# Data Platforms & HubSpot

## The Overview

HubSpot is the CRM Platform for scaling companies, but not all of our customers use HubSpot as their data platform. So how can you tell which customers are using HubSpot as their data platform, and how can you help customers who may not have a data platform decide which is the best for their business needs?

| | CRM | CDP | HubSpot | BI Platform |
|---|---|---|---|---|
| Unified Customer View | ✅ | ✅ | ✅ | ❌ |
| Powers Personalization | ✅ | ✅ | ✅ | ❌ |
| Informs Strategy | ✅ | ✅ | ✅ | ✅ |
| Enables Engagement | ✅ | ❌ | ✅ | ❌ |
| Designed for Go-To-Market Teams | ✅ | ❌ | ✅ | ❌ |
| Designed for Marketers | ✅ | ✅ | ✅ | ❌ |
| Designed for Analysts | ❌ | ❌ | ✅ | ✅ |

With the introduction of Operations Hub, HubSpot is looking to land at the intersection of a BI Platform and a CRM, while taking all the best features of a CDP with it. This shift moves HubSpot squarely into the CDP category while differentiating ourselves from the competition with the tight integration to engagement and messaging tools - they're right in the same platform.

## HubSpot and CDPs

### HubSpot CRM Platform

- Combines high-powered segmentation and reporting with tactical tools
- Allows for profile-based and aggregate data reporting

### CDP

- Utilized for data integration and governance
- Traditionally used separate of tactical tools

### Shared Features

- Leverage a profile-based data structure
- Designed to inform marketing strategy
- Designed to be easy to use for non-technical consumers

## HubSpot and BI Platforms

### HubSpot CRM Platform

- Allows for users to see the "birds eye view" and then dig into specific data within a report
- User-friendly report builder allows for access without query knowledge

### BI Platform

- Designed for "birds eye view" data processing, no ability to zoom in on specific data.
- Aggregate data reporting
- Designed for database management and querying

### Shared Features

- Flexible data visualizations
- Can support forecasting and forward-looking reporting

# Data Platforms & HubSpot

## Data Platform Direct Comparison

We've gone over some broad strokes for each type of data platform and how they stack up with HubSpot, but feel free to reference the chart below for specific pros & cons of each type of platform.

| | Pros | Cons |
|---|---|---|
| **CRM** | • Profile-based data structure<br>• Tight integration with communication tools<br>• Widely used to manage all aspects of the customer experience | • May need to purchase additional features to access big-picture reporting<br>• Manual data entry creates gaps in data management and cleanliness |
| **CDP** | • Aggregates data into one space for better governance<br>• Easy to use for generating reports<br>• Prioritizes the 360° view of the customer | • Need to purchase additional tools to facilitate engagement<br>• No longer exists as a truly standalone data solution<br>• Need integration expertise to set up and manage |
| **BI Platform** | • Aggregates data into one space for better governance<br>• Deeply powerful reporting for KPIs, performance, and forecasting<br>• Ability to manage multiple databases in one instance | • Unable to "zoom in" on particular data sets<br>• Requires analyst resources to manage and query<br>• Labor intensive set-up for dashboards and recurring reports |