Struto Webinar Looking for Better Net Results Integrate NetSuite & HubSpot to Eliminate Data Disasters and Accelerate Growth-20250923_104353UTC-Meeting Recording

September 23, 2025, 10:00AM

43m 16s

Sean Fowles 0:06

Good day. Right on. So we are ready for action. We start right away. So what we'll do today is welcome everybody who's in the session. We have had a few registrations. We've had a lot of people request that we share the recording afterwards. So for those, thank you very much and we hope you enjoy the show.

Paul Sweet 0:11

Yeah.

Sean Fowles 0:29

So for today, really the focus of this webinar is to look at NetSuite and HubSpot and the relationship between the two, and to look at what it is that we can focus on in removing that frustration that you might have. Quite a popular request, quite a common situation for us here at Struto.

And yeah, we hope we don't put you to sleep during this process. We'll try and keep it as informal and as easy to consume as possible. So yes, let's shoot along there. So some first few bits to start with, just housekeeping. Our attendee list generally remains mute and off camera, so you're welcome to sit there with your feet on the desk.

And enjoy your coffee or whatever you're having to eat, especially if it's lunchtime for you. We won't judge you there. From our perspective as well, please feel free to drop us a chat or a Q&A message. We'll be keeping an eye there. It is recorded. We'll distribute this afterwards and also make it available via our struto universe.

For those that don't know what a universe is in this case, it is an environment like a learning management system or a portal. In effect, it's one of those things that we do here at Stuto and we've done one for ourselves where we host these recordings. We do appreciate your feedback. There will be a survey as well, so please complete that

at your earliest convenience and let us know if any issues.
And then one very important thing is that we do opt you in at this point in time into some of our communications as is customary. If you want to unsubscribe, you can do it anytime, no problem. So we hope you enjoy this. We hope it adds value and we look forward to your feedback. I'll keep the mic for two seconds longer. I'm Sean. I head up revenue.
Studio or Rev OPS in a role if you're familiar with the term. So that's marketing, sales and service. In short, when I meet clients, I say what I say we can do is what I also work with the team to ensure we actually deliver. I'm a technical head. I have 20 years of experience in software and numerous other business roles.
And one of my favorite goals is efficiency. So I really try and look at something and go, well, can it run more smoothly, more quickly? And that's exactly the exercise that we kind of run at Studo joined today. We're joined, I'm joined by Paul and Mark. So Paul, do you want to take it, take of yourself for a second? Go for it.

Paul Sweet 2:41
Yeah, sure. Thanks, Sean. So I'm Paul Sweet. I'm product manager at Streeto. I've been been in the industry for probably 20 years as well. I've been with Streeto for about three or four years and have worked with the integration team and then with the product team, starting the product team, building, building the platforms.
That we will take you through today and lots of in-depth knowledge along with Mark on how these integrations work with HubSpot as well as the entire HubSpot ecosystem and use cases that that it normally supports so.
Thank you. Thank you for your time today.

Sean Fowles 3:20
Thanks, Paul. Mark, over to you.

Marc Howell 3:22
Yeah, great. Thank you. I am Mark. I've got about 25 years of dev experience. I'm the product owner and dev manager at Struto and I'm excited to be telling everyone about NetSuite integration today.

Sean Fowles 3:37
We'll clark. Thank you very much, Mark. All good. So let's jump into some of the

action. So for our agenda today, we're going to meet some of the tools. Again, that's not us, it's the actual things that we use to to work through the solution. Another element from our side is that we do try and look at where there will be friction.

Marc Howell 3:37
Thank you, Sean.

