



FOCUSPOINT – HUBSPOT INTEGRATION GUIDE

Lori Ann & Faruk Alkaya

FOCUSPOINT ®

2024

Introduction

In this document, we will explain the integration process between FocusPoint and HubSpot. This document is only suitable for people with sufficient knowledge of using HubSpot. Otherwise, please inspect HubSpot documents first. Before starting integration, please ensure the related integration is installed on your environment (if it is not installed, please contact us).

When HubSpot is installed you will see HubSpot on your navigation menu, once selected you will be brought to this screen:

The screenshot displays the FocusPoint configuration interface for HubSpot integration. The left sidebar contains a navigation menu with the following items: Dashboard, Catalog, Sales, Customers, Promotions, FocusPoint 4.5.8.22, SAP Integration 4.5.6.53, Content management, CRM & Analytics, HubSpot (selected), Configuration, Sync Dashboard, HubSpot Sync Logs, Property Mapping, and Business Partners. The main content area is titled 'HubSpot Configuration App Version: [4.5.13]' and features a toggle for 'Advanced' settings. Below this, the 'General Settings' section is visible, containing the following configuration options:

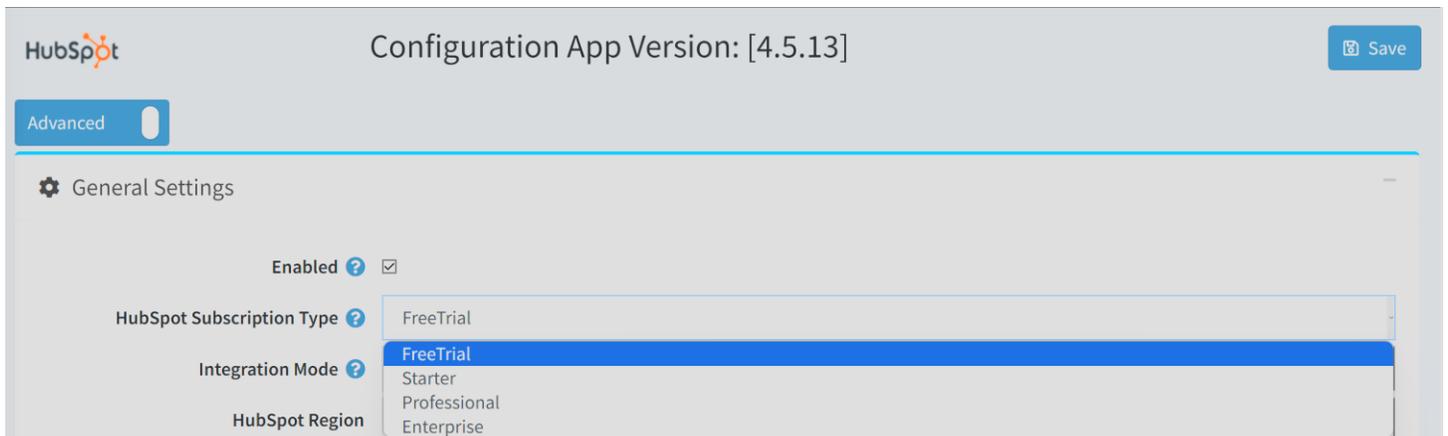
- Enabled:
- HubSpot Subscription Type: FreeTrial
- Integration Mode: Use FocusPointSap HubSpot App
- HubSpot Region: Europe
- Sync Role: Registered
- Sync product SKU:
- Use store prefix for SKU:
- Sync product attribute combinations:
- Turn HubSpot deal To abandoned checkout older than hours: 240
- Sync Address Type: Use Shipping Address
- Pull Companies From HubSpot while Initialization:

HubSpot Subscription Options

HubSpot have four type of subscription options;

- Free Trial
- Starter
- Professional
- Enterprise

To view the differences between these models, please visit [hubspot.com](https://www.hubspot.com). The most important aspect from FocusPoint is that if your subscription is not Professional or Enterprise, you can not send product records to HubSpot. On the integration panel you will be prompted to enter your Subscription Type:

