HubSpot + Dynamics CRM Integration

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

LYNTON

Company Story

Founded in 1999, our passion for technology is the foundation and success of LyntonWeb. In 2009, we realized the expansive capabilities of HubSpot and dove head first into the platform, becoming one of the original HubSpot partner agencies, allowing us to expand our services to clients. Now as a HubSpot Diamond Partner, we'll provide you with the knowledge and tools to align your sales and marketing teams and grow your business through HubSpot integrations. Because we've dedicated ourselves to HubSpot early on, we were the first partner to offer HubSpot CRM integrations, allowing us to refine our processes with every project. Today, our team of solutions architect is HubSpot certified and ready to dedicate their time and expertise to your needs.

Solution Architects

Meet the Integration Team

- LyntonWeb was the first HubSpot agency partner to offer go-to-market HubSpot CRM integrations. Much of our original integration team still works with us today. Since then, we've onboarded more experienced solution architects to expand our CRM integration offerings as well as polish our processes.
- Your integration team of project managers, solution architects, developers, and support will do the heavy lifting while you focus on your integrated inbound marketing strategy. Your team will be focused on certain aspects of your project solely to ensure your integration is truly built for you.

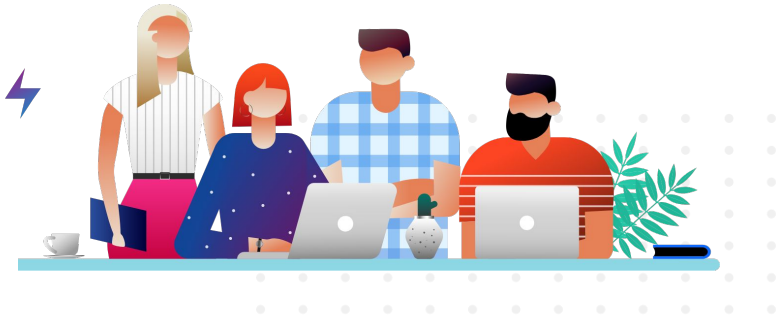
Solution Architects

Developers

Support

Meet the Integration Team

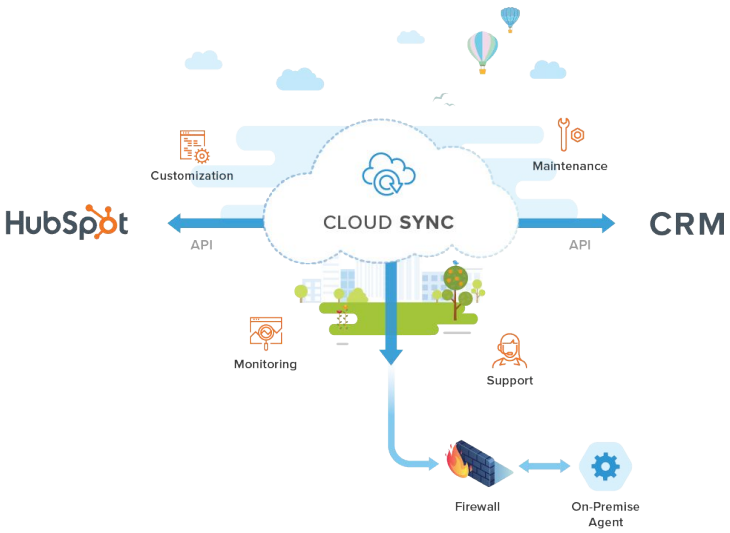
- Currently, our integration team monitors hundreds of customers syncing billions of records per month
- Because of our overall long standing partnership with HubSpot, our HubSpot-certified integration team is highly experienced with all aspects of integrations from multi-portal configurations, custom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



Our Technology & Managed Service

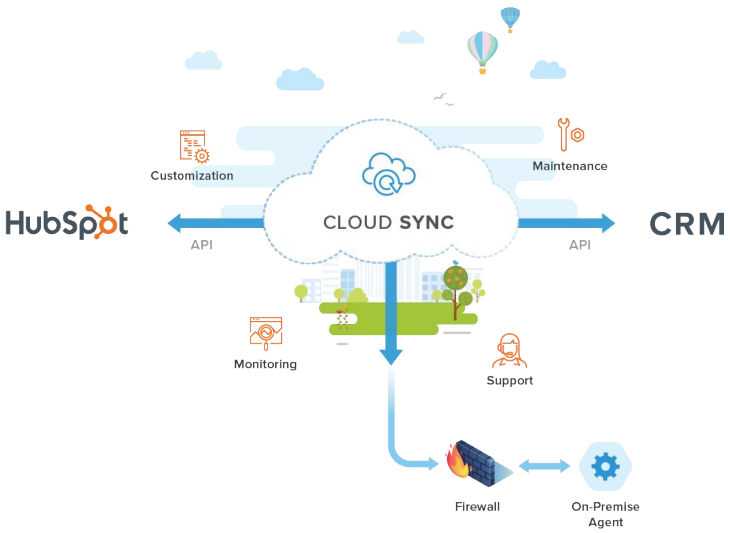
Enterprise Integration Platform

- Cloud-based platform in Microsoft Azure and Amazon AWS
- On-premise agent to connect to in-house systems if required
- No restrictions on bandwidth or connections. We sync billions of records per month.
- Codeless platform - no custom software development
- Dedicated secure environment, 100% SSL