Sean Fowles 3:56
So my job and very fun job is to try and create the headache for you. Paul does have a migraine, just putting it out there. So I'm going to try and make a double headache for Paul and then he's going to tell us a really nice story to lift us from that space as well. So Mark will explain in brief around what we do at Stuto with Stuto IX.
Again, you'll note on screen that the agenda does have reference to struto IX and that's struto's in-house developed middleware. It's more than that, but for for today, Mark will take you through that. As mentioned, Paul's benefits will be picked up and then I'll work through a couple of case studies and move on to the Q&A side of things.
So a nice fluid process. And again, if there's anything, please drop your chats or questions in the Q&A section. Cool. So what do we have here? So let's meet the system. So NetSuite is a well known system of record, so in the Oracle space.
And it is born into that a movement towards a cloud native solution. So again, it's not software as a service because you can still implement it into your own environment, but it can be cloud hosted as well through the Oracle Cloud and it is a perfectly well suited ERP and finance solution for that.
Mid market or upper mid market set up. So again a lot of folks have moved off the likes of Sage and and Xero into the likes of a NetSuite or an SAP. And again the key thing is that it manages that compliant quote to cash cycle but.
Does not have a strong and like relied upon CRM. So again, while it holds customer record and information, it does not hold that high high touch information. The key benefit behind NetSuite, I think the the big thing to say is that it's well established, it's highly relied upon in terms of the market.
And it has a a a well known technical structure. So again we'll tackle that a little bit later, but it's a it's an established solution and I think very important in that scenario is that kind of you go to a one in 10 or two in 10 number of clients will have either had NetSuite or will be moving to NetSuite as we engage.

So quite a high market footprint. We can move to the next slide. From a HubSpot perspective, this is more our bread and butter. So again, just to iterate, we're not a HubSpot, we're not a NetSuite partner. So we don't implement NetSuite as part of what we do. We would work with your NetSuite partner, but we are a HubSpot partner.

So HubSpot, it's an all-in-one CRM solution. Again, you can have any part of the CRM itself. So again, if you only need marketing, you can do that. If you need sales again for that upstream client journey and apologies, we've just lost the slides there. Just briefly, the screen's going back. We'll just reshare that. We'll go back one level. I'm just going to get back to that HubSpot slide if we can for a second. Thank you very much. So yeah, from from our perspective, you know we focus on which part of that journey is critical. So before NetSuite takes over the the customer, there are a number of engagements that need to happen and HubSpot's a market leader in that space. So everything from.

Marketing to your potential client, taking them through the sales journey and actually winning that business and then serving them afterwards with information that all needs a home and that's what Hubspot's there to do. Once they're a customer, that's where they move to NetSuite and their fulfillment then happens. So whether you're a stock business or a services entity or project based.

Any one of those actual execution arms, that's where your ERP is strongest. Your CRM is there to engage and delight your customer in terms of communication quality and experience. So that's where we are on those two. We can move along. So the big thing is, are you actually getting those results? So for today, what we often try and do is we ask you to do a little bit of homework as we're part of this process, make some notes, jot some information down. But if you're in a scenario where you've got the two completely integrated and the data is flowing, then I'll be honest and say this might not be the right session for you.

We are gonna be talking about the requirement to do that. Having said that, you're welcome to stick around. But the key thing is, are you currently suffering that data silo or what we refer to as the data disaster? We've got information in two different places. When they eventually meet up, they don't consolidate and you're left trying to marry them up in.

In some capacity for the reporting you want to do at month end. Most people that we talk to do not have that situation, right? So they might have a version of an integration, but again, everything else is left in manual processing. From Struto's

perspective, we are trying to understand whether or not you're getting the results that you want.
I'm going to move to the next slide and dig a little bit deeper into some of those pain points.
O.
Where do we see the situation? So a lot of the cliches are on the table when it comes to integration. So a lot of folks that might have marketed to you in the past or sent you information regarding the the marrying of the systems or even when you rolled out your various platforms, the conversations would have been around what owns the what owns the specific data.
Right now, what we're trying to highlight here is when you don't know that a concept of operational drag is introduced because you don't specifically or you cannot specifically confirm which part of your process is going to be slowing down.
Or could be bottlenecking on the basis of certain information being captured on time, processed on time, or being shared correctly with an up or downstream team.
What it does mean is that you lose information. So again, from your perspective, while you're making notes on the side, if you can adequately say that you don't have any data loss.
Or any missed information, then you're in a really good position. But if you can confirm that there are scenarios where you're asking yourself where did that go or what information didn't I get? So on screen you'll notice we've got a data black holes point, but let's say you miss certain payment statuses.
Or there are milestones of you not billing at the right time. Or perhaps there's a stock information point that's not given correctly and your team don't sell something.
Those are considered data black holes, right? And it's a scenario there where siloed information means that you are not running optimally.
Again, if you're making notes yourself, make a note now because it's a situation of am I actually getting all that information at the right time? What it does lead to, again, is the ability to then say, well, have I guessed my way through the process?
We talk about growing and growth guesswork. Is the information at hand and am I actually making decisions that aid that growth or they make being made retrospectively? As in, I think I got it right, I think it might have been the right decision and therefore I'm going to move forward with it.
All we can agree is that it's inaccurate. So again, from your perspective, if in a day-to-day capacity you see that you you believe you have the right information to make

