

HubSpot ↔ NetSuite Integration for an Industrial Manufacturer



Objective

A mid-sized industrial equipment manufacturer needed its sales and service teams to view real-time inventory levels, pricing, and product availability from NetSuite directly inside HubSpot. The goal was to shorten quote-to-order cycles and reduce errors caused by disconnected systems.

Challenges

- > Inventory data existed only in NetSuite's ERP modules, while the sales team lived entirely in HubSpot.
- > Pricing and discount structures changed frequently and had to be reflected in quotes within minutes.
- > Multiple warehouses required location-specific stock visibility.



Solution Overview

DRC Systems designed and implemented a bi-directional integration using NetSuite's SuiteTalk REST API and HubSpot custom objects.

Key elements:

- > **Inventory & Product Sync:** Nightly full sync plus on-demand API calls for high-value SKUs. HubSpot custom objects store SKU, warehouse location, available-to-promise quantities, and tiered pricing.
- > **Sales Order Flow:** Deals created in HubSpot automatically generate NetSuite sales orders once approved, keeping fulfillment and finance in sync.
- > **Real-time Alerts:** Webhooks trigger HubSpot workflows when NetSuite inventory thresholds are reached, notifying reps of low-stock situations.
- > **Secure Data Layer:** All transactions routed through a middleware layer for audit logging and retry logic, meeting the client's compliance requirements.

Results

- Quote-to-order time cut by 35 % through instant visibility of stock and dynamic pricing.
- Order accuracy improved to 99 %, reducing costly back-orders.
- Unified 360-degree view of customers, enabling automated follow-ups and cross-sell campaigns.
- Because of confidentiality agreements, the live instance is only accessible under NDA, but we can arrange a private demo to showcase the architecture and approach.



Tech Stack

HubSpot

HubSpot Custom Objects



NetSuite SuiteTalk REST



lambda-middleware
AWS Lambda Middleware

HubSpot

Webhooks & HubSpot Workflows