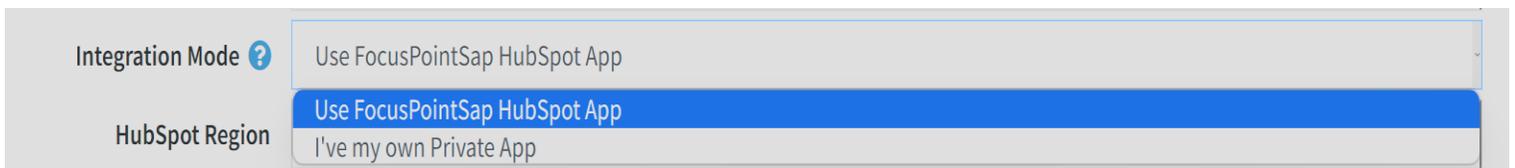


HubSpot App Integration Mode Options

There are two type of integration modes available:

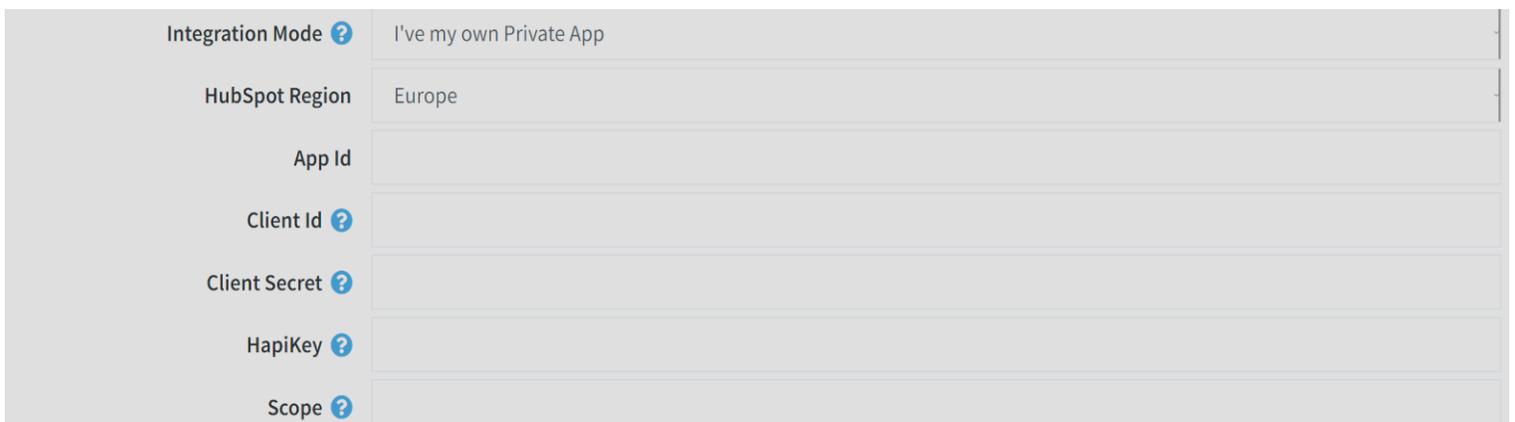
- Pre-Registered and Approved FocusPoint App By HubSpot (**Recommended**)
- Client's own private App

There are API access structure changes between these 2 models. Using "Recommended" FocusPoint's Integration App allows you not to provide any API Key, Secrets, Scopes etc. For private app on HubSpot whole information on our integration panel will be required.



A screenshot of a dropdown menu for integration mode. The menu is open, showing two options: "Use FocusPointSap HubSpot App" (highlighted in blue) and "I've my own Private App". The label "Integration Mode" with a question mark icon is visible on the left. Below it, the label "HubSpot Region" is also visible.

If you select "I've my own Private App" you can see these fields on same screen. All fields are required. Please insure the correct region for HubSpot access Europe and other countries has been selected.



A screenshot of a form for a private app integration. The "Integration Mode" is set to "I've my own Private App". Below it, the "HubSpot Region" is set to "Europe". There are six empty input fields for "App Id", "Client Id", "Client Secret", "HapiKey", and "Scope", each with a question mark icon next to its label.

