

Handling 100M+ HubSpot syncs / month across 20+ ERPs

How we built an integration platform that reaches cloud ERPs, on-premise ERPs and ERP databases with no inbound path at all — from a single codebase.



100M+ sync events / month



Dozens of accounts



3 ways into an ERP

Selling HubSpot-to-ERP integration usually means building each one as a separate product: new code, new authentication, new infrastructure, six months to the first customer. Ten ERPs is ten products, each ageing on its own. The brief was a platform instead — one that could take on a new ERP without becoming a new product, and reach ERPs that most integrators can't reach at all.

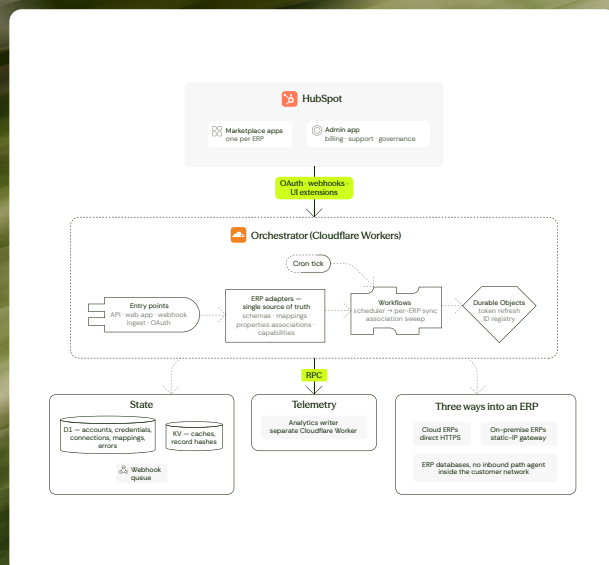
Constraints →←

ERPs reachable three different ways

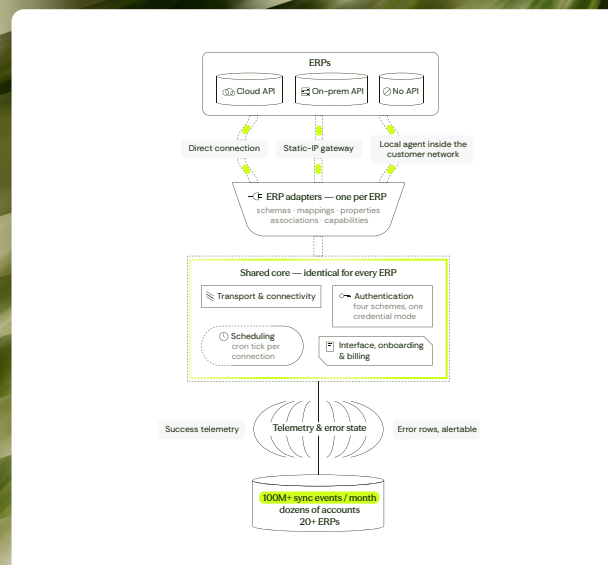
Four authentication schemes, one model

Volume that grows with every account added

Three ways in.
One platform on the other side.



Adding an ERP is configuration. 100M+ sync events a month. Hundreds of accounts. One codebase.



Solutions ✓

1 Three Ways In

Cloud ERPs over direct HTTPS. On-premise ERPs through a static-IP gateway, so one address is allowlisted rather than a range. And for ERP databases with no API and no inbound path, an agent inside the customer's network that opens the connection outward — credentials never leave the premises.

2 One Codebase

Each ERP is an adapter: schemas, mappings, properties, relationships, capabilities. Scheduling, transport, authentication, telemetry and interface are shared. Four authentication schemes resolve into one credential model with central token refresh. A new connector is weeks, not months.

The Benefits Gained +

-  100M+ sync events a month on one shared platform
-  A new ERP in weeks, not a six-month bet
-  Reaches the systems nobody else can reach
-  One fix lands for every connector at once

100M+ sync events a month. One codebase.

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