

You don't have to replace HubSpot to outgrow its limits. You can extend it.

HubSpot is great for getting a GTM team up and running. But as companies scale, their data and automation needs outgrow what HubSpot was built to handle natively. The usual answer is to rip it out for Salesforce and Marketo.

There's another way. Openprise is a no-code data and AI orchestration platform. It connects to HubSpot and the rest of your GTM stack. It adds the data quality, integration, and automation infrastructure growing teams need, without replacing the platform your team already knows.



Where growing teams hit a wall in HubSpot

As your data grows...	Openprise adds...
Connecting to ERPs, warehouses, other CRMs, or large files takes custom middleware	400+ ready-made connections, no middleware to build
Native duplicate detection is basic, and merge limits cap out over time	AI-powered matching that catches duplicates native tools miss, flags them for fast review, and never hits a lifetime cap
Custom objects cap out at 500K records, and there's a hard limit on how many you can build	A place to store and operate on GTM data without hitting a ceiling
Scoring is tied to a single object and a handful of models	Scoring models that span objects and systems, including account-based scoring for full buying groups

The real cost of “graduating” off HubSpot

Replacing HubSpot with Salesforce and Marketo isn't just a subscription swap. It typically means:

- A 6–9 month migration project
- Agency and implementation cost that often exceeds \$250,000
- Retraining your entire sales and marketing team on new platforms
- Your Ops team doing little else for the better part of a year

About **1 in 10 HubSpot customers** eventually hit the limits that trigger this conversation. **Openprise** gives you a way to solve the underlying data problem without paying that cost in time, money, or team bandwidth.

Not a migration. An addition. Openprise sits alongside HubSpot, not instead of it. Keep the CRM and marketing platform your team already knows. Just add the data foundation to scale it.

Real results from GTM ops teams

45 minutes

ERP-to-CRM integration cycle at Teledyne LeCroy — down from 3–4 days

130%

Improvement in lead-to-account match rates at Equinix

108+ hrs/week

Saved, with 40 weekly ops tickets eliminated, at Rimini Street

“Without Openprise, we would need to hire ~15 additional FTEs to manually do the work.”

Detrie Zacharias, Rimini Street

Ready to see it in action?

See how Openprise adds enterprise data orchestration to HubSpot, without replacing the platform your team already knows.

[Book a demo](#)