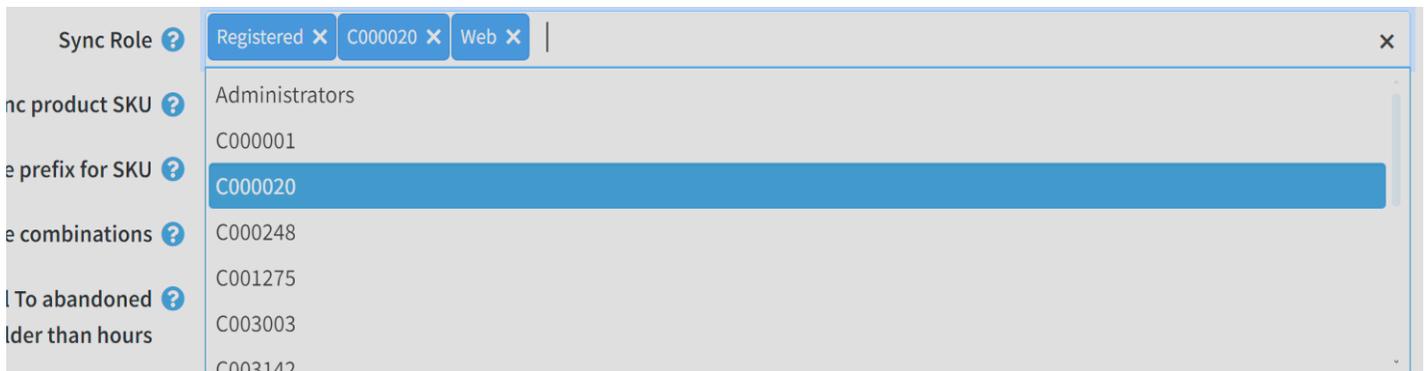
Customer Role Options

The Roles come from SAP per customer. There is a role option as and in some cases you don't want to sync some roles to HubSpot. If you want to whole Registered customer's to HubSpot, this is also possible.

We have some system defined roles with client defined roles. System defined roles;

- Guest
- Registered
- Admins
- Vendors

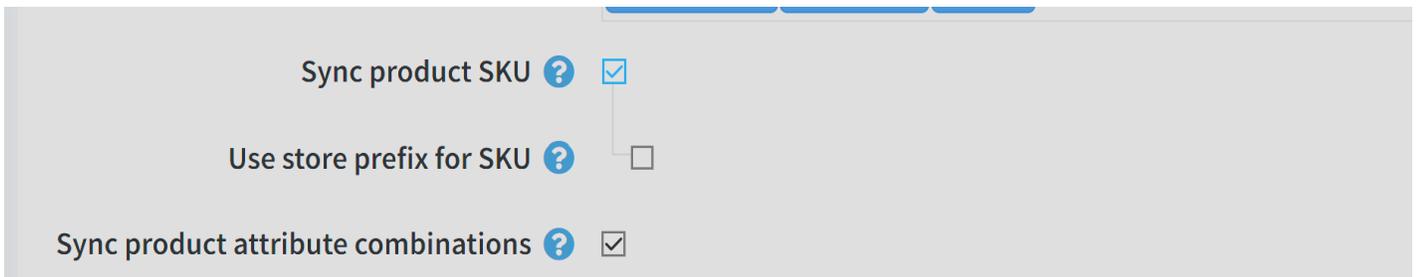
Other roles are client defined roles like your BusinessPartner roles etc. In this section just select the related roles which you want to send to HubSpot via this integration.



Item Sync Options

We've a few options while synchronization items to HubSpot.

- **Sync Product SKU**
Use when you want to send item SKU's to HubSpot
- **Use Store Prefix for SKU**
Use when you have multiple stores and want to mark the related items with a store name prefix
- **Sync Product Attribute Combinations**
Use when you want to send item combinations to HubSpot. Like Color: Red, Size: XL etc.

