

# me&u Streamlines Operations & Drives Efficiency with Salesforce

A Hubspot to Salesforce Migration Case Study



## Client Snapshot

me&u is a leading Australian-founded hospitality technology company, created to transform the way people order and pay. Now operating globally, me&u empowers over 6,000 venues with a seamless, app-free platform for mobile ordering, payments, loyalty, and marketing - processing more than AUD 2 billion in dining transactions annually.

**Industry:** Food and Beverage Technology

**Organisation:** me&u

**Key Stakeholders:** Gina Langford, Senior Project Manager

“For any significant future projects or structural changes, we would work with Kyttec again in a heartbeat. They are a partner we trust.”

**Gina Langford**  
Senior Project Manager,  
me&u

## Challenges - Business Problems:

me&u, a fast-growing hospitality tech platform, struggled with inefficiencies and high costs from running HubSpot and Salesforce in parallel. After unsuccessful in-house migration attempts, they needed an expert partner to consolidate systems and unlock the full value of Salesforce for future growth.

## Solution:

Kyttec, recommended by Salesforce, seamlessly migrated me&u from HubSpot to Salesforce, optimised the platform with automation and onboarding improvements, partnering closely with the team to deliver a streamlined, high-performing CRM environment.

## Outcome:

Kyttec's engagement delivered immediate and significant benefits for me&u, providing a strong foundation for future operational efficiency and growth. With one optimised platform and an on-time launch, me&u achieved cost savings and gained a collaborative, supportive partnership.

## Challenge / Business Problem

me&u, a fast-growing hospitality technology platform, was hampered by a fragmented CRM landscape that created significant inefficiencies and high costs. The company's operations were strained by running two separate systems, HubSpot and Salesforce, in parallel.

Key challenges included:

- Running two CRMs simultaneously made it difficult to maintain a single source of truth.
- Previous attempts to migrate from HubSpot to Salesforce in-house were unsuccessful.
- The me&u team lacked the specialised knowledge and capacity required for a complex, large-scale migration.

Ultimately, the company recognised a need for a reliable partner to help consolidate its systems and optimise its Salesforce environment to support future growth.

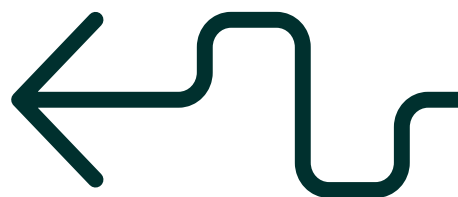
"We were looking to carry out a major migration from HubSpot to Salesforce, but we lacked the in-house skills and capacity to manage it. Our previous attempts hadn't gone well, and we weren't getting the full value out of either CRM. We needed a reliable partner who could help us consolidate everything into a single, high-performing platform."

**Gina Langford**  
Senior Project Manager, me&u

## Objectives

me&u needed a trusted IT partner to:

- Consolidate CRM platforms by migrating fully from HubSpot to Salesforce.
- Streamline operations and eliminate inefficiencies.
- Reduce costs by removing duplicate systems.
- Leverage expert guidance to ensure a smooth and successful migration.
- Build scalability into Salesforce to support future growth.



## The Solution

Kytec came highly recommended by Salesforce and quickly proved why. From the very first discussions, their expertise, clear communication, and commitment set them apart.

Kytec reinforced this confidence by delivering a clear, comprehensive project brief within days. Their proactive and transparent communication was a refreshing change from me&u's prior provider experiences, demonstrating a genuine commitment to the partnership.

"From our first conversations with the team, their expertise was immediately apparent. The sheer depth of knowledge they shared, coupled with how approachable they were, really impressed us. It was clear they had successfully handled many similar projects before."

**Gina Langford**  
Senior Project Manager, me&u

## The Solution – continued

The solution Kytec designed and delivered included:

- **Seamless Salesforce Migration** – expertly managing the complex transition from HubSpot to Salesforce.
- **Platform Optimisation** – creating a single, streamlined Salesforce environment tailored to me&u's operations:
  - A custom component to automate site creation, saving the sales team approximately one hour per deal.
  - An intelligent onboarding flow with automated notifications and dashboards to ensure faster, delay-free go-live.
  - Automated lead assignment rules to route leads efficiently based on source, country, and deal size.
- **Collaborative Delivery** – working side by side with me&u's team, co-developing the solution and providing hands-on support throughout.

"Even with my non-technical background, Kytec never made me feel out of my depth. They were great at patiently walking me through everything. Kytec's transparency and willingness to collaborate made it feel like we were a single team, not just a client and a partner."

**Gina Langford**

Senior Project Manager, me&u

## Results & Outcomes

Kytec's engagement delivered immediate and significant positive impacts for me&u, laying a strong foundation for future operational efficiency and growth:

- **One Optimised Platform** – Manual work was eliminated, resulting in faster deal closure and higher sales velocity. me&u also benefited from smarter lead routing, achieving better lead-to-opportunity conversion by matching the right leads to the right sellers.
- **On-Time Launch** – me&u successfully went live with their new Salesforce platform on schedule, a direct result of Kytec's focus, expertise, and disciplined execution.
- **Operational Consolidation & Cost Savings** – By retiring HubSpot and consolidating all operations into Salesforce, me&u reduced system complexity and eliminated redundant costs.
- **Expert Guidance** – Kytec's deep technical knowledge and hands-on support proved invaluable, with their team often working outside standard hours to guarantee project success.
- **Outstanding Communication & Support** – Direct Slack channels, proactive stakeholder engagement, and advisory sessions for me&u's self-built components ensured seamless collaboration and support beyond the original scope.
- **Strong, Collaborative Partnership**: The engagement fostered a genuine sense of working "as one team," building a strong personal and professional relationship.



Connect with Kytec to explore how Salesforce can accelerate your digital transformation journey.

Contact us | Kytec

