

CUSTOMER STORY · MANUFACTURING

Hunter Pumps

AU \$9.63M

Revenue tracked through one source of truth

Hunter Pumps relied on Unleashed for revenue tracking. The data was good. The visibility wasn't. Sales lived in spreadsheets, deals tracked manually, no bridge between inventory and CRM. INSIDEA built a custom API integration plus pipeline, automation, and dashboards. Hunter Pumps finally had a...

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

Hunter Pumps' reliance on Unleashed for revenue tracking was working at small scale, but the cracks were showing. Important sales data, including deal amounts, quotes, and statuses, were siloed. Revenue performance was hard to monitor. Teams spent hours manually transferring data between tools, errors crept in, updates became unreliable. Without a bridge between Unleashed and a real CRM, the sales team couldn't...

WHAT INSIDEA BUILT CRM & Platforms (HubSpot CRM) + Custom Integration + RevOps

✓ Custom Unleashed-to-HubSpot API bridge

A custom integration that lets contacts, deals, and sales properties flow freely between Unleashed and HubSpot. Both systems stayed canonical for what they did best.

✓ Custom sales pipeline

Pipeline stages tailored to Hunter Pumps' actual selling motion. Each deal moved through clearly defined stages, making tracking easier and smoothing the sales cycle.

✓ Sequences, templates, and snippets

Communication tools introduced to keep the team consistent and save time. Sequences for outbound, templates for repeat conversations, snippets for fast follow-up.

✓ Workflow automation

Repetitive tasks taken off reps' plates. Deal owners and statuses auto-synced between Unleashed and HubSpot. Workflows triggered timely updates with no manual error...

✓ Custom dashboards

Total deal amounts, open deals, and closed-won values surfaced at a glance. Revenue performance, pipeline progress, and team activity all visible in real time.

✓ Migration without disruption

INSIDEA preserved Unleashed's role for inventory and revenue tracking while bringing CRM and sales process into HubSpot. No replacement, just clean integration.

MEASURABLE RESULTS

AU \$9.63M

Revenue tracked. Through the Unleashed-to-HubSpot bridge

1

Source of truth. Pipeline, deals, and revenue in one system

Auto-sync

Deal owner + status. Across Unleashed and HubSpot

Real-time

Pipeline insight. Open, closed-won, and team activity

"The integration acted like a bridge between two islands. We finally had a complete view of our pipeline."

Hunter Pumps

Stack: HubSpot CRM · Unleashed (Inventory) · Custom API Integration · Workflows · Sequences + Templates · Custom Dashboards

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 →](#)