

CUSTOMER STORY · MANUFACTURING

Skid Pro

100%

Product matching accuracy after SKU restructuring

Skid Pro is a family-owned manufacturer of skid steer attachments running NetSuite as the system of record for finance, inventory, and 109,000+ contacts across thousands of accounts. They had no CRM, no marketing engine, and no way to give sales reps real-time visibility into orders being created...

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

Skid Pro had built a successful manufactured product business. NetSuite held everything: 112,722 contacts, 26,112 orders, 76,445 invoices, and 5,068 products across an architecture optimized for ERP workflows, not CRM consumption. But the commercial layer that connects all of that data to a sales rep on a Tuesday morning did not exist. There was no marketing engine, no pipeline, no lead scoring, no attribution, no...

WHAT INSIDEA BUILT Marketing Hub Enterprise + Sales Hub Pro + NetSuite Integration

✓ Clean Reset, Not a Patch

When the missing-SKU root cause was identified, products, orders, and deals were rebuilt from scratch instead of patching live data. The architectural fix turned a...

✓ Governance Before Users

Role-based permissions, sensitive-field exclusion, and a staging access role were designed and tested before the first sales rep logged in. Permissions are a backstop...

✓ Native First, Custom Where It Counts

The HubSpot to NetSuite native connector handles standard sync for the five core objects. Custom APIs handle the objects where the native connector was never designed to...

✓ Sales Usability as a Design Constraint

High visibility, low control. Reps see exactly what they need to do their job. Financial fields stay in NetSuite. Edit and export controls scoped per role.

✓ Phased Scope With Hard Boundaries

Marketing Hub, then Sales Hub, then the custom API layer. Each phase had clear deliverables before the next began. No parallel workstreams, no scope drift, no quality...

✓ Dual-Platform Expertise in One Team

NetSuite price levels, tax matrix, and object structure live in one world. HubSpot custom objects, workflows, and reporting live in another. Holding both inside one team...

MEASURABLE RESULTS

100%

Product matching accuracy after SKU restructuring

6 weeks

Sales team fully onboarded and operational on HubSpot

Real-time

Order sync replacing hours of batch polling delay

22 users

Onboarded with full role-based permissions

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 →