**High-Level Functional Requirement Document**

**Project Name:** HubSpot Company to Customer DB Sync Service **Version:** 1.0 **Date:** 2025-09-01

**1. Objective**

To automate the creation of new customer records in an internal company database in near real-time whenever a new "Company" record is created in the HubSpot CRM. This ensures data consistency across key business systems.

**2. Functional Requirements**

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| **ID** | **Requirement Description** |
| **FR-001** | The process must be automatically triggered when a new Company record is successfully created in the HubSpot CRM. |
| **FR-002** | The system must map specific fields from the HubSpot Company object to the Customers table in the target database. The mapping is as follows: |
|  | **HubSpot Property** -> **Database Column** |
|  | Name -> customer\_name |
|  | HubSpot Object ID -> customer\_id |
|  | Street Address -> address\_line1 |
|  | City -> city |
|  | State/Region -> state |
|  | Postal Code -> postal\_code |
|  | Phone Number -> contact\_phone |
| **FR-003** | A new record containing the mapped data must be inserted into the target database's Customers table. |
| **FR-004** | If the database insertion fails for any reason (e.g., database unavailable, data format error), the failure must be logged, and an email notification should be sent to the IT support group. |

**3. Scope**

* **In Scope:** One-way synchronization for the creation of new HubSpot Companies.
* **Out of Scope:** Updating existing records, deleting records, and bi-directional synchronization.

**4. Stakeholders**

* Sales Operations Team
* IT Database Administration
* Business Analyst