INSIDEA

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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...

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

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.

Book a Strategy Call →