

# Struto backHUB Webinar Build a Recovery Plan for HubSpot CRM Schedule, Backup, Verify and Restore-20260128\_110040UTC-Meeting Recording

January 28, 2026, 11:00AM

42m 56s



**Nsovo Shimange** 0:07

Good morning or afternoon, everybody, depending on when you're joining us from. Welcome. Thank you for joining us today. We'll be.

Thank you for joining us in our webinar How to Build a HubSpot Recovery Plan for your CRM. My name is Nsovo Shimange. I'll be facilitating the session today. Before we get started, we'll just go over some housekeeping rules. You'll notice that.

All lines and cameras have been turned off. Please feel free to use the chat in the Q&A function to submit questions. We will get to those near the end of the session. Please note that the session has been recorded and will be available in history to universe after.

Your feedback is valuable to us, but please complete the survey which we'll send out near the end of our webinar. And Please note that by joining us today, you will be opted into our marketing, which you can unsubscribe from at any time. No hard feelings from our side.

Before we begin, I'd like to introduce today's speakers. As I said, my name is Sobo. I look after inbound marketing here at Stuto. I'm joined by my colleagues Paul, Mark and Sean. I'll give you gentlemen a few moments to introduce yourselves formally. Start with Paul.



**Paul Sweet** 1:23

Hi, everybody. I'm Paul. I'm the product manager at Stuto. I'm basically head up all the products that we build and look after our teams. Very excited today to show you what our backup product can do and I'm looking forward to hearing from you afterwards. Thank you.



**Marc Howell** 1:42

Hi everyone, I'm Mark. I'm product owner and tech lead for IX and backup and I'm looking forward to showing off what we've got so far.



**Sean Fowles** 1:55

It's me. So I'm Sean, I'm CRO. I'm responsible for all the things that this lovely team says we can do and also the things that we actually deliver. Just from my side, I've been in the industry for a long time, about 20 years of software experience and specifically in the HubSpot ecosystem, you know, five to six years or.

Really understanding the structures that are relevant to you. And yeah, I will tell you a story shortly, but back to you and so.



**Nsovo Shimange** 2:22

Thanks so much, Sean. Thank you for introductions, guys. Here's what we'll be covering today. So we'll start by looking at why it's important to have a dedicated backup and restore layer for your HubSpot CRM. Then we'll talk you through what HubSpot is, what it covers.

What's included, what's backed up, and how the restores actually work. After that, we'll go through a brief demo just to give you a little taste of what it's capable of.

We'll finish off with a Q&A session and then we'll take you through our next steps.

So I'll hand over back to you, Sean, to hear your story.



**Sean Fowles** 2:58

Very cool. It's not always the fun story. So my role here at Stuto is often to make you stress 1st and then we show you how we bring you out. So the valley of despair head with me down the valley of despair. So again, for those that have attended our webinars, what I usually do at this point is ask you to play bingo with me.

What that means is have a pen and paper ready and as we go through these common pain points, you know, tick them off, right? It's a situation of this one makes sense or this one applies to us. And then once we understand that, we can then, you know, understand how we can support you. So when you have a conversation with myself, Paul and the team, we'll know exactly where your pressure points are.

But really, just to run through them, and I'm not going to say everything word for word and be one of those screen readers. But in the scenario where you have an incident, can you confidently access the information and have it back in the state that you had before, right? How long does it take you to do that?

You know, is it, is it that it is unattainable or is it that it's hosted by someone else or handled by somebody else? That is the essential question. How quickly can you

recover? If your answer is quick, fantastic. If your answer is I don't know, it is something to evaluate. And again, we can support you in that evaluation. The other side of it as well.

Well, is that from a native perspective, do you have the ability to pull all the objects off, as in all the pieces of that structure? Or is there a limitation? Is there a limit in the number of records that you're allowed to access, the time frame that you can access? And what is the timeframe on that in terms of your ability to restore that information, right? How far back can you go for the state that you want to be in? Naturally, in a lot of backup solutions, you don't get to stipulate any of that, so you just get the copy that you get.

