



CUSTOMER CASE STUDY

Force24TM

Customer Since: 2018

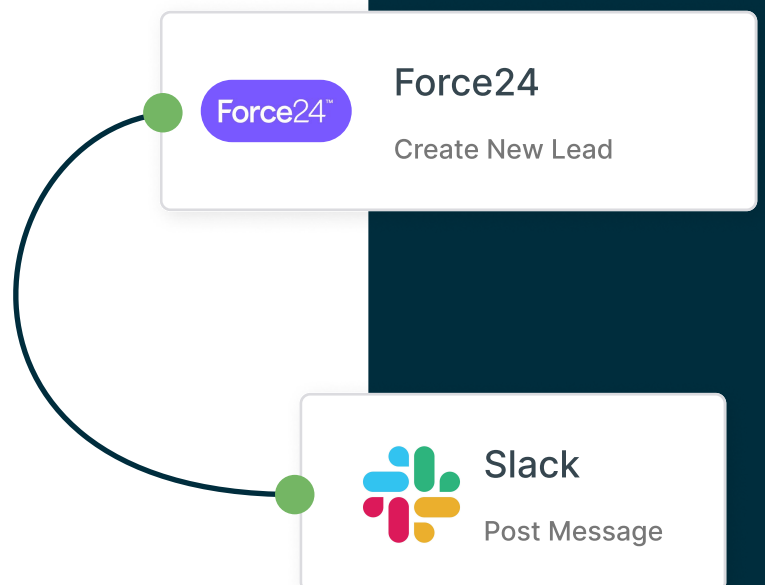
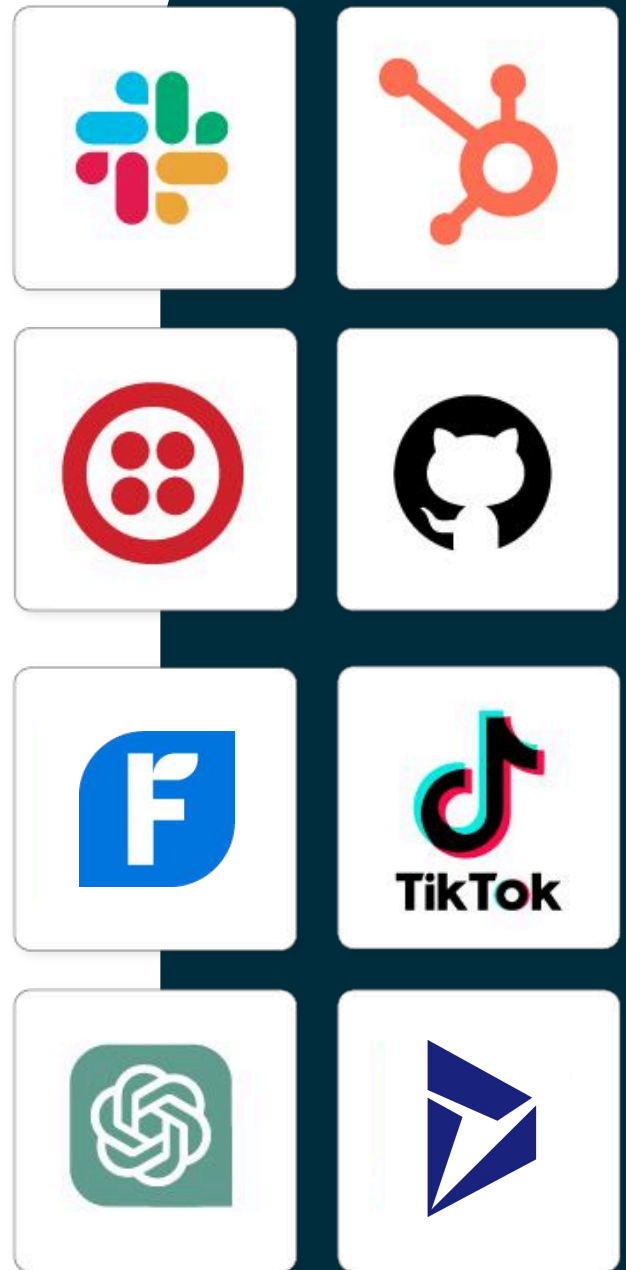
Contract Level: Enterprise/Private Cloud

Geography: UK

Cyclr is one platform for integration, AI and governance.

