

Case Study

Connecting SAP and HubSpot
with a secure, flexible
middleware integration

Client Overview

A UK-based manufacturing business operating globally was managing tens of thousands of products across multiple stock locations, supported by complex and highly interconnected supply routes.

Operating a complex commercial environment spanning sales, procurement, manufacturing, and logistics, the business relies on SAP to manage products, orders, and inventory, while HubSpot supports CRM, sales visibility, and customer engagement.

To support growth and give teams a single, accurate view of customer activity, the company partnered with us to integrate SAP and HubSpot, connecting operational data with commercial insight and enabling more efficient, informed decision-making across the organisation.



The Challenge of Integration Gaps

ADDRESSING THE DISCONNECT BETWEEN SYSTEMS

The company's transition to HubSpot aimed to improve efficiency; however, a significant operational gap remained between SAP and HubSpot, limiting sales activity tracking and slowing CRM adoption.

The Challenge: Pain Points



LACK OF VISIBILITY

Sales teams faced significant challenges due to fragmented data, which hindered their ability to access vital order history and quotations, ultimately affecting decision-making efficiency and effectiveness.

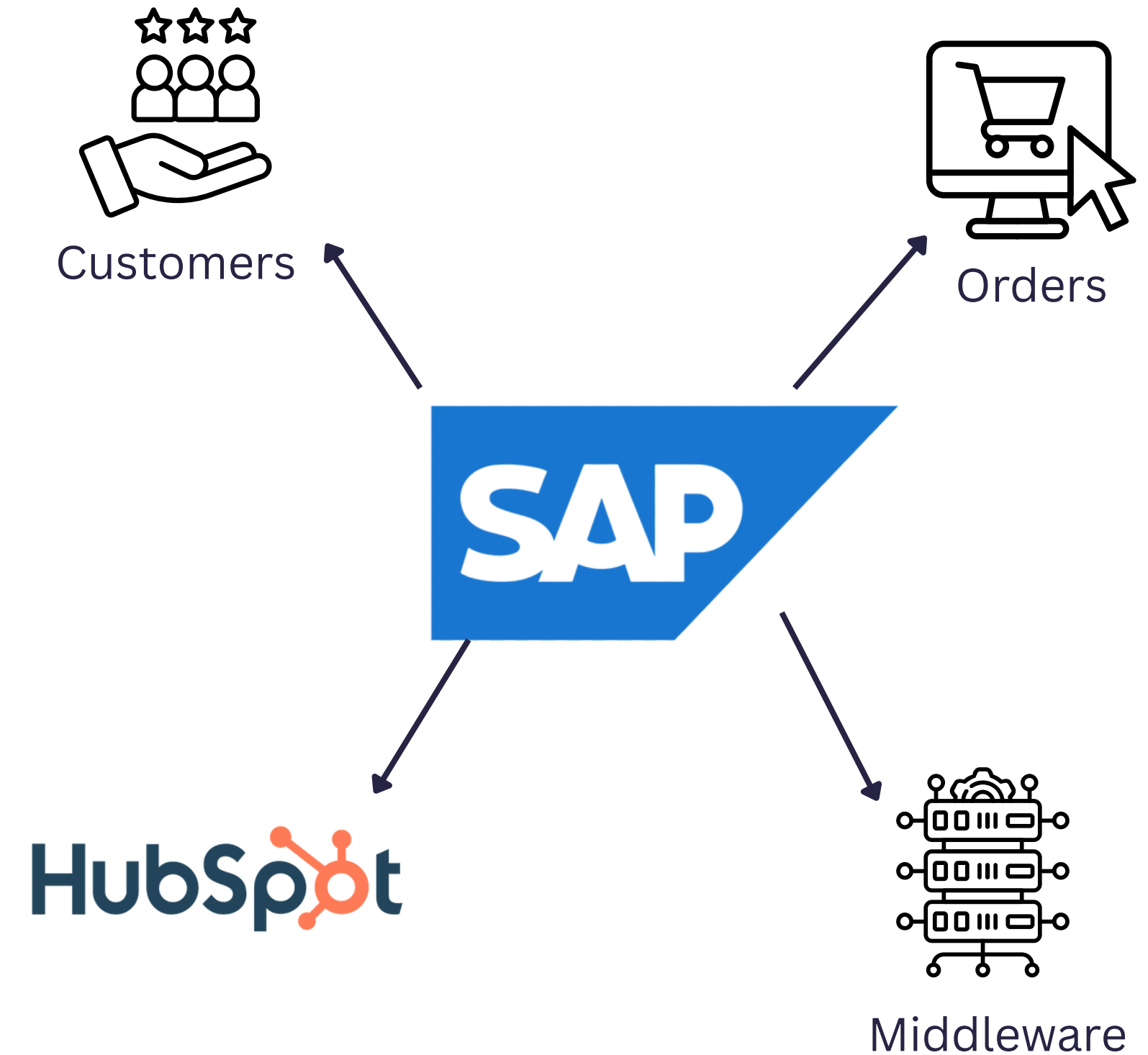


DELAYS IN STOCK CHECKS

Frequent stock availability checks caused unnecessary delays in the sales process, leading to friction between teams and missed opportunities to fulfill customer orders promptly and accurately.

The Solution

The **custom bi-directional integration** between SAP and HubSpot enables seamless data flow, ensuring unified customer, order, and product information within HubSpot without disrupting existing SAP operations.



Key Capabilities



BI-DIRECTIONAL SYNC

The integration enables seamless **bi-directional synchronization** of customer and transactional data, ensuring that both SAP and HubSpot are always updated with the latest information for effective decision-making.



VISIBILITY OF QUOTATIONS

Sales teams gain **enhanced visibility** into quotations and sales orders directly within HubSpot, allowing for improved tracking, better customer communication, and more efficient sales processes.



DATA ACCURACY

The middleware ensures **product and line-item data accuracy**, minimizing errors and discrepancies, which leads to increased confidence in reporting and decision-making across the organization.

Why Custom Middleware is Superior

COST CONSIDERATIONS

While off-the-shelf connectors may seem cheaper initially, they often lead to **hidden costs** in the long run due to inefficiencies and necessary workarounds.

PROCESS COMPATIBILITY

Generic solutions frequently fail to accommodate the **specific needs** of complex environments, resulting in process compromises that hinder operational effectiveness.

“Cheap integrations can
cost you more.”

***Pete Ward**, Head of IT at Digital Media Stream*

Custom Middleware Benefits



