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Performed Data Migration for Performance Painting, Inc.



CAPTEVRRIX

Company Background and Use Case



Captevrix is a HubSpot Gold Agency that provides sales enablement, marketing and integration support within HubSpot's platform. Specializing in inbound marketing, Captevrix functions to increase site traffic and boost sales for their clients.

Located in St. Augustine, Florida, Captevrix helps companies meet their marketing and sales goals by “working hand-in-hand” with their clients and providing strategic growth plans.

Captevrix's client, Performance Painting Contractors Inc., contracted Captevrix to transition their former CRM (Pipeline Deals) to HubSpot.

As Captevrix began the migration for the client, the company was referred to Trujay by its HubSpot representative as an opportunity to assist in the completion of the project.



The Problem



Performance Painting was unable to get a full and accurate picture of their efforts within the Pipeline Deals CRM. Already being on HubSpot for Marketing, it was a clear choice for them to migrate completely over to HubSpot.

The goal was to fulfill advance reporting capabilities sought by Performance Painting that were not available in PipelineDeals.

The Challenge



Human error can have a cascading effect. Trujay had to figure out the issues with the delta migration. Before starting the project, an error was found due to some filters not being switched off.

Every project is different, but there are certain filters that are boiler plate for each. Because of this, part of the delta records were not migrated.

When the client noticed the problem, Trujay began to remedy the issue immediately. The problem was resolved within the hour and the migration proceeded.



The Solution

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"The results were nearly perfect. For a migration with this much data, this many associations and this complexity, I am pleasantly surprised it was nearly flawless! From the initial conversation to the project management team at Trujay, everything went smoothly. It was obvious there were defined processes in place, and they were adhered to strictly, which was very impressive."

- Aaron Dyess, President of Captevrivx

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The Impact

"My favorite aspect of this project was the ability to speak with our account manager through many avenues (slack was my favorite).

Although there is a time difference, you would never know it. It was late at night there and Lucy performed as if it was 10am! Very impressed."

The account manager was amazing, and I would and will highly recommend Trujay to anyone as well as fully intend to contract with [Trujay] again when we need [Trujay's] services."



- **Aaron Dyess,**
President of Captevrrix



[Trujay](#) is the leading CRM data-expert company. We connect marketing and sales automation systems quickly and securely by delivering superior technical savviness and expertise.

Founded in 2016, Trujay applies the best software practices for sales and marketing management. Trujay's consultative approach is custom to each client's unique environment and knows that one size does not fit all.

[IntegrateHQ](#) is the first middleware built to connect any data or system to HubSpot directly, something no other company has ever done before. IntegrateHQ fits every kind of user, as it adapts to all levels of technical experience. Having years of experience with multiple middleware solutions, Trujay has the ultimate HubSpot success factor with IntegrateHQ.

Headquartered in Austin, Texas with offices in the US, Europe, and APAC, Trujay is a global organization serving customers around the world.