It is a leading embedded integration platform designed to deliver customer-facing integrations, secure AI connectivity and enterprise-grade control without building and maintaining the infrastructure yourself.

We provide the infrastructure layer that lets SaaS companies connect systems, deploy AI safely, and scale customer integrations.





Salesforce

Get contacts from Salesforce.
Allows you to retrieve contact from
your Salesforce... [More](#)



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Integrate with Shopify to manage
customer orders... [More](#)

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Sage Accounting & Google Sheets

Update Google Sheets data with
Sage Accounting data.

Published



Three years after we conducted a case study with Force24 we caught up with where they are at now.

Specifically, how the company has grown, their usage of Cyclr, integration strategy and AI.

By embedding scalable integrations into its platform, Force24 continues to support nearly 500 customers, processes millions of API transactions every month, and wins enterprise opportunities by saying "yes" where competitors can't.

"Our answer is always yes. That's become incredibly powerful for us because many businesses have niche systems that other vendors simply won't support."

For marketing automation platform Force24, integrations have evolved from a useful product feature into a core part of the company's value proposition.

Over the past three years, Force24 has transformed its integration strategy to help customers unify data across multiple systems, create a single customer view, and support increasingly complex enterprise environments. At the center of that transformation is Cyclr.

Today, Force24 supports almost 500 customers through Cyclr, manages around 70 different integration types, and processes millions of transactions every month, all while reducing engineering overhead and accelerating implementation times.

"Data now sits at the forefront of our proposition, with integration and ETL being a key part of this. We've moved from solving manual data entry problems to helping customers create a single customer view across all of their systems."

Luke Brewin, Director of Operations

Force24™



The Challenge

Three years ago, Force24's primary integration challenge was straightforward: **eliminate manual data entry between CRM systems and its marketing automation platform.**

As its customer base grew, so did the complexity of those requirements. Customers were no longer operating from a single CRM. They were managing data across legacy platforms, modern cloud applications, data warehouses, specialist industry software and an increasing number of AI tools. Enterprise prospects also expected integrations to work with bespoke systems that many vendors simply couldn't support.

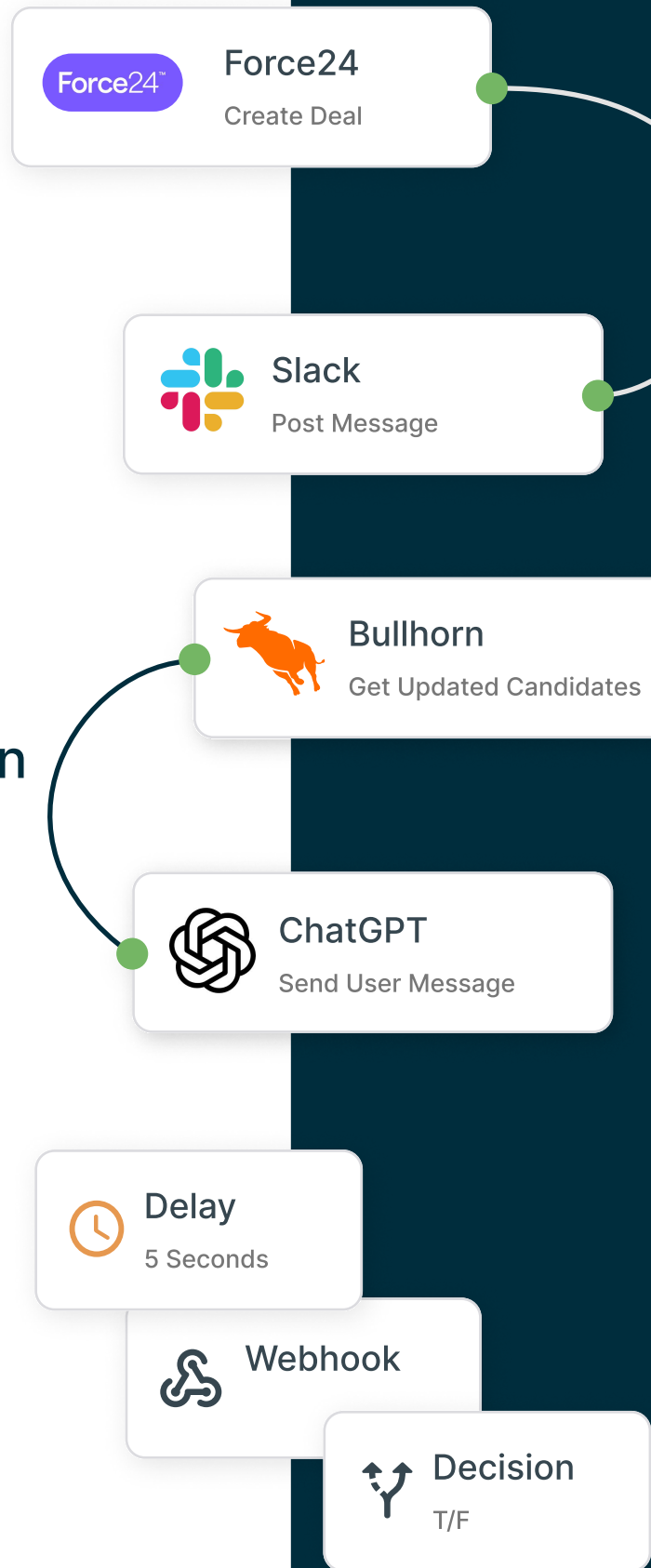
At the same time, Force24 recognized that customers didn't just need data moved between systems, they needed it connected in a meaningful way.

