

# HubSpot Integration for SAP Sales Cloud

## Overview

Automatically sync sales contacts to marketing. This solution aligns your sales and marketing operations by bridging SAP Sales Cloud and HubSpot using the SAP Business Technology Platform.

## Key Features

- **Automated Sync:** Uni-directional synchronization of Contact Persons from SAP to HubSpot.
- **Identity Mapping:** Accurately maps First Name, Last Name, and Email Address.
- **Secure Architecture:** Built on SAP Integration Suite (BTP) for enterprise-grade security.

## Benefits

- Eliminate manual data entry errors.
- Ensure marketing databases are always up-to-date.
- Reduce time-to-lead for marketing campaigns.

## Technical Requirements

- SAP Sales Cloud (V2)
- HubSpot (Marketing/Sales Hub)
- SAP Business Technology Platform (Integration Suite)