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## HubSpot Outage Update

1 message

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Fri, Mar 29, 2019 at 4:44 PM

Hi Patty,

We're sorry. HubSpot's only mission is to help businesses grow better, and today we weren't able to do that for you and many of your clients.

### What Happened

On the morning of March 28 EDT, we experienced an issue with a critical infrastructure system that supports many of the tools that our customers rely on. It caused widespread delays across much of our core functionality, including email, pages, sales tools, reporting and CRM tools. It also affected partner lead registration.

These processing delays resulted in further issues for customers attempting to use the tools.

**For you, this meant that you may have experienced delays across HubSpot and were unable to use parts of your HubSpot functionality.**

### Our Response

At this point, we had to make the decision on where we wanted to direct our processing power, either between restoring key data points that were at risk, or enabling customers to use the tools but abandoning the data. We made the decision to focus our efforts on restoring as much data as possible.

This decision meant that it has taken us longer than we would have liked to fully recover.

We also know that many of you were often left waiting for a response longer than we would have liked. The entire HubSpot team has been working tirelessly to solve the issue and to give you the communication you deserve. In the times when we didn't

have reliable updates to give you, we didn't want to make any promises that we couldn't keep. We understand the frustration that you must have felt, and we hear you.

As of 5:00 PM EDT, we have been able to restore the affected system and have been working throughout the day to catch up on all of the data. This process will continue until we have been able to fully restore all of the functionality and catch up all of our systems. Any lead registration attempts will be reprocessed once the systems are restored.

### Next Steps

We have identified the root cause of the issue and are working on our end to prevent this from happening again. We aspire to be remarkable, reliable and always helpful. We know we didn't live up to that commitment over the past 24 hours.

In the coming days we will be running a full retrospective of what caused this issue and our response. To give you to the transparency you deserve, we'll publish these findings publicly in an in-depth post that provides more information about the cause of this issue, as well as the steps we're taking to make sure this doesn't happen again. You can read our post on the issue [here](#).

We know that the timing of this, at the end of the month and the quarter, makes this situation especially painful for you, our customers. Thank you for sticking with us on our mission to help millions of organisations grow better, and as we try to grow better ourselves.

We will be working tirelessly in the coming days to understand if there is any further impact on any of our customers. We will follow up as soon as humanly possible with any customers who have been further impacted.

Best,

JD Sherman  
President and COO  
HubSpot

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