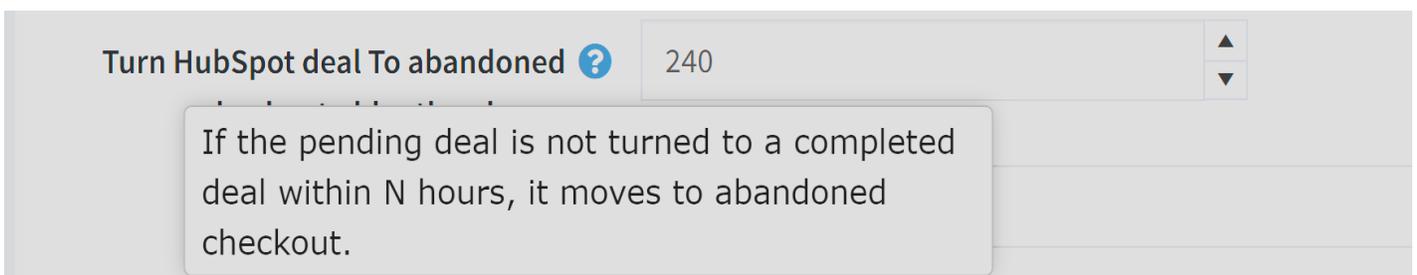


The screenshot shows a configuration interface for item synchronization. It features three rows of options, each with a label, a help icon (question mark in a blue circle), and a checkbox. The first row, 'Sync product SKU', has a checked checkbox. The second row, 'Use store prefix for SKU', has an unchecked checkbox. The third row, 'Sync product attribute combinations', has a checked checkbox.

Sync product SKU ?	<input checked="" type="checkbox"/>
Use store prefix for SKU ?	<input type="checkbox"/>
Sync product attribute combinations ?	<input checked="" type="checkbox"/>

Abandoned Checkout Options

In HubSpot there is a section on Deals called "Abandoned Deals" for marketing purposes. We handled this logic with a timer. If the shopping cart not completed in the given hours, we will mark this deal as "Abandoned" on HubSpot.



The screenshot shows a configuration interface for abandoned checkout options. It features a label 'Turn HubSpot deal To abandoned ?' followed by a numeric input field containing the value '240'. To the right of the input field are up and down arrow buttons. A tooltip box is overlaid on the interface, containing the text: 'If the pending deal is not turned to a completed deal within N hours, it moves to abandoned checkout.'

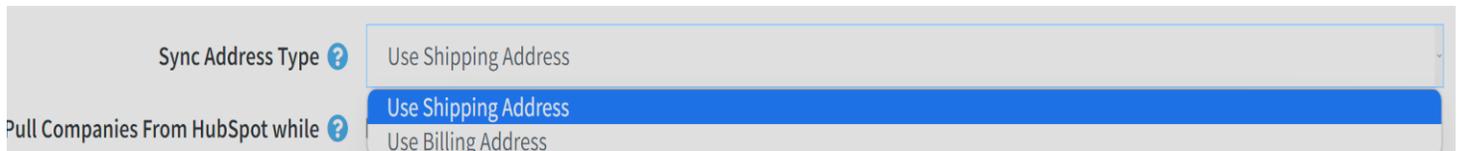
Turn HubSpot deal To abandoned ?	240	▲ ▼
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If the pending deal is not turned to a completed deal within N hours, it moves to abandoned checkout.

Address Sync Options

We have two options for customer address sync flow. You can choose Billing Addresses or Shipping Addresses as your **Customer's default Contact Addresses**. Also, please consider, these addresses are not only web based but also your SAP based address will be stored on HubSpot for related Contacts. That means when you create a new address on FocusPoint or SAP the address will be sent to HubSpot.

Choose eligible option which is fit on your marketing flow:



The image shows a screenshot of a software interface with two dropdown menus. The first dropdown is labeled 'Sync Address Type' and has a help icon. It contains two options: 'Use Shipping Address' (selected) and 'Use Billing Address'. The second dropdown is labeled 'Pull Companies From HubSpot while' and also has a help icon. It contains two options: 'Use Shipping Address' (selected) and 'Use Billing Address'.

Dealing With Current HubSpot Data

If you already using HubSpot before FocusPoint, we have a few options for dealing existing data on HubSpot called “**Pull Companies**” and “**Pull Contacts**” from HubSpot. This is important because otherwise FocusPoint does not know which data is on HubSpot or not. If you already have some data on HubSpot please use this feature as a recommendation. Another option is “**Ignore Existing Deal Sync While Initialization**” this feature useful when you don't want to send existing orders to HubSpot while setup.

