Looking for Better Net Results?

Integrate NetSuite & HubSpot to Eliminate Data Disasters and Accelerate Growth



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Housekeeping & Rules of Engagement
Welcome!

Thank you for joining our webinar!

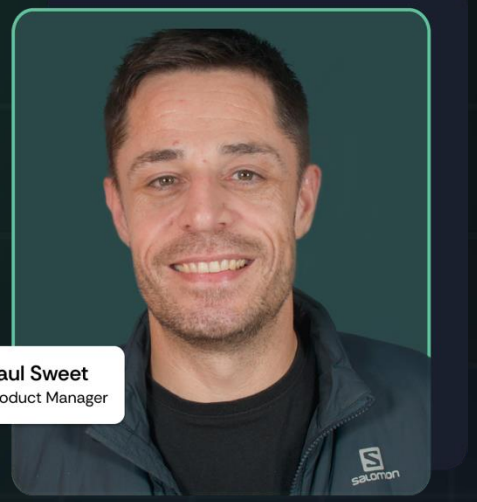
Before we begin, here are some **housekeeping** notes:

- Attendee lines are muted and cameras are turned off.
- Please feel free to use the **"Chat"** feature and the **"Q&A"** to submit questions.
- **Recording Notice**: This webinar is being recorded.
- The webinar content will be available on the **Struto uniVERSE** after this session.
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We hope you enjoy the webinar and find it valuable!

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Your Hosts



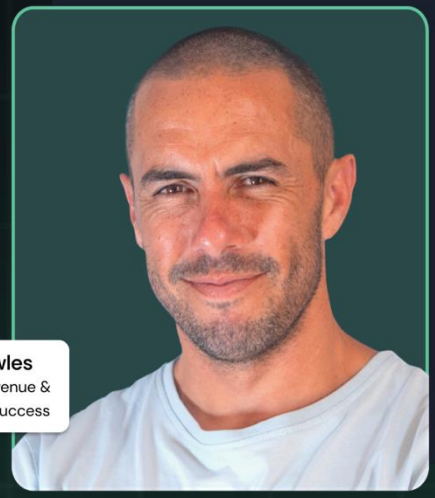
Paul Sweet
Product Manager

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



Marc Howell
Product Owner of strutoIX

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



Sean Fowles
Head of Revenue & Customer Success

Sean Fowles heads up Customer Success at Struto and brings a wealth of sales and technical implementation experience.

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Agenda

- Meet the Tools: NetSuite ➔ HubSpot
- Are These Points of Friction Slowing Your Business Down?
- The True Cost of Data Silos: More Than Just an IT Headache
- strutoIX: Your Central Nervous System for Data
- The Benefits of Integration: Net Results in Action
- The Value of NetSuite to HubSpot Integration
- strutoIX in Action: Use Cases & Typical Data Flow
- ROI & Efficiency Gains: From Fragmented Data to a Unified Growth Engine
- Q&A

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NETSUITE

NetSuite: The System of Record

- Manages all key financial processes, from general ledger to accounts payable and receivable.
- Automates the entire quote-to-cash cycle, including order processing, fulfilment, and invoicing.
- Provides real-time dashboards and reporting for complete visibility across all business operations.

Key Benefit:

- The key benefit of NetSuite is that it provides a single, unified platform to manage all of your core business processes, from finance and accounting to inventory and order management.
- This creates a genuine single source of truth for your back-office operations, giving leadership complete, real-time visibility and control over the entire business from one place.