the make the choice, that's still guesswork, right? If you know factually.
You're in a good position, right? So again, just a note and and these are all tick boxes that as you tick them together with three or four ticks on your page, it might be worthwhile giving us a shout. So the last one on the screen is really to talk about the team as a whole, right?
When we're sitting with a situation where siloed information exists, so again, if you can lucidate your business, you might have a sales team and a finance team, or you might have a stocked warehouse team and a sales team. The variations might exist throughout the solution, but by not giving them central views or not having the information clear.
You don't have trust between your team and again, then you have a situation where it's the US and them. So again, I'm not reading this word for word, but I do want to point out a couple of points around that team growth, having a team that is aware of another team's needs, whether it be data or process focused.
Immediately means that the baton is planned for a seat. So again, if you think of a relay race, the person that's going to take the baton knows the baton's coming. The person that needs to hand over the baton knows that they need to hand it to an individual. That's the same concept if we're taking the baton play by not knowing about the baton.
You're not going to run the race quickly, and I think that's exactly the concept behind this. Cool. Thank you very much. So we can move to the next slide.
Awesome. Um, so back to the headaches.
We do have a situation where a lot of the the and I refer to cliches, but a lot of folks refer to in data, right? So again, that team siloed this data, that team only knows this, that data information, not to the point I made a second ago.
By creating data silos, you don't just create internal issues in terms of your team not understanding things. And again, we've got the archipelago as an example, but it's external as well. So the biggest issue you actually have is that you compromise or you create issues in the customer experience off the back of your internal headaches.
Right. So again, to the point, you might be frustrated and while you're making your ticks that you can't see information, but consider the scenario that you're losing customers faith or customer trust for each scenario where you don't achieve that level of of factual information and and clarity.
So again, I won't dwell on this. I think it's more a concept that we try and put on the table. But by having the by having your interactions internal and external, unclear

and disjointed, you will sit with the situation where you're going to be. It's you created lack of trust for yourself and for your for your customers.
So again, won't dwell, but we really do like to set that vision that things, that things in your current environment might be quite separated. You can see it, but you might not be able to touch it. And that's the concept of islands and and mainlands in the scenario. Cool. We can move along there. Thank you.
Awesome. So before I carry on with my part, I will hand the mic over for a little bit to our legend in the house, Mark, to take us a little bit, take us through the HubSpot and NetSuite structure as it were.
So Mark, please feel free. And yeah, if there's any questions, folks, on what I've shared, please do feel free to pop them in the Q&A. Mark, take the mic. Go ahead.

Marc Howell 14:14
Great stuff. Thanks, Sean. So our NetSuite integration is an extension built on our Struta IX platform, which is our bespoke ETL and orchestration system which we've been developing over the past few years.
We use a canonical data model to maintain referential integrity between systems and keep object relationships intact and whatnot. So the great part about it is how easy it is to use. The configuration is very.
Declarative and easy, but not simple. It allows you to define data types, mappings, actual type transformations, things like dates and currencies, and define ID management rules, things like that. So.

Sean Fowles 14:56
Mm.

Marc Howell 15:10
From our perspective, the setup is always quick, it's predictable and so we're able to deliver fast turn around times with our system, get you from kick off to go live as quickly as possible.
It's not just a an API or a connector though. Um.
It's it provides trails and auditing, normalizes data types, supports batching, rate limiting, all of those sorts of things that you'd expect from a a full production ready integration.

Sean Fowles 15:35

OK.

It.

Marc Howell 15:48

Rules, engines and those sorts of things. Um.

Sean Fowles 15:49

Mhm.

Marc Howell 15:54

Yeah, it's, you know, it's a simple into tool that we use.

Sean Fowles 16:02

They need, then I I think Mark.

Marc Howell 16:03

It's the same skin.

Sean Fowles 16:06

I think the the, the, the big thing there and I think we'll we'll touch on a little bit later is that you know from a from a needs perspective clients have come to us having tried other things and I think that's why you know we got to a point where we've we've gone down this road especially not just with this connector but with numerous others. So I think well put then and.

