

## THE AGENT READY OPPORTUNITY

# Turn HubSpot into an **agent ready** platform.

Your developers, marketers, sales teams, and customers are all working with AI agents. They want HubSpot to respond the way agents work today, through APIs, MCP tools, and natural language. **Digital API turns your HubSpot instance into that layer. In weeks, not quarters.**

## THE MARKET SIGNAL

Last week at TDX, **Salesforce launched Headless 360**, exposing its entire platform as APIs, MCP tools, and CLI commands so agents can run it without a browser. It is the clearest sign yet that CRM is becoming an agent substrate. HubSpot's turn is next, and you can lead it.

01

**The shift is real**

Claude, Cursor, Codex, and every coding agent now speak MCP. The category standard is set.

02

**The opportunity**

Unlock HubSpot's data and workflows for agents, without rebuilding anything you have today.

03

**The path**

A thin layer on top of HubSpot that makes every capability agent native and customer facing.

# Four offerings. One agent ready HubSpot.

Digital API does not replace HubSpot. We wrap it. Unify your HubSpot APIs with everything else in your stack, expose them as MCP tools, let your customers build agents on top, and govern it all safely.

## 01

### API Discovery

Provide your customers one portal for every API, pulled from HubSpot and every other gateway and source you run.

UNIFIED PORTAL

## 02

### MCP Layer

Provide your customers secure remote MCPs. Your HubSpot workflows, auto discovered by any coding agent in their stack.

SECURE REMOTE MCPs

## 03

### Agent Builder

Provide your customers a no code playground to build agents on top of your HubSpot data and APIs, without writing glue code.

CUSTOMER PLAYGROUND

## 04

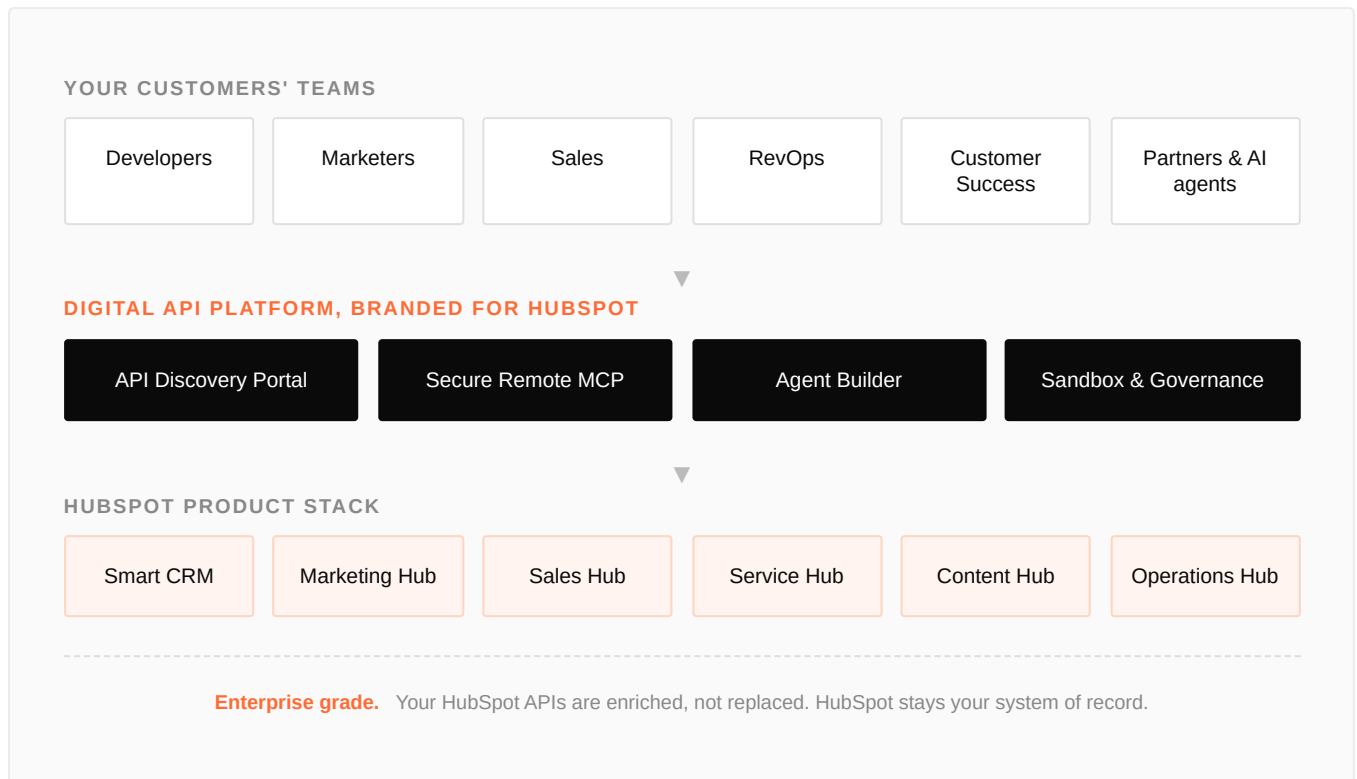
### Sandbox & Governance

Provide your customers a safe space to test and monitor their agents, with governance and controls baked in from day one.

