC DATA LAST CHANGED

OPT-OUT

Select a workflow ▾ Enroll Filter


HUBSPOT SCORE
75

[See predictive score](#)

-  Jonathan Smith opened email Integration follow-up
-  Jonathan Smith opened email Integration follow-up
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[View in HubSpot](#)

Jun 03

Jan 31

Nov 07

Oct 23

Sep 18

Sync Capabilities

Let's Discuss Your Use Case Below!

HubSpot

NetSuite



HubSpot

ORACLE
NETSUITE

NetSuite

Companies	↔	Customers ⓘ
Companies	↔	Vendors
Contacts	↔	Contacts
Contacts	↔	Person Customers
Contacts	↔	Person Vendors
Deals	↔	Opportunities
Deals	↔	Sales Orders
Deals	↔	Invoices
Deals	↔	Quotes
Deal CRM Extension	←	Quotes/Sales Orders
Engagements ⓘ	←	Activities
Products/Line Items ⓘ	↔	Products/Line Items
Custom Objects	↔	Custom Objects

Managed Support



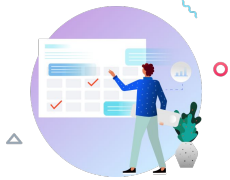
Additional Custom Integration Capabilities

- 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

Driven By Results



Driven By Results



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



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



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



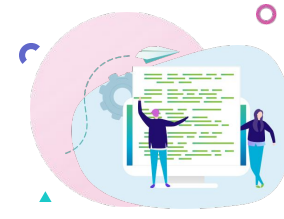
We Work in Sprints

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.




“

Extremely happy with James from Lynton, his dedication to resolve our issue as well as a clear description of all steps of debugging and testing. Really happy with the service.”

Thorarinn Olafsson of LS Retail





**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



Our Process