The company shifted its focus toward helping organizations establish a trusted, unified customer record that could **bring together sales, marketing, customer success, finance and operational data.**

That meant integrations needed to become far more than point-to-point connections.

Results at a glance

- **400% growth** in Cyclr usage
- Nearly **500 customer accounts** supported
- Around **70 CRM integrations** managed
- **90 - 100 million** monthly transactions processed
- **30-40%** faster integration deployment
- **Significant reduction** in engineering maintenance
- Expansion into **new enterprise verticals**
- **Lower cost** to serve customers
- **Stronger competitive differentiation** through integrations



Building a single customer view

Using Cyclr's embedded integration platform, Force24 developed an integration strategy centered on creating a single source of truth for every customer.

Rather than simply synchronizing records between two systems, Force24 now brings together information from multiple platforms, including CRM systems, event platforms, websites, support systems and other specialist applications to provide a complete customer picture.

This enables businesses to understand not only who their customers are, but how they've interacted across every touchpoint.

Whether someone has attended an event, opened support tickets, engaged with marketing campaigns or visited specific pages on a website, those interactions can be surfaced together inside Force24.

"We're pulling all of this information together, support tickets, events, website activity, social engagement and CRM data to provide that single customer view."

Scaling without scaling engineering

As demand for integrations increased, Force24 faced a challenge common to growing SaaS companies: **how to support more customers without dramatically increasing engineering resources.**

Cyclr enabled the team to scale far beyond what would have been possible through custom-built integrations.

The logo for keyloop, featuring the word "keyloop" in a lowercase, sans-serif font. The "y" is stylized with a circular loop.The logo for Microsoft Dynamics 365, featuring a green square icon with a white triangle and the text "Microsoft Dynamics 365" in a sans-serif font.The logo for Salesforce, featuring the word "salesforce" in a lowercase, sans-serif font, with a blue cloud shape behind the text.

Today Force24:

- Supports approximately **450–500 customer accounts** through Cyclr
- Manages around **70 different call systems**
- **90–100 million** transactions every month
- Increased Cyclr usage by approximately **400% over the past three years**

Rather than building and maintaining dozens of custom connectors internally, Force24 relies on **Cyclr's platform to provide the flexibility customers expect** while allowing its own engineering teams to focus on higher-value work.