Why we've gone to that structure, I think just with the with the pain points themselves, I think again we don't have to go through each one, but certainly from our perspective the the big thing is that we found the flexibility in that solution that Mark's just shared there.

Flexibility is key because not every scenario is thought out in standard connectors. Our clients have arrived with much more flexible needs. So we'll go into that in a bit more detail. But Mark, thank you very much and sorry if I cut you off there. I wasn't sure if you were just finishing your point.

Marc Howell 16:57

No problem.

Sean Fowles 16:58

Awesome. I think it might be your show, Paul. Do you want to maybe just take us through some of the goals that we've seen? And again, I think for those that are here, you know Mark is on on our our development lead and Paul as the product managers really come to understand the needs as they are articulated from the engagements with the clients through the sales process.
So.

Paul Sweet 17:20

Yeah. Thank you very much. So what we're talking about today is, is something that we're all very familiar with, which is integrations and connecting 2 systems together traditionally has been.
Largely quite complex, time consuming and it can have varying degrees of of success depending on, you know, the deployment strategy, how it's implemented, how much information you've gathered, how many stakeholders you've engaged with, so.
But at the end of the day, with all that money and time spent, what is the actual goal of connecting 2 systems, right? And that's that's that's generally well in in the past this the the measurements of success within a project is usually.
Largely correlated to the to the fact to the to to the concept of do we even know what success looks like? You know, why are we even doing this? What are we trying to achieve? What are the goals? What are the outcomes we're trying to achieve? So with that in mind, Streeto has gone not back to the drawing board, but evolved with.
The with what we've had experience with doing all of these integrations and we've started looking at not the software itself, but the outcome that the software needs to achieve. And it's not just for one team, it's for multiple different types of teams, different audiences, different stakeholders, it's the same integration.
Between two or more systems, but it serves different audiences in different ways, right? So there's value to be derived there. So with that in mind, we've, you know, this just these are just some of them. So for sales and marketing teams, you know they want to see the complete customer journey.
They don't want to see, you know, numbers for every specific customer in a in a in a

in a sort of a database necessarily. But they would like to see what is that customer's journey been throughout all the various touch points, whether it be sales or finance or or account management or whatever, whatever the case may be.
Right. We want to obviously see real time deal statuses so that we can follow up, we can do customer nurturing, we can do win backs. We want to be able to only target the opportunities that matter or at least the ones that fall into our purview.
And we don't want to have any duplicates because as everybody knows, that is probably the number one time time. The thing that people struggle with the most is duplicates. And then at the end of the day, nobody wants to delete anything in case they lose something valuable, so.
So for sales and marketing, it's customer journey, real-time deal status, lead scoring, Tam, if you can just go to the next slide.

Sean Fowles 20:19
Pretty cool.

Paul Sweet 20:20
What the what the what the stays of play is, first a month in reconciliations, complete audit trails. These are all things that people that work in finance would obviously love. So that is an outcome, right? So that is a at the end of the day, if I have that and I don't have to look under the hood and try and figure out exactly what is where and how do these numbers.

Sean Fowles 20:25
Good.

Paul Sweet 20:40
Reconcile because there is an accuracy to it and we can guarantee that that is a value that is being delivered to that person and they now no longer have to worry about those things. They can focus their time on more important things. And then the same thing for operational teams, less work, workflows are automated.
No more. You know, there are obviously still tasks that need to be done. However, it's not the same repetitive tasks that they previously had to do just because they they didn't have faith in the process. Single source of truth, as we've said, 360 degree view.

And then just having that repeat itself every single month or week or day as a guaranteed outcome or a guaranteed process that leads to an outcome means we have faith and it's a in in a predictable process. So you know, we no longer have to worry about it. So we're buying, we're basically coming back to the statement that we don't want to buy soft.
You know, because buying software is like renting a car. It doesn't guarantee that you're going to get to where you're going, right? Some people would like the road trip, so they're going to just rent the car. Other people want a guaranteed or a guarantee that they're actually going to get to where they need to be because they don't have time for the road trip, right? They just want to go.
And see the Himalayas. So that's kind of where we're positioning the platform. And right now for today's webinar, we're we're focusing very heavily on the integration which we've now called connectivity because it's really just a connectivity between two different systems.

Sean Fowles 21:56
Good.