This action **never** affects your SAP database or FocusPoint databases. It's just for updating your HubSpot records with a unique identifier. Because we don't want to create duplicated records on HubSpot. If the e-mail exists for a Contact or Company just use existing record.

Important: These options are only available while in first setup. If you have already synced some data to HubSpot, you never use this option again without FocusPoint manual attempt. So please consider this at the beginning of the integration. Otherwise, extra hours will be chargeable.

Deal Status Mapping Options

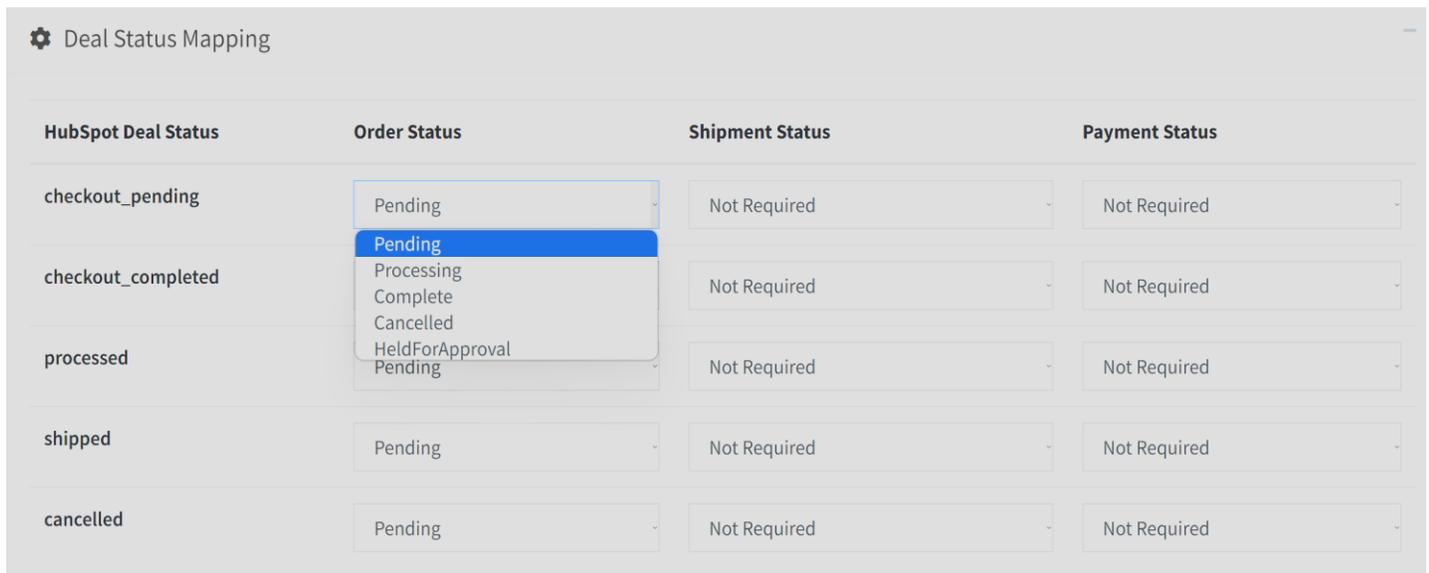
The Deal mean is “**Orders**” and “**Shopping Carts**” from our perspective. You have six options on HubSpot called Deal Stages, here is the HubSpot Deal Stages list;

1. Checkout Pending
2. Checkout Completed
3. Checkout Processed
4. Checkout Shipped
5. Checkout Canceled
6. Checkout Abandoned

For each stage we have three options for matching status in this integration;

1. Order Status
2. Order Shipment Status
3. Order Payment Status

You will see the related option in our integration panel like this;