Eventbrite

pipedrive


Bullhorn

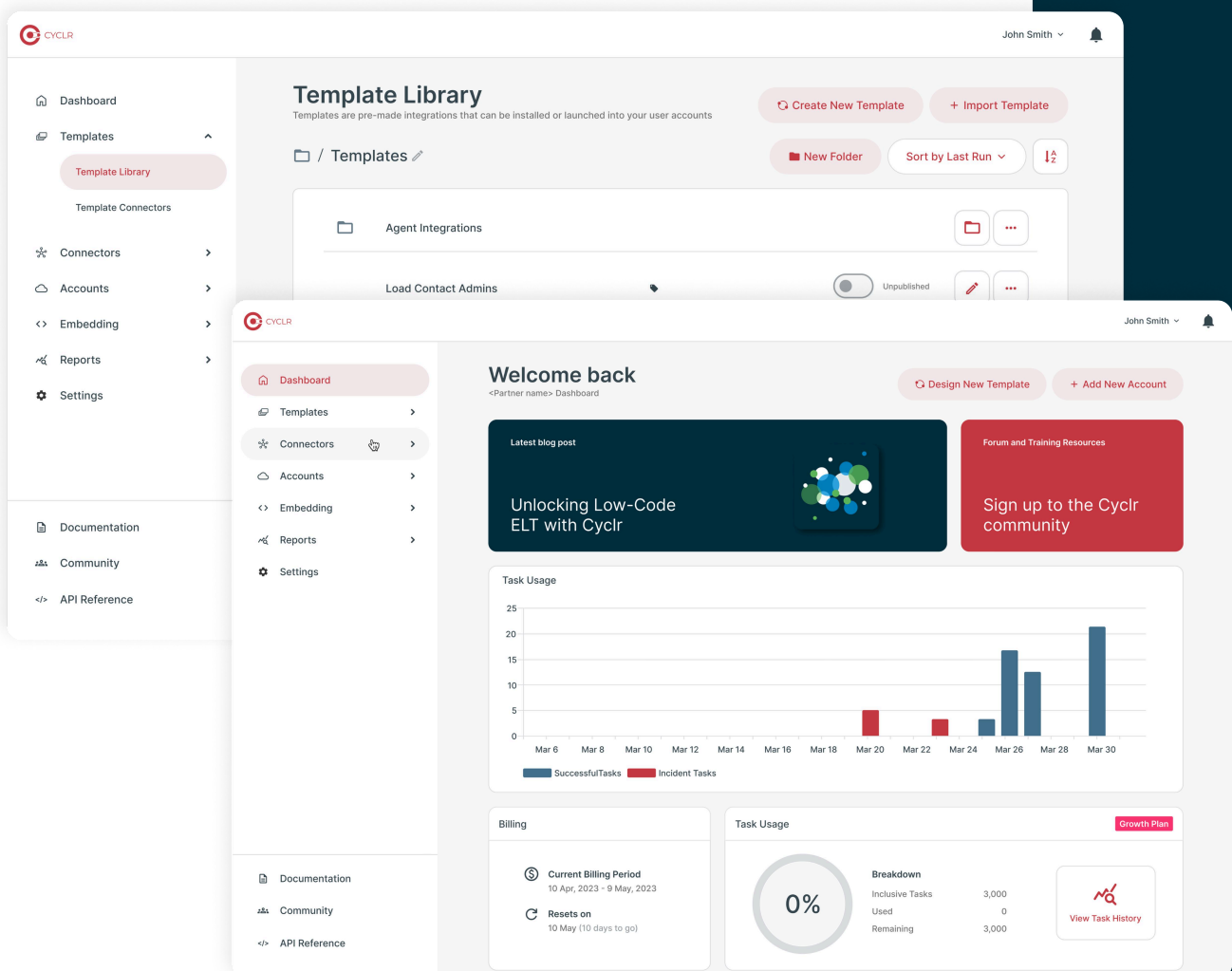
"We're no longer relying on building and maintaining connectors for 70 different systems ourselves. That's had a huge impact on the cost to serve our customers."

Delivering integrations faster

Experience, reusable templates and a growing library of proven integration patterns have significantly improved Force24's delivery process.

The company estimates it can now **deploy new integrations 30–40% faster than it could three years ago** even though customer environments have become considerably more complex.

Just as importantly, Force24 has changed how those conversations begin.



Instead of starting with field mappings and technical specifications, the team begins with business outcomes.

- What is the customer trying to achieve?
- Who are they trying to reach?
- What decisions do they need better data to support?

Only after those questions are answered does the technical integration design begin.