Paul Sweet 22:13
But we'll show you how that then progresses into into, you know, sort of a digital, not a digital transformation, but there's a strategic roadmap where you can go from removing the silos, processing more intelligently and then being in a position where you have the ability to to to be a market leader.
OK. So how do we get there? So, so we've, we've broken it down into a delivery framework. So it's a it's a street delivery framework which we've kind of broken down into three major areas for today. One is the foundation, so connective, connectivity, excellence.

Sean Fowles 22:37
Yeah.

Paul Sweet 22:54
So we eliminate the data silos as we've said. What does that do? Well, it gives us those outcomes that I've just mentioned for various teams. That's your foundation layer. So once that's done, you have faith in the data, you can stop worrying about

the data and then we can move on to the next phase of the roadmap, which would. Be process intelligence. So once we have the data, we've picked up the trends, our platform which is AI powered, will be able to start making suggestions on things that can be improved or we can deploy an outcome pack and we've got three different types of outcome packs which.
Which I'll just very quickly mention. The one would be a connectivity pack, which is exactly what it says. So any system to any system that lays the foundation and that's delivered through one of the connectivity packs. So it could be a, you know, a NetSuite to HubSpot, but then also HubSpot to 0 or.

Sean Fowles 23:37
Mhm.

Paul Sweet 23:51
Or whatever the case may be. We then also have a capability pack which allows you to do specific types of things like maybe perhaps you want to have a a solution that specifically targets a specific industry.
And you're you're a, you're a, you're a sport, you're a warehouse that sells shoes or whatever the, you know, your manufacturing client, you need very quick quote to cash or whatever, whatever the case may be. Excuse me. And then the other one is just a process pack. So that's where we enable a specific type of process.
Which is then a I powered and all of this is agentically powered. The platform is completely agentically powered. So every single thing that happens is automated as far as possible in an agentic way and this allows us to to react very, very quickly to adjustments.
Make the right, provide you with the right insights at the right time and also react to changes because all these platforms change, right? NetSuite might change, Xero might change. We might have some new legislation that changes. You might have something like GDPR that's come in.
Or some new governance rule that needs to be adhered to. And so we don't want to have to stop everything, grant it to a halt, figure out what it is, then have a consultant give us the key points as to how the platforms need to change that can all be evaluated in the same way, but just in a.
Much, much faster way in a in a way that's way more robust using AI.
Next slide please, Sam.

And then phase three is where we take that. So we've got our connectivity layer, data's flowing perfectly where we're happy, predictable. We've layered on to that our process pack or a capability pack. You know, maybe our finance team wants to work in a specific way and our marketing team needs a way to get.
To to generate more content, 300% more content for the next six months, there's a pack for that because we understand that process and we know how to automate 80% of it. So we can accelerate that for you. And once all of those wheels are turning, what you're left with is the ability to have market advantage in one or more areas, right?
So now you can start, the flywheel is turning and you can start looking at the next phase which is you know how do we, how do we move from where we were to where we need to be now and react to where the market is going because the market is moving extremely fast at the moment in.

Sean Fowles 26:17
OK.

Paul Sweet 26:26
Very many different directions. So maintaining, maintaining a level of cadence just to keep up as a first step, but then also to hopefully have a little bit of an advantage in certain areas would be would be that. So that's kind of how we've broken it up and then on the next slide.

Sean Fowles 26:30
True.

Paul Sweet 26:43
We have, it just wraps it all up there for you. So that's kind of the the condensed version of the map. We have a guided deployment framework today is really just talking about integration of NetSuite because it's a very prominent ERP.
But that's just one part of the our platform. It could also just be the only thing that gets deployed, right? So it doesn't mean that you have to have everything. It just means that we're thinking about everything because we want to deliver outcomes, not just software.
And the only way for us to do that is to be thinking about, you know, what, what are

the, what are the outcomes that need to be achieved?
OK.

Sean Fowles 27:29
Perfect.
Very cool. And I think that's that really leads us into just a a final view of this and I think maybe just a bit of a we can all contribute in this conversation certainly from myself, Mark and Paul, you know I think the the parts that were provided earlier were that you know you've got structured information which you've got coming.
In and out of HubSpot and NetSuite and I think that's the that's the big scenario here is at the moment a lot of folks can't necessarily articulate what needs to move. Again, part of what Mark and and and his team will do and certainly the team from from my perspective in the build up will be to understand what those policies are and what you want to see moving.

