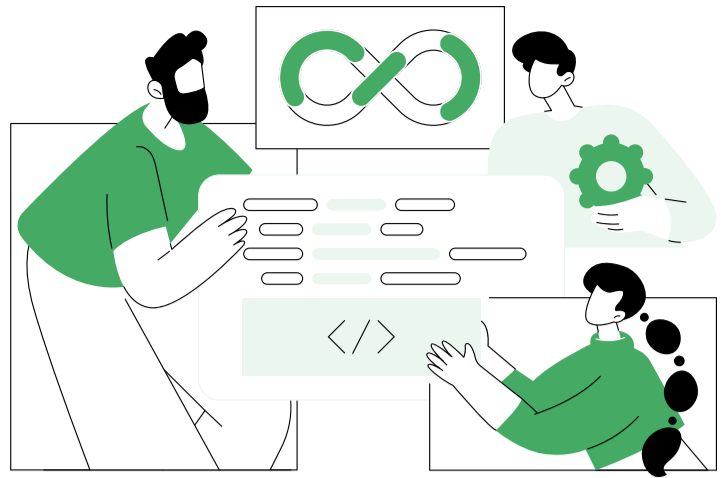


Proprietary System Bridge & CRM Migration | TMS Software Provider

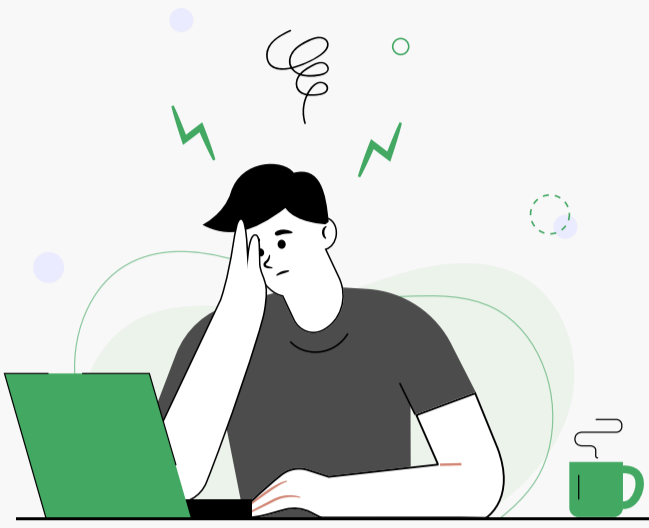
# Integrating the Un-integratable

**3** Systems Integrated | **0** Commercial Downtime | **Custom** EDI Bridge Engineered



## The Situation

A transportation management software provider operating across multiple product lines had just completed a significant acquisition. Their Salesforce environment was misaligned with the post-acquisition commercial structure, and a proprietary EDI system used by their parent organization created a hard wall: standard automation tools could not reach it. Customer data lived in two separate, disconnected environments. Sales could not see the full customer picture. Every sync required manual work. The acquisition integration had stalled at the operations layer.



## The Problem Breakdown

<p><b>What Was Broken</b></p> <p>Proprietary EDI system blocked all standard iPaaS tools and automation. CRM was misaligned with the post-acquisition product portfolio.</p>	<p><b>The Business Impact</b></p> <p>Manual data reconciliation consumed hundreds of sales and ops hours. Leadership had zero consolidated pipeline visibility across product lines.</p>	<p><b>The Missed Opportunity</b></p> <p>Account management blind spots on the newly acquired customer base. High integration risk threatening the total value of the acquisition.</p>
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## What We Built

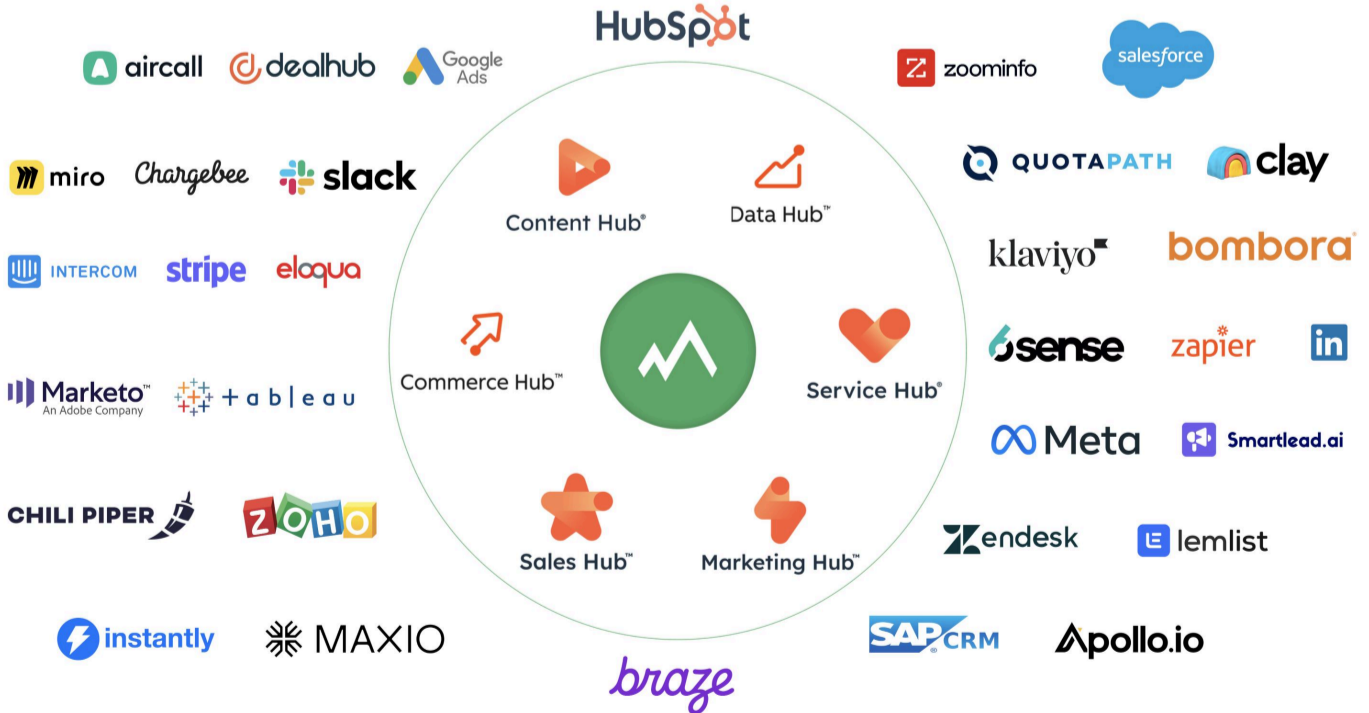
- Unified HubSpot Migration**  
Rebuilt the environment from Salesforce to HubSpot, remapping pipelines to reflect the new multi-product portfolio and service desk needs.
- Custom EDI Bridge**  
Engineered a secure, purpose-built file-export synchronization bridge to bypass the "hard wall" of the proprietary system.
- Live Data Parity**  
Established a synchronization layer that delivers current data between environments without breaching security perimeters.
- Rationalized Data Model**  
Designed a commercial architecture that allows multiple product lines to operate seamlessly within a single CRM environment.
- Seamless Transition Protocol**  
Executed the migration and integration during an active sales cycle with zero disruption to the team or the deals.

## The Outcome

Zero Commercial Downtime



## Tech Stack We Deal With



## Our Partners