And then you have to restore that and you have to try and find a way to differentiate between what you had and what you have now. And I don't think I've met anybody who can confidently step up and go. I know that absolutely. The other very important thing is as you restore data.

More often than not, backups don't keep the relationships right in a CRM ecosystem. Considering that it's a relationship management solution, losing relationships means you lose the golden thread between tools, between objects, between records.

A lot of our customers are kind of moving up market, but this applies to an SMB as well, right? The situation is that if you don't have the connected data after the restore, you might as well start again, right? That's not not a good situation for anybody. So we've gone for three on our bingo card. I hope, I hope for your sake you're not ticking any boxes, but if you are, let's keep going.

A couple of key things. A lot of the rollback process is manual, right? So you'd need to call somebody. They would need to find the file. They would need to add that file back into the CRM, check for duplicates. That's a nightmare, right? Consider a world where you don't have that, but.

I'll let Paul take you down down that on that lovely golden golden path later, but for now, consider whether or not yours are manual backups. So again, taking files offline, choosing those, sifting through them for the right versions, and then importing those manually into the CRM.

With that, imagine a world where you don't import and be happy. You can't test. You can't confirm, right? A lot of folks that we've spoken to about their backup solutions or back up, forgive me, there's no safe rehearsal. There's no test space. There's no confirmation. Just to the point a second ago around broken relationships, you can't confirm.

Right, So what you're basically doing is arriving with the same problem that you had. In some cases, not having a backup is even better than the version that you pull in because it can be so error ridden, a higher risk exists. So having a place to test that and confirm, it's an important one.

Last couple bits we'll cover through is from a visibility perspective, right?

Many folks can't see what they have, when they had and what's in those backups. So again, I think understanding what's in a file is a critical element because to the point a few seconds ago, how exactly do you know what you're pulling in now if you go up two or three of these and you compound them.

Let's take manual backups with no place to confirm whether the backup is of value, and because we don't have visibility into the backup, we can't confirm what it contains. Consider how long it will take you to get back online, right? Is there a bigger business risk at hand? Now again, if you're playing bingo with me here, maybe pull a line, a loop around that. Or you know when we get to the end, you can shout full house. A key thing here as well is governance. Again, in a scenario where you don't know what you're pulling in, how can you?

Adequately report for an audit or similar that you have the right data in play, right? A lot of our customers have integrations, right? Integrations might be pulling data back and forward, right? And the challenge there is the downstream or the upstream system might have an integrity issue if you're not driving through the governance correctly.

Again, if you're a compliant, if you have compliance like ISO or similar, an area that you might have trouble with is confirming that compliance. Another very important one to tick off if you see that if you have a compliance officer or a DPO or somebody similar, it's the kind of conversation we would have with you to see that we meet those regulations on your side.

Couple more to handle. Some of our customers have multiple portals, right? Imagine you back up that portal and you restore it to a different portal by mistake, right? That is a very real. It's a real world problem, not having the right ID for that portal, not knowing what's inside that backup and then sending it into the wrong portal.

Imagine 2 brands overlapped and then a marketing mail goes out to the opposite brand. Imagine competing brands. We've got some customers where two of their brands compete with each other. Imagine a world where you go and do your backup and you restore it and it's the wrong brand.

Perhaps a large issue. So again, consider your world. If it's perfect and it's dreamy

and peachy with no issue, then no problem at all. And then the last one to cover off is from an operational perspective, not knowing what's in a backup and what's there and catered for might mean that you can't control whether or not you can actually pull that backup back in.

Right. So again, you might have this peaceful world thinking, you know what? We back everything up every month or every week or every day even. But when you need to click the restore button, can you confidently say that it restores? So without having a place to test that, so your rehearsal space.

And not knowing if you can, there might be a situation where you actually can't. And again, as we reach the end of our bingo card, look at the number of ticks that you've put on, right? If you are sitting with one of these issues, you are a candidate to have a conversation, right?

