

CUSTOMER STORY · PROFESSIONAL SERVICES

UK Padel Club Group

8

Clubs Unified on a Single Platform

A UK-based padel sports operator managing 8 clubs faced a fragmented data environment across three disconnected platforms – HubSpot, GloFox, and Playtomic, with only 3 of 8 clubs having any form of active integration. INSIDEA designed and implemented a custom API integration architecture that...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier



HubSpot Onboarding



Platform Enablement



CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

A fast-growing padel sports operator was running 8 clubs across a combination of platforms – Playtomic for court bookings, GloFox for membership management, and HubSpot as the CRM. Each platform held a different slice of critical data, but none of them communicated consistently with each other. Of the 8 clubs, only 3 had any form of existing membership synchronization between Playtomic and GloFox. The remaining 5...

WHAT INSIDEA BUILT Custom API Integration

✓ GloFox → HubSpot Deals Pipeline

Membership and player data from GloFox was ingested into HubSpot Deals, enabling structured tracking of membership tiers and member lifecycle stages within the CRM.

✓ HubSpot → Playtomic API Mapping

The custom Booking object was mapped directly to Playtomic bookings via API, ensuring accurate mapping of Membership Name, Tenant ID, and Player ID, with correct...

✓ Custom HubSpot Booking Object

The existing HubSpot Project object was repurposed and reconfigured as a Booking object with custom properties built specifically to align with Playtomic's data model.

✓ Club-Level Sync Logic

Separate logic paths were built to handle clubs with pre-existing GloFox–Playtomic integrations versus those with no prior sync, ensuring a clean, conflict-free rollout...

MEASURABLE RESULTS

8

Clubs Unified on a Single Platform

5

New Clubs Onboarded Without Data Conflicts

50101

Booking Records Synced into HubSpot

3

Existing Integrations Preserved Without Disruption

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

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