This consultative approach removes much of the complexity customers associate with integrations and allows Force24 to design solutions around real business objectives rather than technical constraints.



Opening doors to enterprise customers

As Force24 has moved further into the mid-market and enterprise space, **integrations have become a major differentiator** during the sales process.

Many prospects rely on industry-specific or internally developed systems that competitors struggle to support.

Instead of seeing those requests as obstacles, Force24 uses Cyclr to turn them into opportunities.

"Our answer is always yes," says Luke.

"Where competitors might say they can't support a niche system, we know we can work with Cyclr to make it happen."

That flexibility has helped Force24:

- Enter **new industry verticals** including finance and real estate
- Win **larger enterprise customers**
- Support **increasingly complex security and governance** requirements
- **Remove integration concerns** from sales conversations

Rather than asking customers to adapt their technology stack, Force24 can adapt to theirs.

That capability hasn't simply improved the product.

It's fundamentally changed how the company competes.

Improving reliability at scale

Rapid growth inevitably brings operational challenges.

As transaction volumes approached 100 million per month, Force24 worked closely with the Cyclr team to migrate onto a second platform stack, improving both performance and resilience.

The collaboration extended beyond technical support.

Cyclr's team provided **proactive infrastructure advice, helped optimize workflows and worked alongside Force24** as new requirements emerged.

According to Luke, that relationship has become one of Cyclr's greatest strengths.

"There are plenty of platforms that can build connectors. What keeps us with Cyclr is the partnership. It's a genuinely human relationship with people who understand our business and are always there when we need them."

The HubSpot logo is displayed in a light blue, rounded rectangular box. The text "HubSpot" is in a white, sans-serif font, with the "o" in "Spot" featuring a stylized dot.The insightly logo is displayed in a light blue, rounded rectangular box. The text "insightly" is in a white, lowercase, sans-serif font.The sugarcrm logo is displayed in a light blue, rounded rectangular box. It features a white icon of three stacked cubes to the left of the text "sugarcrm" in a white, lowercase, sans-serif font.

Reducing operational overhead

As Force24's integration capability matured, responsibility expanded beyond engineering.

Project managers, business analysts, technical project managers and customer support teams now work directly with Cyclr to troubleshoot integrations and answer customer questions.

The result is a significant reduction in engineering maintenance.

Routine field updates, workflow validation and customer troubleshooting can now be handled without developer involvement, **allowing engineering teams to spend more time delivering innovation** instead of maintenance.

"We've gone back and optimized many of our older integrations.

We're processing the same outcomes using fewer transactions and much smarter workflows."

Looking ahead

Force24 sees the next phase of its integration strategy being driven by intelligent automation.

The company is already exploring how AI agents and **Model Context Protocol (MCP)** can automate infrastructure management, surface meaningful customer insights and reduce manual administration across thousands of workflows.

However, Luke believes the goal isn't simply to collect more data. Instead, it's about **making better use of the right data**. One of the biggest lessons Force24 has learned is that more information isn't always more valuable.

MCP Servers

+ Add MCP Server

Installed MCP Servers	Connectors	Require Authentication?	Enabled?	
Your SaaS - Contacts		☐	☒	   
Your SaaS - Deals		☐	☒	   
Your SaaS - Invoices		☐	☐	 
Your SaaS - Campaigns		☐	☐	 