If you're sitting with multiple, then it's an absolute. It's an important situation for you to have a conversation. Now again, none of the conversations with us are obligatory. It's nothing that needs to happen, but the situation is that you are at risk and we are just trying to highlight that for you as we go through it.

So I hope I didn't create too much, too much time in the value of despair. There is a journey on the other side, but again, very important and we can evaluate this for you. So as we head into the next slide and thank you very much team, there are ways to prevent these issues, OK, but the loss is significant if you haven't got controls.

Right. Consider a scenario where you can't operate, right? What happens when you can't operate? You're going to lose revenue, right? It's as simple as that. So more often than not, when we're having the conversation or even when we're preparing for a backup solution, it's to understand what is downtime going to cost you, right? So again.

Most customers, they take the revenue number at the top line, divide it by the operational days and then by the operational hours. That's as simple as it is. And if your breakdown of that value is higher than having a backup solution in place, this is a no brainer conversation, right?

Again, if we consider a scenario where you're offline, you might have SLA to your customers, which means you're going to be at risk both on the customer impact and on the compliance. So again, if you have an SLA to say we're up and we're there, we're communicating, but you can't reach them because you don't know where to reach them because your CRM is offline.

There could be a potential issue there as well. Just from an operational perspective,

getting you back up, you could make mistakes and lose data and as a result you could make errors in your revenue as well. So again, just further to the previous slide, these are just slightly more focused on the actual loss of data and the impact thereof. Last point to raise, and again, I'll just shoot straight to the end because the rest are quite related to the points you've covered. There are hidden costs to getting you back online, right? So in a scenario where you're provided a solution that gives you low downtime and low back to opportunity positioning, you are then at a lower risk of being exposed to opportunity cost.

That's the data you've got. It's the data that you're not going to have that you don't, that you aren't able to take on. That's the other side of this cost, right. And I think that is what we try and highlight. Your downtime is not solely revenue. Your downtime is the revenue you're not going to make in addition to that which you already planned to make that which you forecasted.

So with that said, I don't want to spend too much time in the negative territory, but it is very important that folks notice that this is one of those areas that it's it's insurance, right? Predominantly insurance. Nobody likes insurance. But the kind of thing is that you have to have a grant in the scenario where you don't want to have business risk and you have to have continuity.

Having insurance is critical and that's exactly what we need you guys to to pay attention to. So with that said, I'll stop for a second and let the team continue from there.

Go ahead.



**Paul Sweet** 12:41

Thank you very much, Sean. Nice intro. OK, so So what is backup really? We'll just, we'll just go straight into what it really is. So in a nutshell, backup is a HubSpot backup and recovery tool. It gives us point in time snapshots of your CRM and your key assets.



**Sean Fowles** 12:43

100%.



**Paul Sweet** 12:57

With the ability to restore them back into HubSpot with progress tracking and audit friendly logs. So that's really what it is in a nutshell. We we want to keep it as simple

as possible in terms of understanding it because from a compliance perspective these are kind of the high level boxes that need to be ticked.

In addition to that, we have scheduled backups. Of course we can verify those that those have been captured. We can make restores repeatable. So if a restore failed for whatever reason, we can simply just hit the repeat button and it can then try to rerun that restore once dependencies have been met.

And that really just reduces risk whether you're doing a dry run or whether something is, you know, failed because of some data issue within your portal. So that's really what it is. This is, this kind of speaks to everything that Sean said in a nutshell. I'm going to in the next slide, we'll just take you through exactly what we're going to be showing you.

And then at the end, we'll just wrap it up for you again.

So ultimately when we have a backup solution, there's kind of four things that we want to or five categories that we want to tackle. Number one is we need to get the solution initiated. That means connecting it to a HubSpot portal and setting some common settings like the default time zone.

We want to capture and verify what it is that we actually want to back up, whether that be on a schedule or whether that's a manual backup procedure that you need to run. We would like to inspect any backups that have been made to make sure that that data is actually the data that we're expecting in the backup so that if we ever need it, we know we can be happy that that data is actually in that backup.