Managed Service

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



Our Process

The Integration Timeline

Kick Off Call

Call 1

Strategy & Planning

Call 2

Build & Test Maps

(First Iteration)

Customizations

Calls 3 & 4

Build & Test Maps

(Second Iteration)

User Acceptance Testing

(Optional)

Updates, Fixes, Launch

(Optional)

Review Live Integration

Call 5

Ongoing Support

Dynamics HubSpot Profile

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

HUBSPOT PROFILE : INFORMATION

John Smith

HubSpot Contact ID	HubSpot Company	HubSpot Lifecycle St...
12345	----------	customer

General

HubSpot

Form Conversions		Analytics		Social		Email	
Last Conversion Date	4/11/2018 2:49 AM	First Visit Date	4/11/2018 2:47 AM	Twitter Followers	0	Emails Bounced	0
Last Conversion Form	Sample - Convert visitors with a HubSpot la	Page Views	1	Twitter Handle	----------	Emails Clicked	0
Form Message	----------	Visit Source	DIRECT_TRAFFIC	Twitter Clicks	0	Emails Opened	0
		Last Visit Date	4/11/2018 2:47 AM	Twitter Bio	----------	Emails Delivered	0
		Last Visit URL	http://abccompany-integratehubsp	Twitter Profile Photo	----------	Ineligible for Email	
Industry	----------	Last Visit Referrer	----------	Facebook Clicks	0	Last Email Send Date	----------
First Conversion Form	Sample - Convert visitors with a HubSpot la	Visit Source Data 2	----------	LinkedIn Clicks	0	Last Email Open Date	----------
Website URL	----------	First Visit URL	http://abccompany-integratehubsp	Last Social Engagemer	----------	Last Email Click Date	----------
Annual Revenue	$0.00	Visit Source Data 1	http://abccompany-integratehubsp	Google Plus Clicks	0	Opted Out of HubSpot	
Country	----------	First Visit Referrer	----------	Klout Score	0	First Email Open Date	----------
Number of Employees	----------	Total Event Completior	0	Total Social Clicks	0	First Email Send Date	----------
Number of Form Conv	1	IP Address	12.345.678.90			First Email Click Date	----------
Phone		Visits	1				
First Conversion Date	4/11/2018 2:49 AM	IP City	----------				
		IP Country	USA				
		IP Country Code					
		IP State	----------				
		IP State Code	----------				

Select a workflow ▾ | Enroll | Filter

HUBSPOT SCORE
50

Deal ABC Project moved to Open	May 09
Deal ABC Project created	May 09
John Smith was added to HubSpot to Dynamics CRM Conversion Inclusion List	Aug 22
John Smith was added to Carlos List Test 5 - Dynamic lead list {{CRM-Dynamic}}	Aug 02

Sync Capabilities

Let's Discuss Your Use Case

HubSpot		Dynamics CRM
Contacts	⟷	Leads
Contacts	⟷	Contacts
Owners	⟷	Users
Companies	⟷	Accounts
Deals	⟷	Opportunities
Contacts	→	Campaign Responses
Deals	←	Custom CRM Entities
Tasks	→	Tasks
Contact Lists	←	Marketing Lists

All custom objects supported

Additional Custom Integration Capabilities

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

Managed Support

HubSpot Integration

Managed Support

help@integratehubspot.com

support.integratehubspot.com

- We proactively monitor and maintain your integration, fixing any errors before you may realize they're there!
- Our support is delivered through our ticketing system or email during LyntonWeb business hours of 9 a.m. - 6 p.m. U.S. CT Monday through Friday, excluding U.S. holidays.
- Support includes:
  - new or changed field mappings
  - changes to include sync logic and preferences (i.e. changing the filter on a CRM to HubSpot map)
  - changes to connection details - login credentials or URL (including migrating from on-premise to cloud)
  - general troubleshooting

help@integratehubspot.com

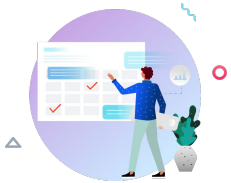
support.integratehubspot.com

Managed Support (cont.)

- Change Requests and Upgrades
  Any out-of-scope changes, enhancements, or feature requests will be quoted on a per-incident basis. Examples include:
  - Custom sync logic and automation
  - New sync map for an extra CRM object (i.e. support cases, quotes, projects, etc.)
  - Sync CRM financial records (i.e. opportunities and transactions, if not included in your subscription)
  - Premium support plans are available for purchase, including phone support and extra consulting hours

Driven By Results

Driven By Results



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

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

“

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

Jared Moore of team D3

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

Let’s Get Started!

877.596.8669

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www.integratehubspot.com

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