Paul Sweet 28:03
Goodbye.

Sean Fowles 28:09
I think just from the authentication side, Mark, maybe you can just give us a little bit more of a technical view of authentication protocols. Anything specifically you'd like to highlight there just in terms of what we go about in the NetSuite capacity?

Marc Howell 28:24
So authentication with NetSuite is unfortunately not as simple as we'd love it to be. We need to generate some keys and share them with the admins of NetSuite. It's a little bit of a process has to be done every year, of course, to refresh those.

Sean Fowles 28:43
Yeah.

Marc Howell 28:44
But that's a part of the prep, just setting up a an API user along with the the keys and so forth. Not very difficult, a little bit of a little bit of work that needs to be done there.

Sean Fowles 28:58
100% and I and I think that's very importantly, I think part of what we go about in our process is to understand what your team needs to do. So I think you know like you'll have an HP partner, there'll be certain environments that are required. There are certain test instances that might be needed or or certainly development environments.

Paul Sweet 28:59
Yep.
OK.

Sean Fowles 29:18
And you know when one looks at a native versus versus a custom integration, those are the important things to keep in mind because a lot of our customers who meet with us don't have sandboxes in all of the areas and you know we need to account for that in part of the conversation. So thanks Mark, appreciate it. And thanks Paul again for all that that detail on on how we come out of the value.

Marc Howell 29:33
Yeah.

Sean Fowles 29:38
Of despair. We can move to the next one there. Thank you very much. Perfect. So I think from from my perspective really to round this out, I think we've highlighted a lot of the major themes. Now I won't sit here and read this slide to you as as as such.

Paul Sweet 29:39
No problem.

Sean Fowles 29:54
But I think that the big thing for me is that we will touch on what the requirements are from your side. Now meeting the benefits, no problem. We can stand and vouch for it on the basis of case study, which we'll cover off. But again, the big highlights will be that you get a single view of the customer, right? That's critical.

Again, when we talked about the pain points and asked you to start checking boxes, it's confirmed that you might not have that view, right? Important. We've highlighted data accuracy. Again, this is on both sides of the solution. And the last thing you want is that sales get made and you're unaware of credit limits on the NetSuite side. Similarly, you don't want to go and sell a bunch of stuff that you definitely. Confirm sellable on the front end. So classic scenario there. Because the client environment is now sitting in HubSpot sense, we can use automation to drive customer conversion.

Naturally, you get sales efficiency as we'll highlight in a moment, you get a lot more streamlined performance and process. So again, your team knows what comes next or what comes before as a result, efficiency, right. And then lastly, reporting is overlaid on everything. So you know all of the information will be passed back and forth.

Reporting via Hubsot on Netsuite or Power BI or Tableau. We can make all of that data available centrally as needed. Cool, we can move along.

All right. And then really what we'll do today is just we're going to gloss over some of the use cases. Again, use cases tie into those pain points at the start. So again, this, I won't pore over this in too much detail, but the main thing right now is that we can unify this, unify the space, we can give visibility.

The central view means that there is no guesswork. Again, removing that guess growth or growth guesswork that we referred to earlier. Everybody talks about real time visibility, but we'll be honest with you about when your data moves and it's loggable in a sense and it's trackable in the other sense.

And then lastly, I think what you'll have for your client is a much more clean and transparent experience. So again, you're welcome to work through these use cases in time. We'll naturally share this recording with you and you can pause and have a read through, but they're applicable to the pain points we referred to earlier. Excuse me.

We can move to the to one of the one or two of the finals, but what we've got on screen and maybe Paul and Mark just we don't have to go into too much detail, but from our perspective a couple of the key requirements we mentioned earlier web authentication, but can you and I've mentioned that we you know we would need to work with the other vendor.

Marc Howell 32:14

Yeah.

Paul Sweet 32:23

If.

Sean Fowles 32:25

In this scenario, but to to achieve a flow like this, what do we go through just on on our process?

Paul Sweet 32:26

Yep.

I I I can talk talk speak to that. So a lot of the a lot of the initial initialization of a project would be done through the planning and discovery phase. So you know all of the checks and balance we have a we have a checklist of things we need to do with with.

With the customer or their or their third party provided and we're we're quite well versed in what we need to be asking for. So we we there's a there's a list of things that we ask the customer to do and there's a list of things that we say we will do and if we do those things together at the time and within the timeline we say we're going to.