And then if something does go wrong, we'd like to be able to restore that data and see what is actually happening. There's nothing worse than having a system that just basically says something is happening, and then you have no idea if it's failed, where it's failed, or if you're missing certain records, for instance.

And then once, yeah, once it's done, we'd like to see, you know, what is the audit trail? When did these procedures run? What is our, our sort of how well are we doing in terms of the system running and getting the right backups and being able to restore?



**Sean Fowles** 14:49

Not me.



**Paul Sweet** 15:04

You may be doing these as a test from from time to time, once a month just to make

sure that the backups are working, or just scheduling them to make sure that there are no validation errors. All right.

Any questions so far or can I jump in?



**Sean Fowles** 15:23

It's all over to you, Paul. Let's rock'n'roll.



**Paul Sweet** 15:25

Thank you.

Right.

So starting back at the first Connect piece, this is this is kind of your backup dashboard. It's very, very empty at the moment. It gives us a very high level view of what is the total number of backups. So things you'd like to see how many backups I've run. I've got one once a week.

I'd like to know at the end of the week that that's gone up by 7, very quick and easy.

Have there been any failed operations? How many restorations have there been?

What's the success rate, etcetera? We've got some very quick actions as well. As

you'd expect, create a backup, restore a backup, manage a schedule. There is a clone and migrator portal.

which which is not, we're not covering in this this webinar specifically, but those are things that we can also do with this tool. The first thing we want to do really is connect the portal.

Right, so gonna set my time zone. It's already set to Johannesburg 'cause we're in South Africa and we're gonna connect our first portal.

I'll just call this street.

Now the first thing that's going to happen is it's going to connect to the portal with that that private app token which which you get from your HubSpot portal, and it's going to see what the scope of that token is. So what does that token have access to? That's the first thing. Again, it's a validation of what we are able to access using this.

From a security perspective, you'd like to know that you're not accessing things that you don't, that you're not supposed to be accessing, and similarly you'd like to know that you are accessing the things you're supposed to be accessing. So very quickly, just outputs for you what the objects are and if you had to go and increase.

The security or the the allowances on that key. Hitting the refresh button over here

will then just refresh that and show you which objects are now available or not available. Once we have this in place, we can move back to the dashboard.

And we'll now see that create a backup is highlighted, so we can now do this quick action, but before I do that.

And just take you to the portal so you can see what portal we're dealing with.

So I've set up some, a couple of companies, couple of contacts and a couple of deals.

Very importantly with any backup solution, especially in the HubSpot world, is there's no point in just importing things if they're not going to be associated correctly.

That's the entire point of the CRM.

Relational. It's a relational database. We need to see who who owns the deals, you know, who are the contacts for which companies, etcetera. So backup, which the HubSpot backup solution does not do at this point in time. It rebuilds those associations. So you start off.

With a restored version of what your CRM looked like previously.

Right. So we've got three companies there. We've got three contacts. You can see they've all got associated companies and deals and there's a couple of deals as well.

And as a bonus, we're also going to include workflows. So workflows have been usually been very problematic in terms of replicating.

Um, but with this tool you can now do that and I'll show you how that all works in the next screen.

OK, so first thing we're gonna do create our first backup. Gonna call this uh, webinar demo.

Play it.

So I think somebody mentioned previously that this is multi support multi portals or multiple portals, which this does. Right now I've only added one, but if you add more portal connections, this list will then just grow and you can set your backups for any portal that you need.



**Sean Fowles** 19:18

Brilliant.



**Paul Sweet** 19:18

Including schedule.

OK.

Over here we can select the objects. For now we're going to do contacts, companies,

deals and workflows. It does support all of the others, but just in the interest of time, I'd like to just show those because those are quite important.

And then we just go and create the backup.

And there we go. So what we have here is an output of the backup which ran, what portal it ran against, the date it ran and what was actually outputted from or what did we collect from that portal at this point in time. I can assure you there are only 14 workflows and there's four deals, 3 contacts and three companies.

Um, but now very importantly, what's in this backup if I click on view?

