HubSpot Operations Hub

Qualifying Fit for Operations Hub:

Operations Hub is a good fit for current HubSpot customers who have at least one hub, but if they have multiple hubs, they're an even better fit. Below is some additional criteria to look for:

- Currently using data cleansing tools or have in the past

- Experiencing issues with messy, inconsistent data that is creating friction for their internal teams, as well as their customers.

- If they're using workflows and have over 20 workflows or workflows across 2+ objects, then they might be a good fit. Additionally, if they're using webhooks actions in worklows or custom coded actions in bots, they're also a good candidate.

- If they're a multi-hub customer, then they're very likely a good fit for Operations Hub.

Qualifying Fit for Data Sync:

Below are some example questions you can ask to find if a prospect or client is a good fit for Data Sync in Operations Hub:

- **?** What applications is the organization using that they want to sync?

- **?** Is the application(s) they want to sync included in Operations Hub?
  - Check the list of apps supported
  - If it's not listed, check with your channel account team on when it'll be available.

- **?** What information do they need to be passed from that application to HubSpot?
  - In this question, you are looking to understand which HubSpot object (Contact, Company, Deal, Ticket, Call) they are looking to sync.

- **?** Is the data they are looking to sync (object) supported by Operations Hub sync?
  - If no, data sync will not support their use case. Reach out to your CAM to check the status of upcoming objects.

Qualifying Fit for Programmable Automation:

Below are some example questions you can ask to find if a prospect or client is a good fit for Automation in Operations Hub:

- **?** What is your prospect or customer trying to automate?

- **?** Is that automation action available in HubSpot's standard set of actions? (workflows) If no, that could be possible with customer-coded actions in Operations Hub:
  - Set them up with a trial
  - Show them some use-case examples
  - Loop in your Channel Account Team if needed