



Automating Salesforce and Trello Sync at Flixmedia

A Case Study by Syed Quadri

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At a glance

Company: Flixmedia, digital agency

Technology: Salesforce, Trello, Symfony (PHP)

The problem

Customer support ran in Salesforce; development work ran in Trello. Two full-time staff kept the two in step by hand, copying updates across. It was slow, it depended on their judgement, and errors crept in.

What I did

With backing from the Director of Technology, we first tried off-the-shelf sync tools, but none could handle Flixmedia's custom Salesforce fields. So I built a two-way sync service in Symfony that keeps Salesforce tickets and Trello cards in step every 15 minutes. After testing and a few small post-launch fixes, it became part of everyday operations.

The result

Errors between the two systems dropped sharply, and the two people who had been copying updates moved on to more valuable work, a direct saving for the business.