What you'll see over here is the three contacts that we have in our HubSpot portal.

We have our three companies.

This information was not populated in the in the extract, so that's why that's empty.

And we have our three deals.

We do have a show all columns because there's quite a few more columns within most of these records. So if you did want to go and have a look at this in the UI, you can. Otherwise we usually just show the key columns. And then lastly we've got our workflows.

So there you can see a list of all the workflows, what's it, what the workflow type is.

There's a list of actions you can download this to CSV. Very important. A lot of times we want to do audits on a on a portal and people don't know what workflows are in place. This is a great way to do that, right? It's it's it's it's as much as a backup tool as it is an audit tool.

If we carry on over here, you can see you'll see here gives you the description of what it does, basically everything that that workflow is currently doing.



21:14

Brilliant.



**Paul Sweet** 21:24

OK.

The same time I can go and have a look at my operations. So I've had one operation or one process that's run that's now been captured over here. I can see the status is completed and if I look at validation, what the validation really does is it digs deeper into.

What has been validated? So in order for this to be restored, we need to have a backup file which which adheres to the the schema and everything else. So if any one

of these failed for instance, so the common example is you don't have any. Deals. Well, that's that shouldn't be a common example, but a common example is some of the other objects wouldn't have any records in it. This would tell you that there's no records in that in that object to be able to restore later on.

OK.

Right, so now the the bad case scenario happens and we lose all of our data. So what I'm gonna do is just delete everything here.



**Sean Fowles** 22:33

Disaster.



**Paul Sweet** 22:35

Disaster has just occurred.



**Sean Fowles** 22:41

Whatever will we do, Paul? What are our options?



**Paul Sweet** 22:45

You know there's one button we need to click here.



**Sean Fowles** 22:46

I can go into my. I can go for entertainment purposes, folks. I can go into my infomercial voice with with the greatest of play.



**Paul Sweet** 22:51

Yeah, you have to call someone. Call someone immediately.



**Sean Fowles** 22:55

Yeah. Who will you call Paul? What are your options?



**Paul Sweet** 22:57

Can I?

So here I'm just going to delete a few workflows. Maybe I'll do all of them. It won't take too long.

So important to note obviously is within a workflow. Let's say let's just go into one

quickly because what we do want to do is make sure that we have everything in the workflow captured. So this this workflow is quite interesting because it also has some custom code to it. It's got a complicated trigger.

Or two groups, three groups.

Of triggering conditions, we've got some custom code that's running.

Right. And you can see the custom code up there and there's been some properties that have been removed from this, which is why that's pointing there. Got some more custom code and another edit record on the end there. So we're going to come back to this one because we want to make sure that that's been restored correctly.

And let's just delete that one and then we can move on.

Right, so.

No deals, no contacts, no companies, and our important workflows are all there.

Right. So in the restoration process, we have two ways to do that. We can either just go and say start a fresh restore or we can go back to a point in time on the backup itself to restore it there. Before we do that, we can have a look at the logs.

Like I said, all the logs are captured against every single backup job, so if there was any sort of issue before we want to restore, we want to make sure that there are no errors in the logs. Usually you'll get a notification anyway, but.

There's all successes over there and we can verify to say that all the files required for this backup to be restored have been validated. OK, but just a quick couple of quick checks and then we can restore straight from here.

Right. Again, multi portal support, so we might want to push data into a different portal. Before the demo, we're just going to do a demo portal and we're interested in these four objects. It's automatically selected the objects that it had within its backup, so.

If it had more, it would. You can see there it's not in the backup file.

OK, but a couple of options we can upsert. So if it finds a record, it'll it'll just update the record. It will validate it if needed. We can do a dry run and then we can also notify on completion. I'm just going to leave these the way they are now.

And let's roll.

And this is the reason I didn't create a big set of data, because just in the interest of time.



Makes sense though. It's got to run through its process and validate. So I think that's the, you know naturally to the value of despair conversation earlier. A lot of the flow that you have don't have wouldn't have that step in those validation steps. So it just dumps the data in and you kind of get stuck with the information as you have it after the fact, so.