It's a pretty smooth process, but in order to get here, it's literally just getting the two systems set up. The two use cases that we're looking at here now is a very, very typical one. So on the one side you've got your marketing activities which are bringing contacts into HubSpot.

Those are then creating companies. The company, the contact becomes qualified or becomes marketing qualified and it could and then perhaps actually purchases something through HubSpot. Struto, our platform will then pick that up to say right, this is a valid customer because they've made an actual sale.

And paid us real money and we can now create that customer in NetSuite. And by that point, NetSuite will then start to fulfill that order and it will go through the various different fulfillment process stages and post it back to HubSpot will be things like the tracking number, whether it's been packed, whether.

Whether it's been, whether it's in the warehouse, whether it's been sent, whether it's

been delivered, all of that information comes back into HubSpot. So there's your 360 degree view. Salesperson's made a sale. Finance knows that it's been.
Paid for salesperson know that it's been delivered. Marketing ROI can be calculated because they've been tracking that entire engagement right from the start and the salesperson can follow up with the customer to say, see that you've received your goods. Are you happy?
So with a very simple process like that, we've kind of achieved many, many things for many different types of stakeholders within the business and it's also led to a very good customer experience, right. And then similarly on the right hand side, that's just an enablement of what I've just mentioned. So you know, having an accurate product library.
Allows us to not only have a mirror of what products are in each system, which is super important if you're selling products, but also what the inventory is, right? How many do I have left? How many do I, you know, somebody's ordered 10, but we've only got five. What's the lead time on the reorder?
Information like that usually would be, oh sorry, I'll call you back. They don't call back, customer goes somewhere else or has to call back. Or you can say I can, I can tell you categorically it's going to be 5 days because 99.9% of the time.

Sean Fowles 35:25
Julie.

Paul Sweet 35:33
It's five days because we have the data. So customer goes, yes, thank you, please, thank you or no, that's too long. But either way, it's a it's a better customer experience. Information is at hand and yeah, so very simple flows.

Marc Howell 35:49
Oh.

Paul Sweet 35:50
Not that quick to get to because within all of those things are rules and logic and different tyes of users that want to see different tyes of reports.
But in essence, very simple. But what it delivers, the value it delivers is immense compared to what it could be. The alternative, yeah.

Sean Fowles 36:08

Totally agreed. And I think that's common feedback. I think that's certainly how we see it in the folks that we're speaking to and have spoken to you. I mean, they corroborate what you're showing there. So totally fair. Paul, thank you very much. Cool. We can move on. I think we'll be on one or two more slides and then I think we'll be towards the end of the conversation. So certainly from this.

Perspective again, I won't dwell on this too much, but in an outcome again to what Paul shared, once you've established those outcomes and we work our way back to ensure that we deliver them and you've if you've been ticking off little boxes, you know this is often the conversation to say like what what gets better after this process, right?

And from your perspective, look at the number of heads that you that you have effectively doing work twice, multiply the time by the rates that you usually pay and this is exactly the cost that it is to you. So that could be an offset cost. Initially we also recommend that we look at things like understanding the client's happiness level, so an NPS.

We're going to do the exercise and we run the NPS again regularly to see if there's improvement. Again, we can easily demonstrate impact on revenue. So I think from that side, we've certainly shown it with clients and we'd love to have that conversation with you of what the current is and what the goal needs to be to establish some base ROI.

And then naturally there's data improvement. So the for us, it's the trust you have for your data which then translates into the trust that the client has for you. So again, just a couple of knock on effects there. So all good. And then yeah, I think if we move along, we'll be in a Q&A now, so.

I do note that we've got a couple of questions that were shared by one or two folks that weren't with us today, but wanted information shared, which we will do for today. So Mark, let's ask you this one. So how customizable is the integration from our perspective?

Marc Howell 37:54

So thanks Sean. It's really customizable. Being that it's built on our bespoke struto IX system, that means 100% of the code was written by us. We know it, we own it. And the entire system from start to end is.

Sean Fowles 38:08

Excellent.

Marc Howell 38:13

In our control. So customization is easy, easily attainable for us and we're have done many customizations. So yeah, there's absolutely no problems if someone's got some.

Sean Fowles 38:27

100% and I think.

But you you obviously just you Part 2 to that was just if a customer has loads of custom fields in HubSpot, we're not or or in NetSuite for that matter, we can create a marriage between the two. You're saying there's a lot of flexibility there.