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HubSpot

The All-in-One CRM, Sales, Marketing, and Service Platform

Core Features:

- Marketing automation and campaign management
- Sales pipeline, deals, and quote tools
- Customer service ticketing (optional) and knowledge base

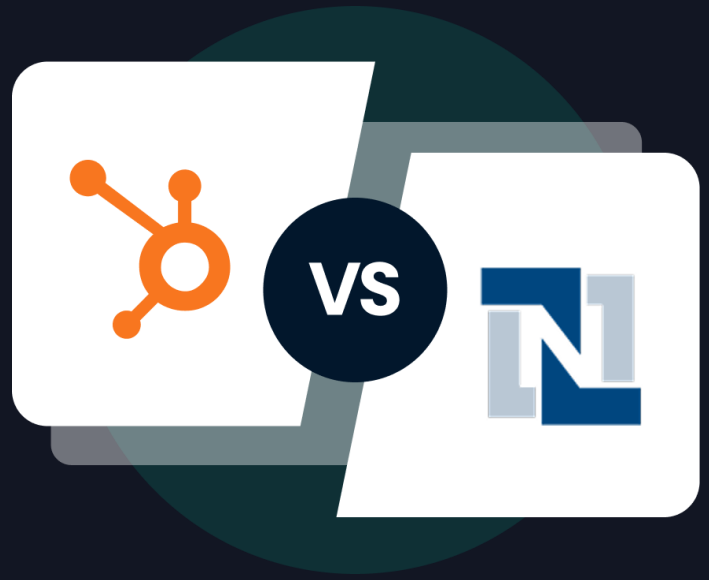
Key Benefit:

- Unified customer engagement from a growth and relationship perspective

Are You Getting the Net Results You Deserve?

“Ever felt like your business is missing opportunities because systems don’t talk to each other? Manual processes, conflicting data, and frustrated teams can be more than a headache, they’re a drag on growth.

We’ll show you how to transform those ‘data disasters’ into seamless, accelerated success.”



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Are These Points of Friction Slowing Your Business Down?

- **Operational Drag:** Instead of powering growth, your processes are bogged down. Teams waste hours on manual work, and the quote-to-cash cycle is sluggish and prone to error.

- **Data Black Holes:** Your customer information is trapped. Sales can't see payment history in HubSpot, and Finance has no real-time view of the pipeline in NetSuite, leading to siloed decisions.

- **Growth Guesswork:** Without a single source of truth, your forecasting is unreliable. You're making strategic decisions with a rearview mirror, using data you can't be certain is accurate.

- **Team Friction:** The gap between your front and back office creates misalignment. Accountability is blurred, and a culture of "us vs. them" between sales and finance begins to emerge.

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The True Cost of Data Silos: More Than Just an IT Headache

Defining the enemy: What exactly is a data silo?

- The "Archipelago" Analogy: Sales, Marketing, and Finance on separate islands.
- A repository of data that is isolated and inaccessible to other parts of the organisation.
- The problem isn't the data; it's the isolation.

The true cost:

- **Operational Inefficiency:** "Swivel-chair integration" wastes thousands of hours.
- **Fractured Customer Experience:** Disjointed interactions erode trust and lose customers.
- **Compromised Decision-Making:** Lack of a single version of the truth forces gut-feel decisions.

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strutoIX: Your Central Nervous System for Data

- Purpose-built middleware
- Easy configuration & scalability:
- strutoIX is more than a connector; it's a unified data fabric



Addressing Pain Points via strutoIX:

- Automated Record Updates
- Real-Time, Bi-Directional Sync
- Single Source of Truth
- Customisable Workflows
- Scalable & Flexible Architecture

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The Benefits of Integration: Net Results in Action

THE GOAL:

Unite your NetSuite and HubSpot into one intelligent business engine that transforms every department.

For Sales & Marketing Teams:

- **Complete Customer Journey** - Every NetSuite transaction and marketing touch visible in HubSpot
- **Real-Time Deal Status** - Instant visibility from lead to cash with campaign attribution
- **Unified Lead Scoring** - Marketing qualified leads with actual purchase history from NetSuite
- **Zero Double Entry** - Customer data flows seamlessly between all systems

The Benefits of Integration: Net Results in Action

For Finance Teams:

- **99.5% Data Accuracy** - Perfect synchronisation eliminates reconciliation errors
- **60% Faster Month-End** - Automated financial reporting from unified data
- **Complete Audit Trail** - Full visibility from marketing lead to invoice

For Operations Teams:

- **75% Less Manual Work** - Automated workflows replace repetitive tasks
- **Single Source of Truth** - One system for all customer and financial data
- **Predictable Processes** - Guaranteed outcomes, not just software features

Stop buying software. Start buying **outcomes**.