**Paul Sweet** 26:30

Yep.



**Sean Fowles** 26:34

I think it's entirely appropriate that it that it runs through this process. The logs I see there's a view logs button there Paul, just for everybody who's watching this that's accessible and and I was just going to ask you if they could be downloaded because sometimes they get stored offline. Perfect. Thank you very much.



**Paul Sweet** 26:50

They can, yeah. So in in the interest of compliance and and all those good things, especially in the age that we're in now, everything has a log that is accessible by you as the user. Don't need to call anybody and log a support ticket to see what's happened with your data.

There have been some failures as well, so let's just let me look to see if these have gone through. So again, there were 7 failures, right? We'll look at those and it'll tell you what the failure was and we can retry them if we need to. So as I said, if we export this now.



**Sean Fowles** 27:06

Awesome. Awesome.



**Paul Sweet** 27:22

It'll give me the reasons, you know, it'll actually give me all the reasons and why, and I can then retry them once those those issues have been fixed. Most of these are applying to the workflows, so we'll have a look now to see which ones have not worked.

OK, so that's complete. Back to operations, that's completed. You can see that's a restore, that's a backup. Again, auditing. How many times has my data been restored,

backed up? Who's taking data in and out of the business? You can, you can have a look at that immediately.

Right. So let's go back to there it is. So it's already there. So you'll see there now your record source detail is backup companies. All three companies have been put back. The association to their contacts have been put back, the association to their deals have been put back. And of course, all of those records had to be created in order. For those associations to work. So we will see those contacts over here. They are also associated with all the records. I did a couple of double, sorry, dual associations just to just to show you how that looks and same with deals.

And here are our deals.

OK, with the amounts. So basically our entire view of our CRM is immediately restored as of the time that it was that it was done.

Let's have a look at our work class.

OK, there we go. So that calculate properties, if you remember that was the complicated one that was that has now been added back.

And if we go into it.

There is our triggering conditions. There is our custom code.

And everything else as it was error or no error is is restored exactly the way it was previously.

Rebuilding workflows was a huge, huge time sucker in the in the past and understanding what workflows you had, what they were doing and which other objects they touched is a very important thing because this is an automated process that runs without you knowing it and anyone who does it who has the right access can set them up.

So having your data flow back and forth as a result of a workflow and knowing what those are and secondly being able to restore them is a huge, huge bonus.

Right. So there's one more thing I want to show you, which is the scheduling.

Of course, we don't want to do this every day on our own, or manually, should I say.

So what I'm going to do is I'm going to set up a schedule.

Again, we'll select the demo. You'll notice that the time zone is automatically selected as the one that I set in the portal setup, and the time now is 130. I'll make this 32.

Alright, so the next backup's gonna run in one minute.

I'm gonna do the same again. There's no tickets, but let's do workflows. Let's do some other ones.

I'm sure what else is in there files.

OK.

Cool. So you'll see now we'll just wait. It won't be much longer, but in one minute this is going to run. It'll show you when the next run is due. You can pause the schedule if you like. So if you're busy working on your data and you don't want to run that specific schedule at this moment in time.

Then just pause it and it will not run at the time that it's that it's meant to. Similarly, if you want to edit the time or any sort of detail within, you want to add some more objects to that backup or you want to remove any or you simply just want to change the time to later in the day.

Once your sales processes have concluded, you can adjust that time right then and there. So this is called webinar schedule and it will now be running.

In the background, just give it some time. Should be an operation.

I didn't include more up there.

OK.

See there, it's running.

The system itself has many as you as many processes that you want to spin up. So let's say you have very, very critical, you have many critical processes across the business. You might have a very different backup strategy for each one of those processes.

You can set those up at, you know, staggered events and as you as the more you create, the more the workers in the background will scale with the jobs that need to be done. So this is a bigger backup job than the one previously, so you'll see it's taking a little bit longer to run.

