



## CASE STUDY

Mumford Restoration **integrates and upgrades their technology** and **sees substantial financial growth** thanks to Particle41.

## Problem

Mumford Restoration was in the process of reworking its operational technologies and processes. A lack of integrated software was a major issue for the antiques restoration company; their various programs didn't share information well and created duplicative work.

"We have several different software tools that we use to manage our business: our proprietary estimation platform, HubSpot, QuickBooks, and our internal project management system," said Zach Mumford, General Manager of Mumford Restoration. "When you put information into one program, it wouldn't talk to the other programs. You'd have to do everything four times in order for everything to make sense."

According to Zach, Mumford Restoration's proprietary estimation platform was "built in house, and parts of it were not beautifully built."

Mumford Restoration had been working with a boutique business and technology consulting firm, Ripple Group, who initially recognized the problem. Ripple Group identified how Mumford Restoration could improve efficiency with integrated software platforms. Then the firm introduced Mumford Restoration to a partner with deep expertise in complex business systems integrations: Particle41.



Mumford's consulting firm, Ripple Group, had a long-standing relationship with a development firm that had expertise in streamlining disparate systems.

Enter Particle41.

## Solution

Mumford Restoration identified objectives for how they wanted their workflows to function. From there, Particle41 skillfully integrated Mumford Restoration's proprietary estimation platform and internal project management system with HubSpot and QuickBooks. "It was a really easy transition going with Particle41 at the beginning of the project," said Zach.

Rather than entering information for a new prospect or customer four different times, a salesperson now enters the information just once and the data is automatically populated across all four systems.

"Working with HubSpot and QuickBooks and syncing it with our proprietary estimation platform and internal project management system was no small project," said Zach, "but Particle41 was able to adapt and see the issues that needed to be addressed for our integration to work."

"I can see the impact," Zach said. "The financial admin is less overwhelmed, not having to create all of the estimates and invoices manually. Having the marketing data that we need for marketing campaigns has been huge as well."



Particle41's software integration allowed us to learn more about what our customers wanted, how to reach them, and how to deliver a better product—all while making our administrative tasks more efficient for our employees.



**Zach Mumford**

General Manager  
Mumford Restoration

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## RESULTS



helped Mumford achieve:



### TIME AND COST SAVINGS

The sales team no longer has to manually enter information into four different systems, and Mumford Restoration no longer pays additional wages for data entry.



### SUBSTANTIAL FINANCIAL GROWTH

Particle41's software integration work enabled the company to expand its business and grow its financial health beyond that of all previous years—even in the middle of the COVID-19 pandemic.

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### MORE TARGETED MARKETING

“Gathering all that customer data [in HubSpot] has informed our marketing decisions in a lot of ways,” said Zach.



### EXCELLENT CUSTOMER SERVICE & SUPPORT

“[Particle41's] organizational skills are phenomenal, and their ability to execute the technical work is amazing,” said Zach.



### BEFORE THE INTEGRATION,

our marketing outreach was a lot like stumbling around in the dark, hoping to find the light switch without getting hurt or breaking anything.

Now, thanks to Particle41, the light switch is in the palm of our hand, and we can turn it on and off whenever we need to.