Marc Howell 38:41

Absolutely, yeah. That's just a part of the configuration step. Custom fields on either side, easy, easy to configure and work with.

Paul Sweet 38:46

Yep.

Sean Fowles 38:47

Perfect.

Paul Sweet 38:52

Yeah.

Sean Fowles 38:52

Brilliant. Brilliant. Thank you very much, Mark. I think for for that question, I hope that covers the point. But yeah, full clarity and comfort there. And then what does an implementation process look like and how long does it typically take? So I'm happy to take this one.

So from an implementation perspective, we would run through what we call a statement of work process where we get that agreement in with what the outcomes

are to what Paul said earlier that you're looking to achieve. You might have a number of software elements that you need to get if they don't fit the journey that you're on. Again, it might be a license to use Street to IX, it might.
Be certain HubSpot elements that need an upgrade to meet those outcomes. We will walk you through that. Once that's committed, we then kick that project off with you. We run the project in our environment as well. So again, we have a project management solution that lets us see and engage, of which you become a guest so you can see the same thing.
We run in a scrum cycle, so again or a scrum process or agile in that sense where every two weeks we have a Sprint that starts at the beginning of that period. There is a planning session to let you know what is going in. You get to prioritize and set that in play. We then work through that two week cycle and then we present back to you through a review session.
What's delivered now? Naturally, things that get delivered are available and usable, but again, that's just a roundout of that process.
From Studio's perspective, we've had customers work through quite a short time cycle. So again, if all the information's ready and you don't have complex outcomes and journeys that you're trying to achieve, you know, timelines can be quite short. So you know, I think between your four and six week mark and in a scenario where we've got customers that need a lot more customization, a lot more.

Paul Sweet 40:28
Yeah.

Sean Fowles 40:33
More testing. Maybe if you've got stringent IT systems where you need to have a full development space signed off before we go to production, that can actually take a lot more time. So again, these are all customized. As much as the solution can customize the integration, we will customize the project delivery to as best fitting to your needs.
And again, I think it takes it back to that native versus custom approach. If you're doing a native rollout, it's plug and play, you don't make any rules, it's what it tells you. So in that scenario, timeline is short in a scenario where it's the other way around, where you've got to have those decisions made and you need to have calculation and transformation of information, make time.

Do it properly and we can make sure that happens. So from our perspective, that'll be it. We've only got those two questions. So I will thank you very much for your time. Paul and Mark, anything you want to add before we sign off?

Paul Sweet 41:13

Yeah.

Yeah.

I just want to add one more thing to the deployment process. So whilst whilst we are, you know, can customize anything and whilst there are native connectors we're at, you know, with our outcomes packs, it operates almost in a native way which is highly customizable. So we we've recognized the integration patterns.

Sean Fowles 41:25

Sure.

Paul Sweet 41:42

Certain types of outcomes and we have configured them in a way so that they can be deployed quickly with predetermined configurations. So it's not a blank canvas conversation every time spreadsheet. Let's map this to that. We already know that if it's NetSuite and it's a finance team, 95% of the time they're gonna need XY and Z.

Sean Fowles 41:53

Thank you.

Paul Sweet 42:02

Objects and it's going to need to be done in this specific way. So the roll out of those packs are quick, but super highly customizable around the edges when needed. But that's it, yeah.

Sean Fowles 42:12

We need this exactly.

Exactly. And thanks Paul. I think that you know what what we do come to and I think it's the onset of a I which gives us that that that leg up, right. We do learn and are able to analyze from our existing work that we've done and you will benefit from that. So just to close us out just.

Paul Sweet 42:23

Yeah.

Yep.

Sean Fowles 42:31

A heads up, we do have channels through which you can communicate with us. We are a well established partner, fully accredited and we are a partner of a few other of the solutions. So again, if you're looking more holistically at a solution transformation or your digital transformation, we're a great crowd to talk to and we'll definitely try and help you. So have a look at our site. Please follow the link to the.

The survey that's been provided and keep a lookout for the recording and we hope to hear from you. Thank you very much and thanks team. See you again. Ciao ciao.

Paul Sweet 42:55

Thank you, everybody. Take care.

Marc Howell 42:59

Thank you. Bye-bye.

Sean Fowles 43:00

Bye.

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