

Hubspot Cheatsheet

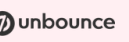
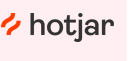
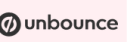
CRM & SALES

Native	Third-party	iPaaS
	 	    

ERP & FINANCE

Native	Third-party	iPaaS
	  	    

LEAD-CAPTURE

Native	Third-party	iPaaS
    		    

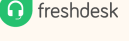
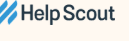
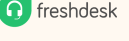
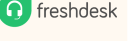
CMS

Native	Third-party	iPaaS
 	 	    

E-COMMERCE

Native	Third-party	iPaaS
   	    	    

SERVICE & SUPPORT

Native	Third-party	iPaaS
    	    	    

ALTERNATIVES

For if everything else fails

1. Private App + REST APIs
2. Custom-coded Workflows
3. Webhooks
4. Custom Objects
5. Serverless functions



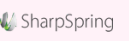
TOP 3 IPAAS

-  **alumio**
Most complete
-  **make**
Bang for the buck
-  **zapier**
Easiest

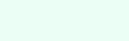
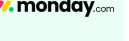
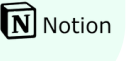
DATA & ANALYTICS

Native	Third-party	iPaaS
	    	    

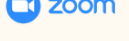
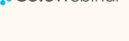
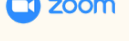
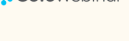
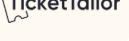
MARKETING AUTOMATION

Native	Third-party	iPaaS
   		    

PROJECTS & PRODUCTIVITIE

Native	Third-Party	iPaaS
   	  	    

EVENTS & WEBINARS

Native	Third-party	iPaaS
   		    

Pros Cons

Native

- ✓ Fast performance
- ✓ Less complexity
- ✓ Easy to understand
- ✗ Limited functionality
- ✗ Vendor lock-in
- ✗ Dependent on updates

Third-party

- ✓ Greater variety
- ✓ Specialized features
- ✓ Quick to get started
- ✗ Integration complexity
- ✗ Additional licensing costs
- ✗ Dependency

iPaaS

- ✓ Quick to configure
- ✓ Scalable
- ✓ Widely applicable
- ✗ Vendor dependency
- ✗ Costs as you grow
- ✗ Complexity in management

CDP & DATA WAREHOUSE

Native	Third-party	iPaaS
		    