SAFE BY DEFAULT

# The **agent ready** architecture.

Digital API sits between your customers and your HubSpot product stack. HubSpot keeps running as your system of record. We add the discovery, MCP, agent, and governance layers on top, so every customer stakeholder can get value from HubSpot through whichever surface they already use.



# Value across every customer team.

An agent ready HubSpot is not a developer only upgrade. Every function inside your customers' companies moves faster the moment this layer goes live.



## Developers

BUILD FASTER

- Query HubSpot from Claude Code or Cursor with full context
- Auto generated MCP tools for every custom object and workflow
- Ship integrations in days instead of sprints



## Marketers

LAUNCH SMARTER

- Ask agents to segment lists, launch campaigns, and pull reports
- No more ticket queues waiting for ops
- Test and iterate in a safe sandbox before going live



## Sales

CLOSE FASTER

- Pipeline updates and call notes from Slack or voice, no clicking
- Agents draft follow ups with full HubSpot context
- Deal signals surfaced automatically, not chased



## RevOps & Customers

SELF SERVE

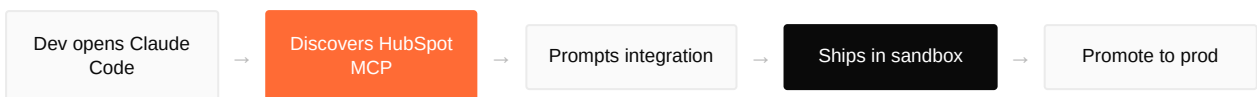
- Build agents on HubSpot data in a no code playground
- Access APIs through a portal designed for humans and agents
- Governed, sandboxed, and production ready from day one

# Every team, a new workflow.

A few examples of what an agent ready HubSpot unlocks. Every workflow below runs through Digital API on top of your existing HubSpot instance. Nothing rebuilt. Everything accelerated.

## 1 Developer ships a new HubSpot integration

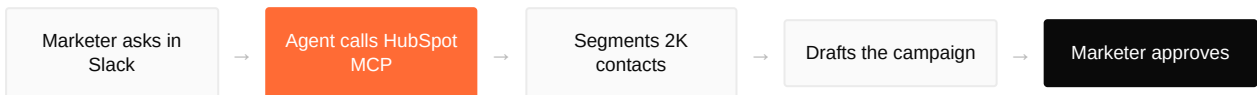
FOR DEVELOPERS



**Outcome:** What used to take two sprints of documentation reading and custom integration work now happens in a single conversation with an AI agent.

## 2 Marketer launches a re-engagement campaign

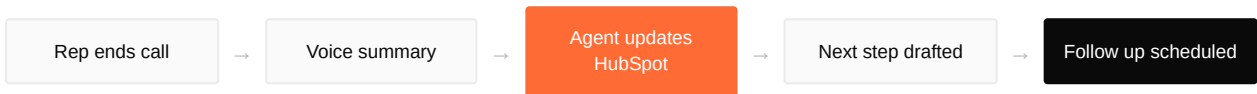
FOR MARKETERS



**Outcome:** No ops tickets. No waiting days for a segment. The marketer stays in Slack, the agent does the lifting, HubSpot stays the source of truth.

## 3 Sales rep closes out a call

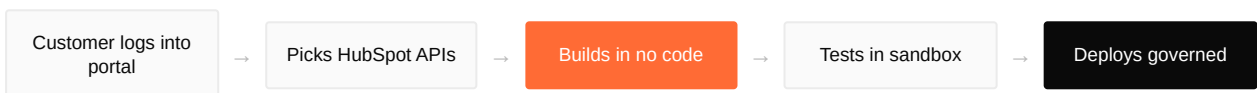
FOR SALES



**Outcome:** Zero manual data entry. Pipeline stays clean. Reps get back an hour a day and every deal has full context automatically.

## 4 Customer builds their own HubSpot agent

FOR CUSTOMERS



**Outcome:** You deliver an agent experience to your customers without hiring a platform team. They self serve, you stay in control.

# Ready when you are.

You already have HubSpot working. What you need next is the layer that makes it usable by every agent, every team, and every customer you serve. Digital API delivers that in weeks, with governance built in.

**3x**

Faster developer  
integration cycles

**60+**

MCP tools ready  
for HubSpot workflows

**Weeks**

From kickoff to  
production, not quarters

**BOOK A CONVERSATION**

**Fifteen minutes. We will walk you through what an agent ready HubSpot looks like, and show you the fastest path to get there.**

[Talk to us →](#)**LEARN MORE**[digitalapi.ai](https://digitalapi.ai)

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