CONTROL & FLEXIBILITY

Custom middleware solutions provide **greater control** over integration processes, allowing businesses to adapt their systems and workflows as needed, ensuring that operations are efficient and responsive to changes.



TAILORED LOGIC

By implementing tailored integration logic, organizations can address **specific business rules** and requirements, enhancing the accuracy of data flows between systems and reducing manual intervention.



REAL-TIME TRIGGERS

The combination of real-time event triggers and scheduled data syncs ensures **timely data updates**, enabling businesses to make informed decisions based on the most current information available.

How It Works

The middleware acts as an intermediary between SAP and HubSpot, facilitating seamless communication through event-based triggers and scheduled data syncs, enhancing data flow and operational efficiency.



Security and Compliance

Ensuring robust security measures is essential. Our integration follows best practices for API authentication and data integrity, safeguarding against unauthorized access and ensuring compliance with regulations.



The Impact



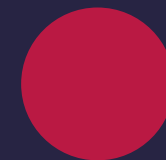
UNIFIED CUSTOMER VIEW

The integration provides a **single source of truth** for sales teams, enabling them to access accurate customer data, which enhances their ability to tailor sales strategies effectively.



REDUCED ADMIN EFFORT

Automation of data synchronization significantly **decreases administrative workload**, allowing teams to focus on more strategic tasks while ensuring timely updates across platforms without manual intervention.



IMPROVED REPORTING ACCURACY

With centralized data management, reporting becomes more **precise and reliable**, empowering stakeholders to make informed decisions based on real-time insights and enhanced forecasting capabilities.

Key Client Benefits Achieved

EFFICIENCY GAINS

The integration streamlined **sales processes**, significantly reducing administrative tasks and allowing teams to focus on high-value activities, resulting in faster order processing and improved productivity.

ENHANCED VISIBILITY

With unified data across platforms, sales teams gained a clear view of **customer interactions** and order histories, enabling more informed decision-making and better customer engagement strategies.

PROCESS AUTOMATION

Automating data transfers reduced manual entry errors and **accelerated workflows**, leading to a more efficient operation that supports scaling without increasing administrative overhead.

About Us

Digital Media Stream has been supporting manufacturing companies since 2011, with deep expertise in complex B2B environments.

We have successfully delivered 100+ system integrations, including HubSpot–SAP setups tailored to manufacturing workflows.

Our approach combines technical precision, commercial understanding, and data governance.
We focus on integrations that enable revenue, not just data movement.

Speak to our experts today.