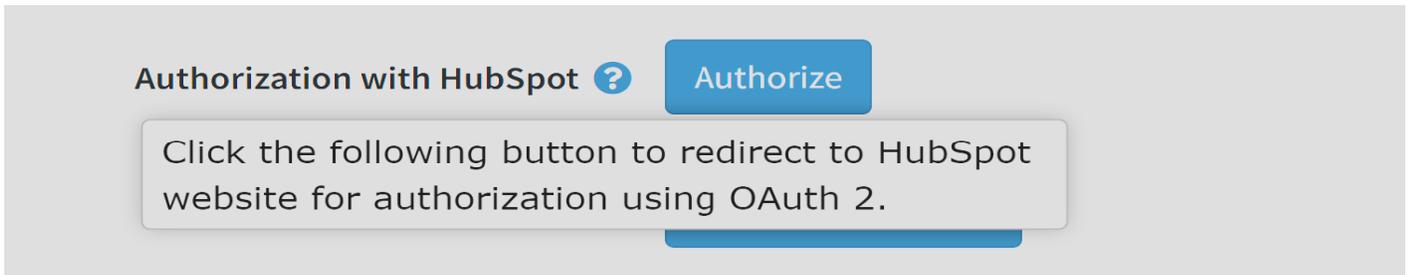


HubSpot Deal Status	Order Status	Shipment Status	Payment Status
checkout_pending	Pending	Not Required	Not Required
checkout_completed	Pending	Not Required	Not Required
processed	Processing	Not Required	Not Required
shipped	Complete	Not Required	Not Required
cancelled	Cancelled	Not Required	Not Required
	HeldForApproval	Not Required	Not Required
	Pending	Not Required	Not Required

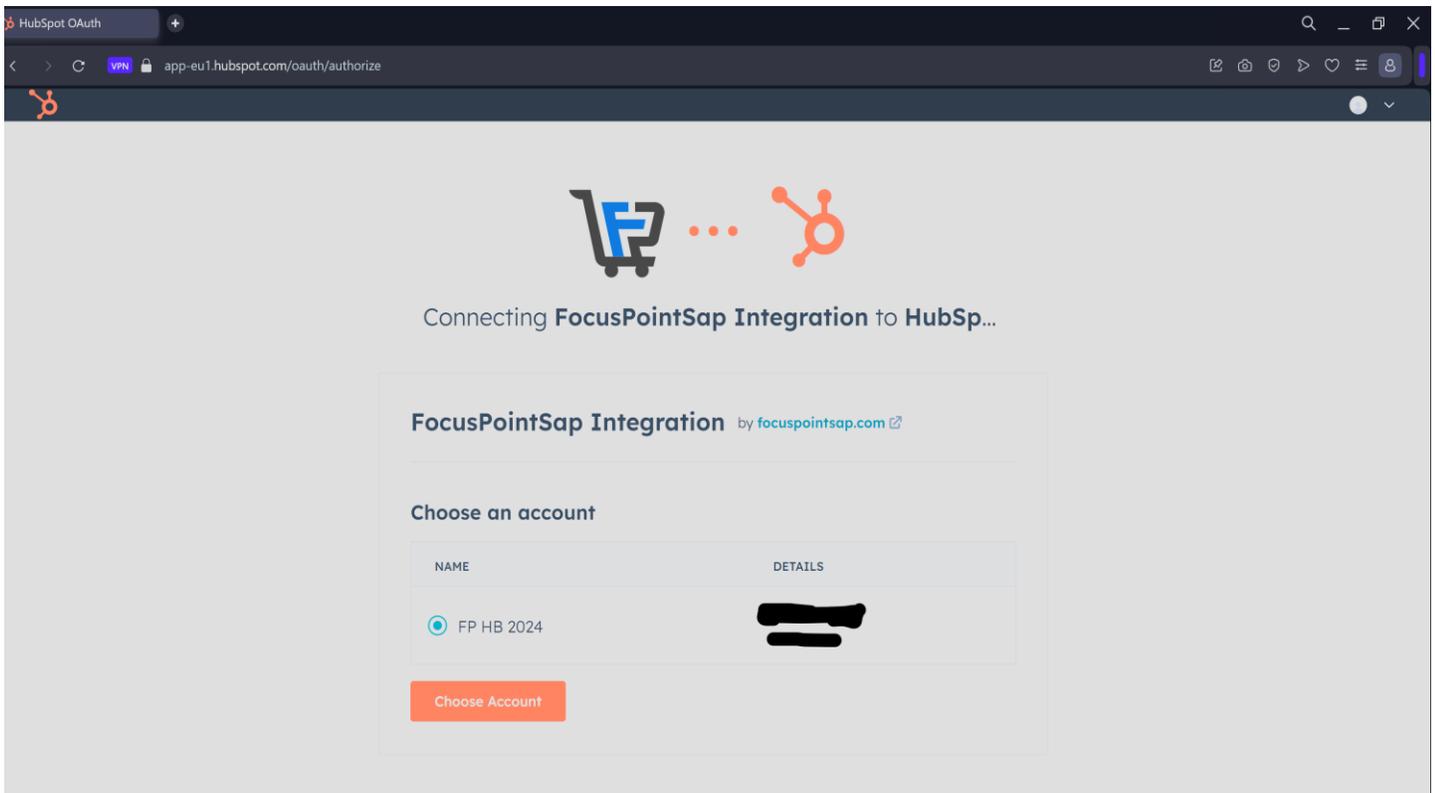
“**Abandoned**” option is not there because it works only with shopping cart not orders. Pick relevant options which fits your business flow.

