



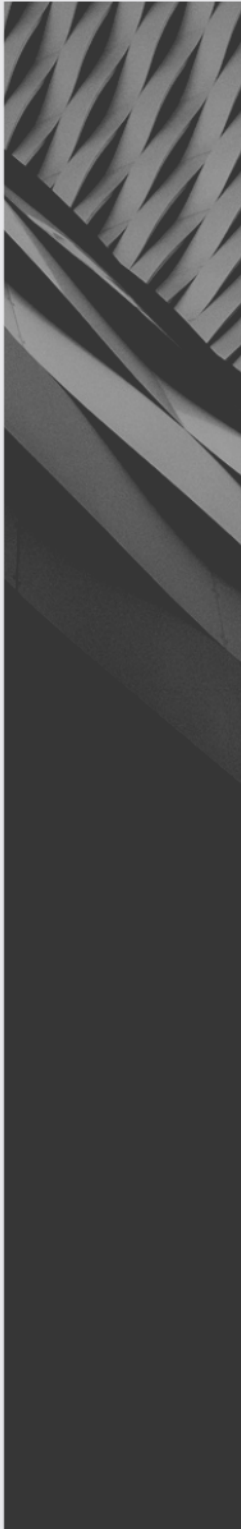
# iFLY data migration

*Salesforce to HubSpotCRM*



# Company Background and Use Case

---



iFLY is the experiential entertainment company that created modern indoor skydiving. They make the dream of flight a reality by giving their customers “wings” in a safe and reliable environment.

With 48 offices and sales teams around the globe and growing fast, they were looking for a more engaging and visual CRM to keep their teams more active in the pipeline.

Additionally, iFLY purchased 100 seats of HubSpot Sales Pro and needed their entire database from Salesforce to transfer with precision and time sensitivity.

**HubSpot reached out to Trujay, a trusted partner, to assist with the data migration and implementation.**

# The Project



One of iFLY's main concerns with the data migration was their constant flow of data coming in across many instances around the world, assuming the data transfer would be quite disruptive to their team's processes and potentially their data integrity. Originally, iFLY thought it would be best to migrate in phases.

Trujay's team recommended a calculated data transfer with the dataset in full and would proceed with a delta migration (any new data entered during the migration process) to take place once all teams were utilizing HubSpot CRM.

iFLY followed the recommendation of Trujay and the execution of data transfers/configuration was successful in execution and on time.

## Result



---

"From the onset Scot & Nina were easy to work with and were able to not only navigate some tight timelines, but also execute on some large migrations (+900k tasks from SF to HubSpot). Their attention to detail and support through the migration was key & instrumental to a smooth transition for our company."

- Wes Morgan  
*Director of National Sales*