Tools

Contacts

☒ Create Contact

☒ Update Contact

☒ Get Contact

☐ Delete Contact

Deals

☐ Create Deal

☐ Update Deal

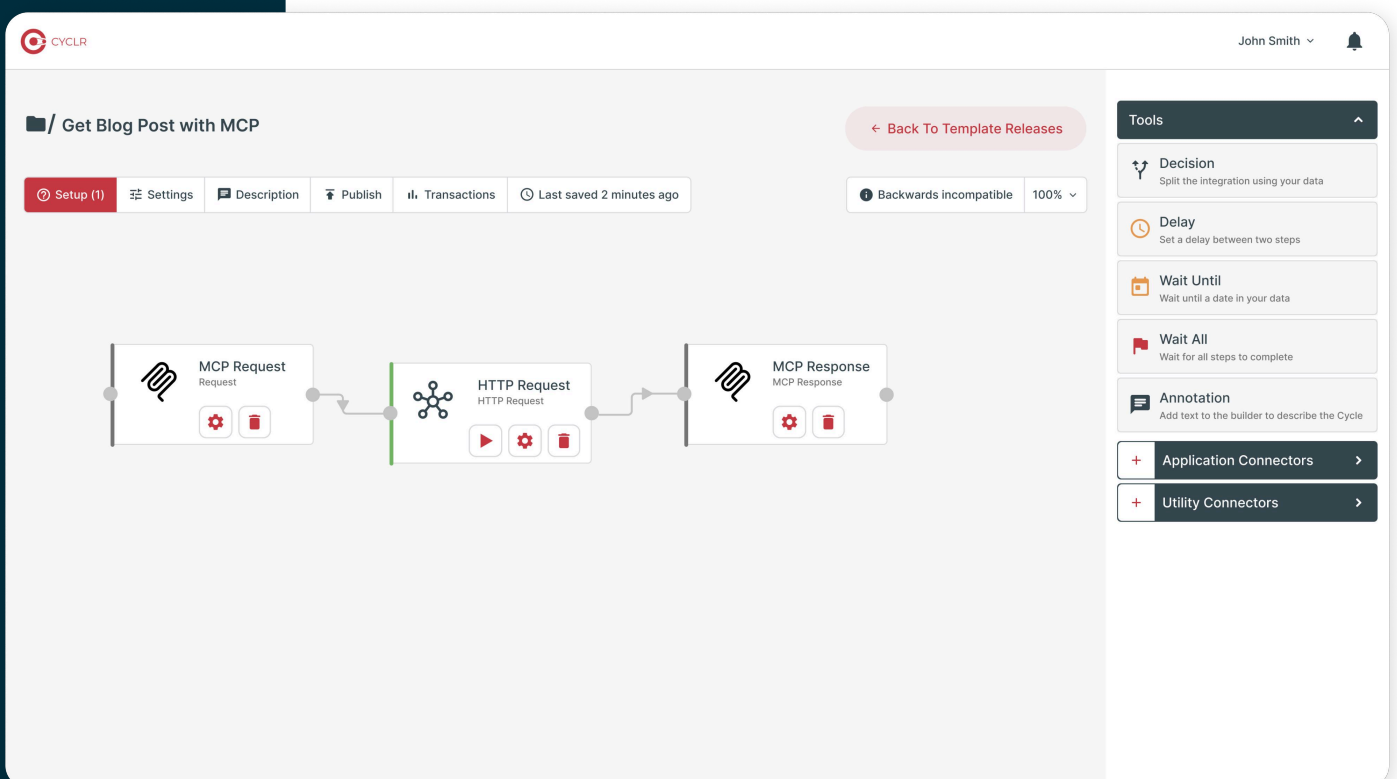
☐ Get Deal

☐ Delete Deal

Instead, success comes from identifying the data that matters for each business use case and helping customers act on it.

"Our job isn't to replace people,"
Luke explains.

"It's to remove the heavy lifting so they can focus on making better decisions."



A true technology partnership

For Force24, Cyclr has become much more than an embedded integration platform.

It has become a strategic partner that enables the business to **scale, innovate and compete** in increasingly complex enterprise environments.

As customer expectations continue to evolve, and AI reshapes how businesses use data Force24 is confident that **integrations will remain central to its product strategy.**

With Cyclr providing the integration foundation, the company is well positioned to continue helping customers connect systems, unlock insights and deliver richer customer experiences at scale.

Millions

- Monthly API transactions processed reliably

30–40%

- Faster integration delivery than three years ago

~500

- Customer environments managed through Cyclr

Always "Yes"

- The confidence to integrate with niche, bespoke and industry-specific systems

Get in Touch

If you would like to talk about your integrations give us a call

+44 (0) 330 010 2525 or email
info@cyclr.com



"Great product with amazing service"



"Easy to adopt and adapt"



"Zapier on Steroids!"



"Integrations made easy!"



"Fantastic team to work with"



London, UK, Cyclr Systems Limited.

CO.5C, Corinthian House, 17 Lansdowne Road, Croydon, CR0 2BX

+44 (0) 330 010 2525 - info@cyclr.com