And so some backup jobs will run longer than others and there are workers that will listen, backup workers that will listen for the next available job and it'll and we'll scale those workers as your backup jobs scale so.

There we go.

You'll see that one's significantly bigger. It's 1.38 megabytes. It's relative to the one previous total records, but we can now see that there's a couple of other items that have been brought over. We've got three products, one quote and one file.

Look at that.

Same contacts.

Workflows.

Three products.

But one quote's in the system.  
And one file.



**Sean Fowles** 33:30

Nice of you to restore food during a lunchtime demo, Paul. Really appreciate it. It's great.



**Paul Sweet** 33:38

Priorities.



**Sean Fowles** 33:41

Or.



**Paul Sweet** 33:41

All right, so that was it in a nutshell. I hope that's been useful. We can also see here if we go back to our dashboard, you'll see. Sorry, that's the wrong one.



**Sean Fowles** 33:49

Very cool.



**Paul Sweet** 33:57

Back to this dashboard here. Total backups that have run is 200% success rate and we've done one restore so far and we've also got a running tally of all our operations. So anyone can come and see, you know what's been running, has it been running? Is everything up and running? Cool.



**Sean Fowles** 34:13

Brilliant.



**Paul Sweet** 34:16

So.

Tam, do you wanna just reshare again for me please?

Oh yeah, it's already there.

Yeah. So what you've seen, sorry, so just just to wrap that all up. So just speaking back to what what Sean mentioned as the total cost of data loss, so prevention over

emergency recovery. So we've rehearsed.

You know restore ready backups on demand and on schedule. You've seen how that works. We preserve deal critical CRM structure including all the associations to to to avoid the pipeline breakage that's been that's been demonstrated because of that we can we can continue with our customer journeys without any break.

In operations, other than having to do the restore itself, we are compliant in the sense that our exposure is greatly mitigated, the exposure risk. We don't need to go through hours and hours and hours of trying to figure out what did we have, what did we lose workflows, what did which need to be recreated.

What needs to be deduped? We don't have any decision blindness because we're back to the data set that we were expecting. We can also use this as a change freeze, right? So if anything needs to happen and we think there may be risk of something affecting the data.

We can run the backup so that we have that that assurance that if anything does go wrong, we can restore back to it. And yeah, hidden costs, right, which is all of those things above. If they go wrong, how much time, fatigue and weekends does it take to get your data back up and running?



**Sean Fowles** 36:06

If at all.



**Paul Sweet** 36:08

If they're all, yeah. How would you know? How would you know if it's back to normal?



**Sean Fowles** 36:12

Exactly. The real, real risk. Bingo.



**Paul Sweet** 36:19

Right. So just as I mentioned before, what's under the hood, we've got long running backups that short, long running backups, they need to be executed in different time spaces. So that's all taken care of. We have background engines which handle all of those jobs. It's built on AWS, so we leverage the scalable.

Of AWS as well as the security of it. We have two different types of storage. One is our immediate recovery storage, which you've seen over there. And we also have

longer term storage, which basically just means that if you have a longer retention period.

We will back. We will take that backup and put it onto a Rubric instance which makes it completely immutable and ransomware proof. So Rubric is a it actually goes hand in hand with our backup solution. All backups after a couple of days will move over to Rubric and becomes completely immutable. We can't even touch that.

That information so so not only is it safe from.

You know, lost, but it's set from ransomware and then you have operational visibility from a compliance perspective. So and that can permeate into various other parts of your business if it needs to go into your monitoring platform or if you need emails sent to your your sys admin team.

So that they can tick the boxes on a day-to-day basis.

Questions.



**Nsovo Shimange** 37:45

All right. Thanks everyone. That was really helpful. And I guess as you said, let's move on to the Q&A portion of the session. If anyone has any questions, please drop them into the chat or the Q&A tab right now.

We'll just start off with some common questions that we see appear often. I'll ask the first one and I guess you guys can decide who takes it. The first question is how is backup different from Hubspot's native backup in the store?



**Sean Fowles** 38:12

OK.