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The strutoIX Shared Success Roadmap: Your Guide to Strategic Clarity

🏗️ Phase 1: Foundation - Connectivity Excellence

Objective: Eliminate data silos and achieve operational data integrity

Key Results (Outcomes):

- **99.5% Data Accuracy** - Customer information perfectly synchronised across all business systems
- **75% Reduction in Manual Data Entry** - Automated real-time synchronisation eliminates data copying
- **60% Faster Financial Reconciliation** - ERP and CRM systems working as unified data source

⚡ Phase 2: Acceleration - Process Intelligence

Objective: Transform business workflows through AI-powered automation

Key Results (Outcomes):

- **65% Faster Business Cycles** - Manufacturing, onboarding, and delivery processes accelerated
- **48% Higher Conversion Rates** - Customer journey optimisation with intelligent automation
- **AI-Powered Decision Support** - Machine learning intelligence automating key business processes

The strutoIX Shared Success Roadmap: Your Guide to Strategic Clarity

🎯 Phase 3: Strategic Leadership - Market Advantage

Objective: Achieve market leadership through autonomous operational excellence

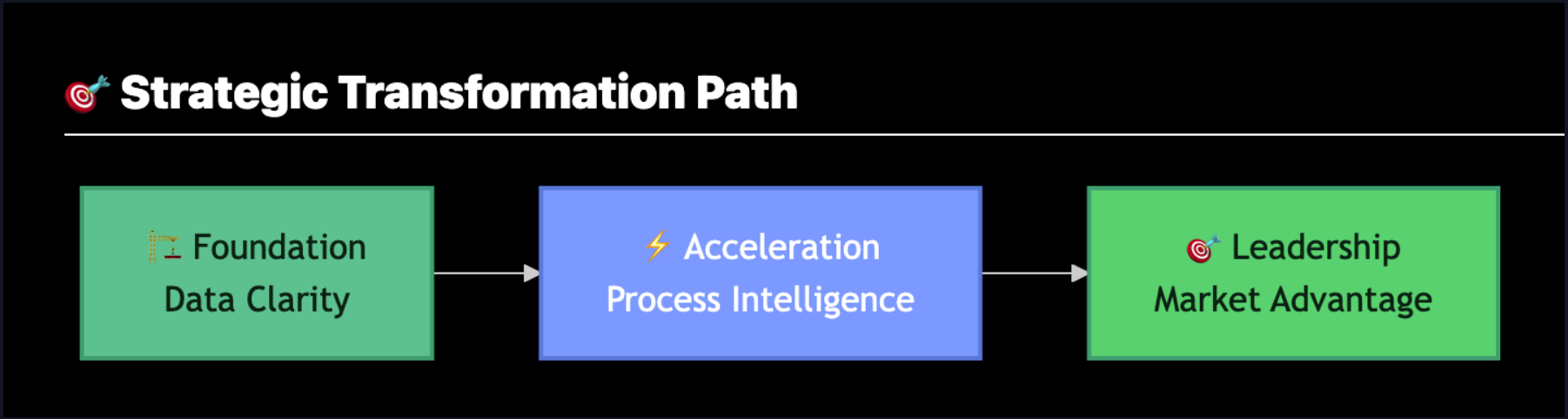
Key Results (Outcomes):

- **75% Faster Insight Generation** - Real-time analytics and predictive intelligence
- **Autonomous Operations** - Minimal manual intervention with intelligent decision support
- **Market Leadership Position** - Competitive advantage through operational excellence

The Shared Success Roadmap:

- **Every Initiative directly traceable to pre-agreed strategic goals, ensuring purposeful action and measurable outcomes**