Starting Integration

The integration depends on your Integration Mode selection. If you select “Use FocusPoint HubSpot App” click “Authorize” button, then you will be redirected to HubSpot website to give permissions to FocusPoint. If you select “I’ve my own private apps” please make sure information provided is valid and correct and then you will also be redirected to HubSpot and come back to your Admin panel automatically.



When you clicked this button, you have to see this screen and then just select your HubSpot Account in this page.



After your approval you will be sent back to your store with this message inside the green bar. That means your Integration has begun and FocusPoint can send data to HubSpot.

But if you see a red error message, please contact us.

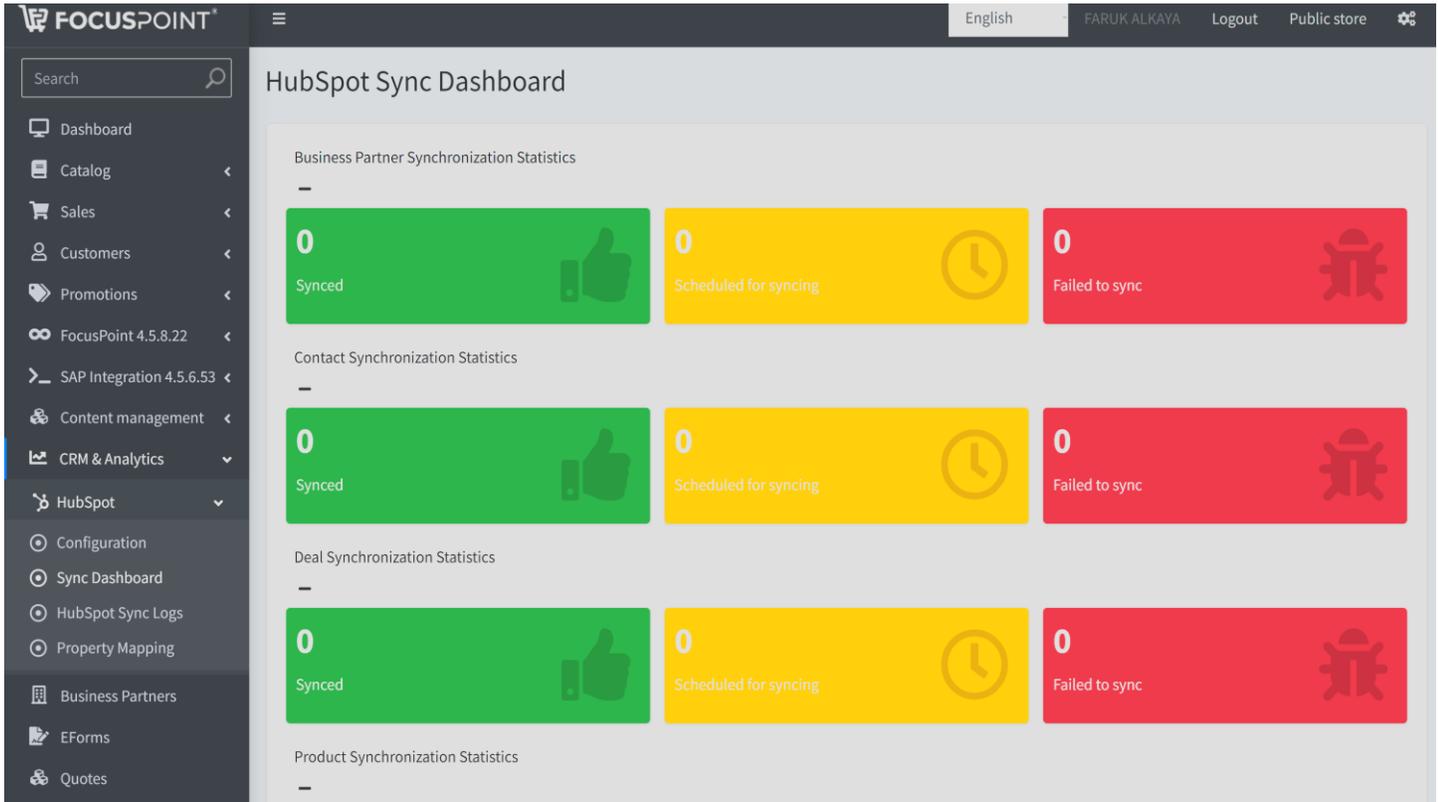
The screenshot displays the HubSpot Configuration App interface. At the top, a green notification bar states: "Your store 'Interfer' has been successfully authorized with the HubSpot." Below this, the HubSpot logo is on the left, and the text "Configuration App Version: [4.5.13]" is on the right, next to a "Save" button. A blue "Advanced" toggle is visible. The main section is titled "General Settings" and contains the following configuration options:

