

Solutions Architecture Design

Partner Eligibility

- Organization has three full-time employees
- Delivered a minimum of two solutions architecture design projects within the last 12 months for customers meeting the project requirements
- All work & experience submitted for this accreditation completed by full-time employees of your organization
- Meets the HubSpot Academy certification prerequisites found in the ["How It Works" section here](#)
- Platinum, Diamond, or Elite tiered HubSpot solutions partner

Requirements for Projects

1. Option 1: Multi-Hub project, that included Sales or Service Hub Pro/Ent AND Operations Hub Pro or Ent (excluding Data Sync features)
 - Leveraging tools across these Hubs together to solve a business challenge or grow a customer with your solution
2. Option 2: Solution involving at least 3 of the following tools
 - Data modeling connected to sales or service pipelines
 - Workflow automation used for marketing and sales processes (not simply email nurture)
 - Custom Report Builder
 - (Optional, Recommended): Utilizing integration (process begins with, ends with or driven by integration data)
3. Option 3: Solution required customizing the CRM, including one of the following
 - Deploying UI extensibility features (Projects in 'CRM Development' tab)
 - Deploying custom CRM cards through an OAuth integrated application
 - Deploying a custom workflow extension that drives a CRM Process

Round 1 Checklist

Onboarding Methodology Showcase

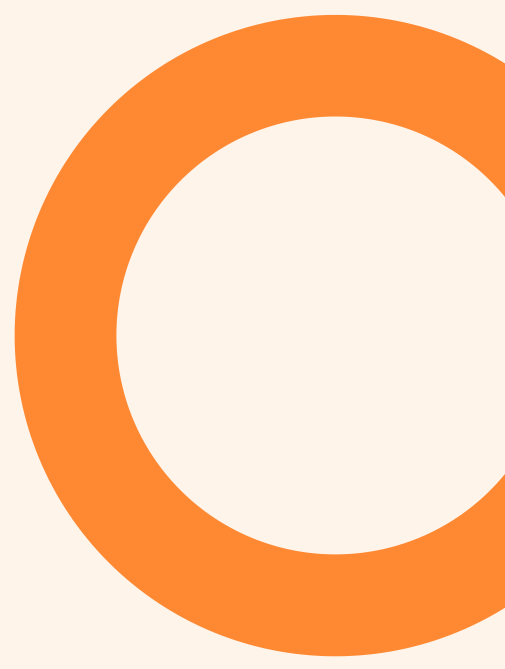
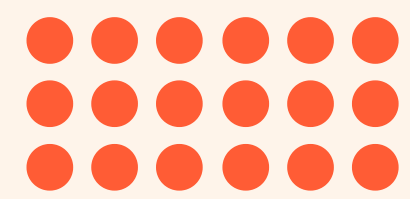
- Executive Summary
 - Customer needs/Challenges
 - Customer Tech Stack
 - Project Context
 - High level description of solution
- Methodology
 - Client workbooks
 - Stakeholder call schedule and notes
- Project Plan
 - Project duration
 - Metrics

Solutions Design Profiles

- Select project that meets the 1 of 3 Solution requirements:
 1. User Solution
 2. Automation Solution
 3. Performance Reporting Solution
- Summary of Client Needs
- Solution Proposal
- Solution Specification

Customer Reference

- Provide reference information for a contact from the Item 1 customer.
- Ensure they are ready to provide feedback on:
 - Strategy, consultation, stakeholder management
 - Outcome-based solutions design
 - Overall technical ability



Solutions Architecture Design

Partner Eligibility

- Organization has three full-time employees
- Delivered a minimum of two solutions architecture design projects within the last 12 months for customers meeting the project requirements
- All work & experience submitted for this accreditation completed by full-time employees of your organization
- Meets the HubSpot Academy certification prerequisites found in the ["How It Works" section here](#).
- Platinum, Diamond, or Elite tiered HubSpot solutions partner

PLEASE NOTE

Judges for Round 1 and Round 2 may be different. When submitting Round 2 materials, make sure to be thorough and assume judges do not have prior context of your Round 1 submission.

Requirements for Projects

1. Option 1: Multi-Hub project, that included Sales or Service Hub Pro/Ent AND Operations Hub Pro or Ent (excluding Data Sync features)
 - Leveraging tools across these Hubs together to solve a business challenge or grow a customer with your solution
2. Option 2: Solution involving at least 3 of the following tools
 - Data modeling connected to sales or service pipelines
 - Workflow automation used for marketing and sales processes (not simply email nurture)
 - Custom Report Builder
 - (Optional, Recommended): Utilizing integration (process begins with, ends with or driven by integration data)
3. Option 3: Solution required customizing the CRM, including one of the following
 - Deploying UI extensibility features (Projects in 'CRM Development' tab)
 - Deploying custom CRM cards through an oAuth integrated application
 - Deploying a custom workflow extension that drives a CRM Process

Round 2 Checklist

Sales Proposal

- Upload video case study detailing an engagement for the last 12 months (25 min max) that includes:
 - Introduction + Project Summary (~2 min)
 - Customer Context (~5 mins)
 - Requirements Pushback (~5-8 mins)
 - End State (~2-5 mins)

Practicum Exercise

- Find the Practicum Scenario in Submittable and address the following areas:
 - Assumptions and their impact on the solution design
 - Solution design specifications
 - Outstanding questions for the customer