The Shared Success Roadmap: From Reactive to Proactive Partnership



🏗️ **Foundation**
Eliminate data silos

- **99.5% Data Accuracy**
- **75% Less Manual Entry**
- **Unified Systems**

⚡ **Acceleration**
AI-powered automation

- **65% Faster Cycles**
  48% Higher Conversions
  Smart Workflows

🎯 Leadership
Autonomous operations

75% Faster Insights
Predictive Analytics
Competitive Leadership

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NetSuite ➔ HubSpot

- Structured NetSuite ➔ HubSpot integration
- Clear data-sync policies implemented
- Consistent authentication protocols
- Native vs custom integration



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Benefits of NetSuite and HubSpot Integration





Unified
Customer View



Improved
Data Accuracy



Enhanced
Sales Efficiency



Streamlined
Processes



Informed
Reporting & Insights

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Use Cases

Seamless Quote-to-Cash Automation

- Automatically convert closed-won deals in HubSpot into sales orders in NetSuite, eliminating manual entry and accelerating your entire fulfilment process.

Real-Time Inventory Visibility

- Empower your sales team in HubSpot with live inventory levels directly from NetSuite, ensuring they only sell what's in stock.

Unified Product Catalogue

- Synchronise your product library from NetSuite to HubSpot, ensuring consistency in SKUs, product descriptions, and pricing across both platforms.

360-Degree Customer Financial View

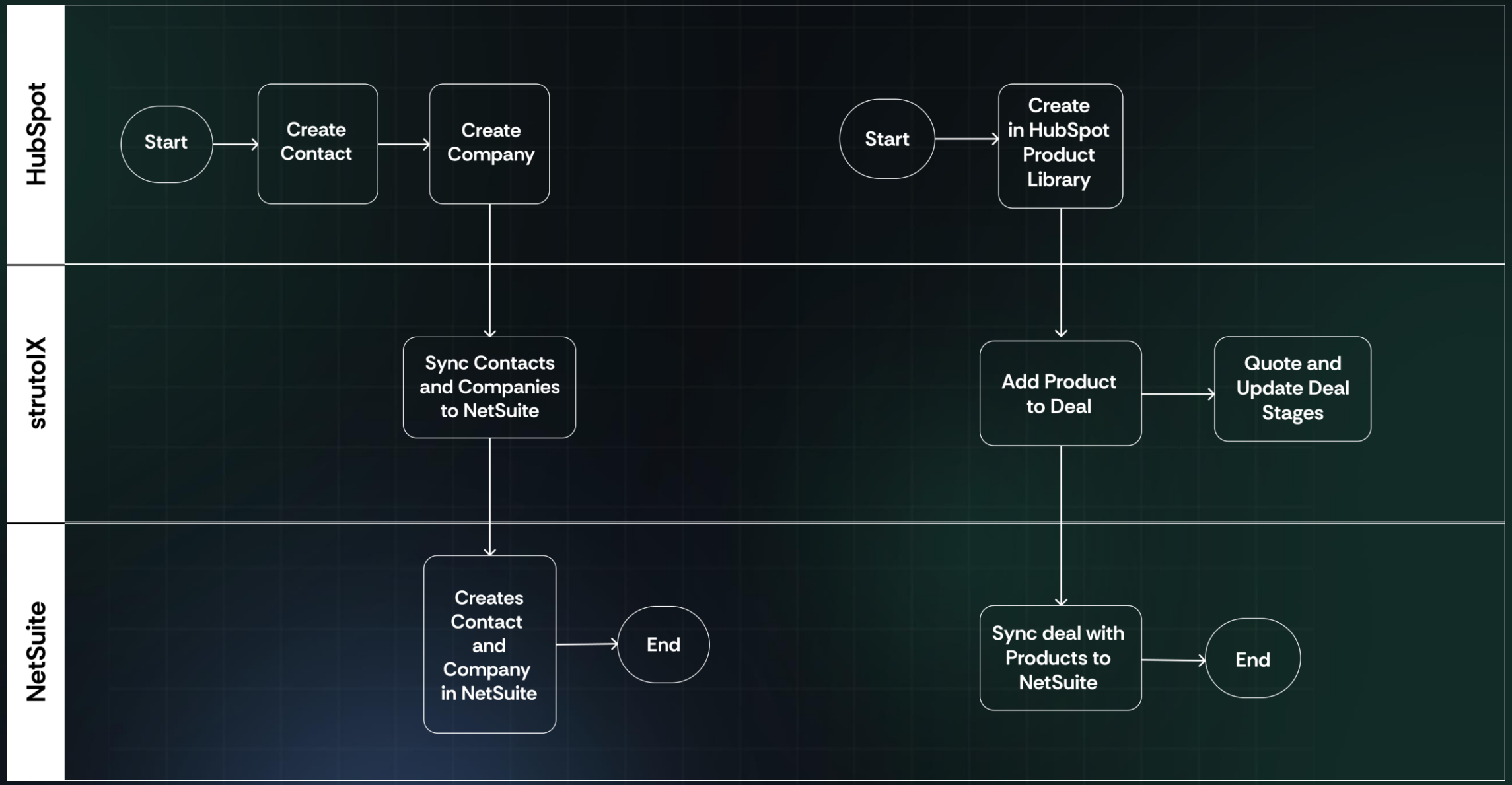
- Give your sales and service teams in HubSpot visibility of key financial data from NetSuite, such as credit status, outstanding balances, and order history.