Happy to. Paul, you jump in. I'll support if I can.



**Nsovo Shimange** 38:19

Oh.



**Paul Sweet** 38:21

If you want to, yeah, I think I alluded to it previously. HubSpot's backup restore solution is really more of an automated CSV export importer, so it doesn't rebuild associations and you don't really have much control over.

You know you're going to have, you're going to sit with multiple CSV files that don't really know about each other. So it becomes a manual import process as you as you

may be aware or used to when using the HubSpot importer. So from an operational compliance.

De risking tool exercise this it it's not something that you could necessarily just let run and and know for sure that your data is there. You can browse it, you can download it and you can restore it at any time without.

Any other work other than pressing a couple of buttons. So when you may have a more eloquent phrasing of that, but technically that's what the difference is.



**Sean Fowles** 39:22

No, I I think you've you've hit the nail on the head. I think that the big thing is that solutions aren't always priority. So what I will say is that in the Hubspot ecosystem, it's a basic checkbox. It's not a core focus for them to have you access a fully fledged and.

Robust backup, it's just a couple of boxes checked so that I guess from a compliance perspective you can get back to a certain level of access. And also the other side of it is that the timeline isn't open there. So from their perspective they go to the nearest available backup and I think we're in a conversation here with something that is far more granular, far more.

Specific and can be interrogated and I think that's that's the fundamental difference and that's those are those aren't our points. Those are actually when customers come to us, they ask us the question of is your backup like this because we're seeing this and we can we can confirm. So Paul.

Back to you and back to you and so I think back to you in the studio. We'll find out what the next question is.



**Paul Sweet** 40:16

Back to the studio.



**Nsovo Shimange** 40:16

All right. Thank you so much, Sean. I think we have one more question. I will maybe put Mark on the spot there. So the question is, what exactly is backup today and what is its future state?

Where do you guys see it going?



**Sean Fowles** 40:38

Did we ask Mark to come off mute during the webinar? That's the question. That's a big step.



**Nsovo Shimange** 40:39

You're on mute.



**Marc Howell** 40:41

I should probably say on mute. I think Paul is in a way better position to answer that.



**Paul Sweet** 40:48

Yeah, no worries. So backup today is ticking the boxes for Peace of Mind and aligning with current cyber threats. So ransomware is a big one. Make having your data in two different backup locations immutable is another big one and ease of backup and restore. Nobody wants to worry about it.



**Nsovo Shimange** 40:48

OK.



**Paul Sweet** 41:07

And if they do have to, how easy is it to do it? The future of it is really, it's your data. So the ability to move data in and out of different systems is where we're going. Our Street to IX platform will have.

Different connectors to different systems. And so really the product itself will move in the direction of wherever your data is to give you the same Peace of Mind for any system that you may be using. Like this is your CRM, but you may be using NetSuite, you may be using Salesforce, you may be using some other system for.

You know, field service agents as well as cloning of information, pushing things into multi portal, extending more into the HubSpot universe to make it more of a data migration or a data migration tool.

Auto cloning tool. Sort of a one shop stop, one stop shop for for moving your data and backing your data up, securing it and giving you that Peace of Mind.



**Marc Howell** 42:01

Hmm.



**Sean Fowles** 42:11

Rock solid. It's a good path. It's a good path.



**Nsovo Shimange** 42:16

I think we're coming up in time, so we'll wrap it up there. Thank you very much to our speakers for sharing their insights and thank you to everyone that joined us today. If you have any follow-up questions, you can reach out to us. I guess on Struta at success at struta.co.uk or any other.



**Sean Fowles** 42:16

OK.



**Nsovo Shimange** 42:35

Through our website, there's various options there. Thank you once again for your time and enjoy the rest of your day.



**Paul Sweet** 42:42

Thank you. Thank you everybody. Have a lovely day. Ciao ciao. Bye bye.



**Sean Fowles** 42:43

Thanks, folks. Bye-bye.



**Marc Howell** 42:44

Thank you.



**Nsovo Shimange** 42:44

OK.

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