

Case study

Client: AI Media

Overview

AI Media offers world leading AI-powered captioning solutions. AI Media were looking to collect billing and shipping information from their customers and move its data to their relevant systems.

They needed a custom integration that enabled their data to be reliable and safely transferred. This integration allowed information to sync from HubSpot CRM to Snowflake (their data lake) and their ERP system, SAP B1. This solution was a custom build that ensured AI Media's data remained accurate, easily accessible and securely managed.

Key takeaways



An ETL Integration
(Extract, Transfer, Load)



Built on AWS serverless lambda in
NodeJS / Typescript.



AI Media can now easily manage order fulfillment and payment processes. Customer information was collected, transferred and managed maintaining best practices.



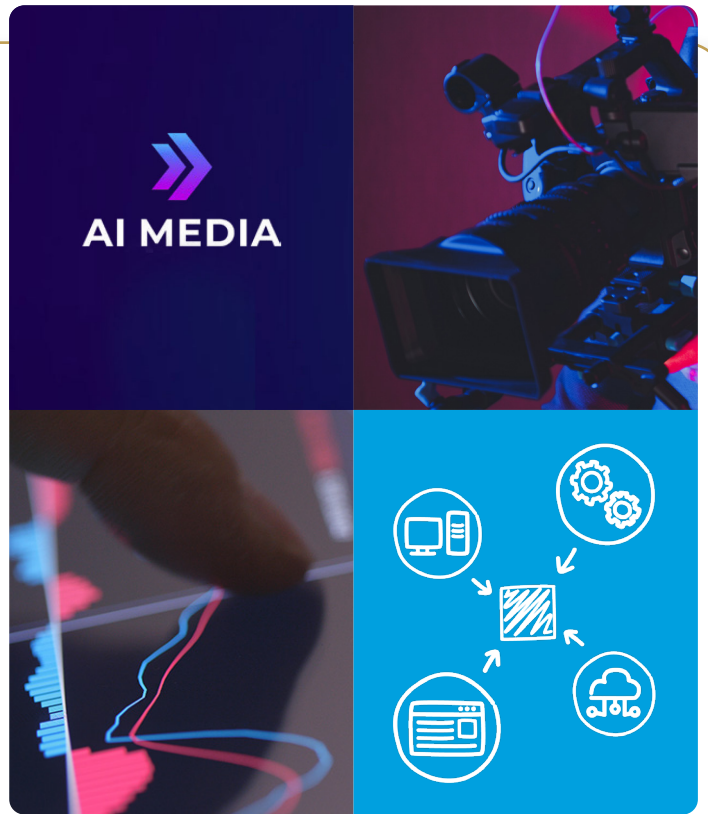
Developed a custom integration from HubSpot's CRM to SAP B1 and Snowflake.



Built custom data settings to accurately transfer and manage data between different platforms.

Project goal

Create a seamless process for managing customer information and streamline their data management systems. Create better data alignment for order fulfillment processes and increase efficiency in their current tools.



The challenge

We needed to connect three separate systems together to unify data, align systems and create a seamless process for managing customer information. We needed HubSpot's CRM to communicate with the SAP B1 system, using serverless AWS Lambdas. We needed to extract and transform data coming out of HubSpot and load it into Snowflake and SAP B1.

The solution

We built a custom solution for ensuring the data could be read by all software systems. We ensured reliability by collecting and managing the data in Snowflake first and then transferring the data to its final destination.

A deal is processed in HubSpot and through a series of workflows, a ticket is generated with the customer's information. A webhook notification tracks submissions and sends the data to our integration. We then processed the data to suit both Snowflake and SAP B1.

AI media now have the ability to easily access customer information in their preferred platforms, making their processes and tools seamless to manage.