Improved Sales & Finance Alignment

- Connect sales pipeline data in HubSpot with financial outcomes in NetSuite to accurately forecast revenue and measure profitability.

Transparent Invoicing and Payments

- Sync customer invoices and payment statuses from NetSuite back to the HubSpot company record, giving your account managers a clear view without needing to access the finance system.


HubSpot
Start
Create Contact
Create Company
Start
Create in HubSpot Product Library
strutolX
Sync Contacts and Companies to NetSuite
Add Product to Deal
Quote and Update Deal Stages
NetSuite
Creates Contact and Company in NetSuite
End
Sync deal with Products to NetSuite
End

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ROI & Efficiency Gains: From Fragmented Data to a Unified Growth Engine

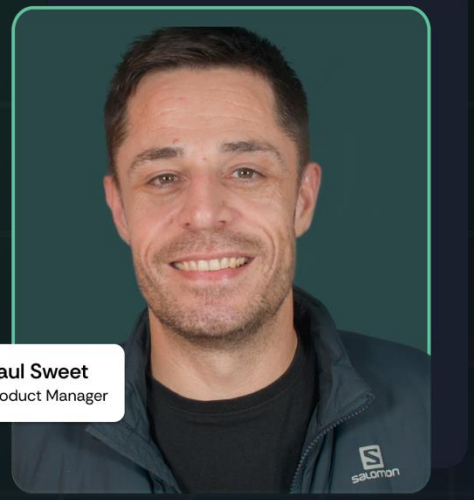
- **Calculating the Time Saved**
  - Reduced admin overhead and data entry tasks
  - Faster Net Promoter Score (NPS) improvements thanks to aligned communication channels

- **Demonstrable Impact on Revenue**
  - Transform fragmented data into a unified growth engine:
    Improved cross-sell and upsell opportunities via integrated data and streamlined handoffs
  - Customer retention benefits due to more proactive and coherent service

- **Data Quality Improvement**
  - Elimination of manual data errors for more accurate reporting
  - Enhanced trust in a single source of truth, leading to wider team buy-in and faster adoption

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Q&A



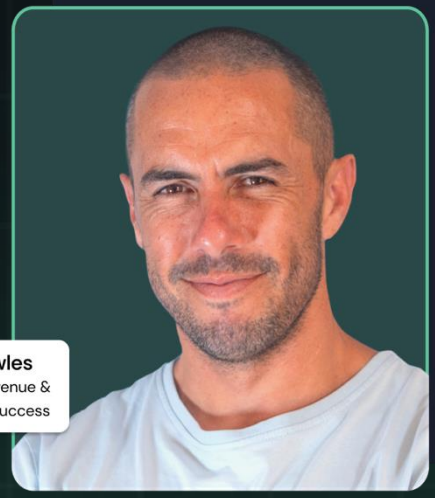
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Got questions? Let's talk

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Email success@struto.co.uk

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