- Enabled**: (with a help icon)
- HubSpot Subscription Type**: FreeTrial (with a help icon)
- Integration Mode**: Use FocusPointSap HubSpot App (with a help icon)
- HubSpot Region**: Europe (with a help icon)
- Sync Role**: Registered (with a help icon and a close button)
- Sync product SKU**: (with a help icon)
- Use store prefix for SKU**: (with a help icon)
- Sync product attribute combinations**: (with a help icon)
- Turn HubSpot deal To abandoned checkout older than hours**: 240 (with a help icon and a spinner)
- Sync Address Type**: Use Shipping Address (with a help icon)

Tracing Integration

1. Sync Dashboard

In this dashboard you will see which kind of records synced to HubSpot with a detailed Grid View.



0
Synced

0
Scheduled for syncing

0
Failed to sync

Search ^

Created from ? 📅

Created to ? 📅

Is Sync

Entity Type ?

Search

	HubSpot ObjectId	Store Id	Synced	Failed To Sync	Domain	SyncMessage	Deleted	Business Partner Id	Created Utc	HubSpot Object Type	Re Sync	Mark As Deleted
No data available in table												

◀
▶

Show items

No records ↻

2. Integration Log Tracing

You can always see what happened on your integration between SAP > FocusPoint > HubSpot. FocusPoint also uses this section while issue tracing:

HubSpotLog

🗑 Delete selected
🗑 Clear log

Search ^

Created from ? 📅

Created to ? 📅

Entity Type ?

Message ?

Log level ?

Search

	Log level	Short message	Created on	View
<input type="checkbox"/>	Error	HubSpot OAuth Failed with message HubSpot API Request Failed. Path: /oauth/v1/token & Method: Post & Request Json: {"grant_type":"authorization_code","client_id":"87282429-d670-4cff-86e3-8e634cb071c2","client_secret":"62f58eda-eb84-42d8-87d9-cca44a4ae4f1","redirect_uri":"https://localhost:64073/Plugin/HubSpot/OAuth/Authorization/Response","code":"eu1-7217-3636-4107-a6e5-220e5faedfb7"} & Response:	03/25/2024 7:41:34 PM	👁 View

◀
1
▶

Show items

1-1 of 1 items ↻