**IN 25**

AI Analysis

# HubSpot Developer Platform: Showcase and AMA

**Daniel Jacobson**
Director of Product, Developer Product
Group, HubSpot

**Robyn Naragon**
Product Manager, HubSpot

**Roger Brown**
Senior Product Manager, HubSpot

**Sejal Parikh**
Staff Product Manager, HubSpot

**Laurie Qian**
Group Product Manager, HubSpot

**Graham Collins**
Head of Partnerships, QuotaPath

**VOXO**

# Summary

The session showcased HubSpot's new developer platform, focusing on its enhanced capabilities and unified experience for building applications. Daniel Jacobson introduced the platform as an evolution of HubSpot's existing tools, emphasizing the streamlined developer experience, flexible distribution options, and new extensibility opportunities. This unified platform allows developers to build more deeply integrated applications with features such as private and public app configurations, React-based UI extensions, and new eventing frameworks. The goal is to provide developers with a more productive experience and the ability to make their customers more productive with feature-rich applications.

Robin Naragon demonstrated the improved developer experience, including a new documentation site, dynamic developer overview, and streamlined onboarding flow with the HS Get Started command. Robin highlighted the ease of creating and deploying applications using the new tools, with a focus on reducing the time to value for developers. The session also introduced new scaffolding commands like HSProjectAdd and HSProjectCreate, a developer MCP server for easier coding with AI agents, and configurable test accounts for flexible testing across different subscription tiers. These advancements aim to enhance the developer's workflow and simplify the process of building and iterating on applications.

Roger Brown and Sejal Parikh discussed new features for app foundations and accelerating innovation. Roger highlighted the introduction of AppObjects, app events, and app settings, which enable partners to create more integrated and efficient applications within HubSpot. Sejal focused on AI integration, showcasing the remote MCP server and user-level applications that ensure data safety and security while enabling personalized user experiences. The session also touched on the new Webhooks V4 and Journals API for real-time notifications and precise data changes. Laurie Qian concluded with the announcement of a new release cadence for the developer platform and provided guidance on migrating existing applications to the new platform. Graham Collins from QuotaPath shared his positive experiences with the new tools, emphasizing the simplicity and efficiency they bring to the development process.

# Takeaways

### Unified Developer Platform Enhancements

HubSpot's new developer platform brings together all previous tools into a unified experience, allowing developers to build more deeply integrated and feature-rich applications. This platform includes streamlined developer tools, flexible distribution options, and new extensibility opportunities such as React-based UI extensions and eventing frameworks.

### Improved Developer Experience

The new developer experience features a revamped documentation site, dynamic developer overview, and streamlined onboarding flow. New scaffolding commands, a developer MCP server, and configurable test accounts are designed to reduce the time to value for developers and simplify the process of building and iterating on applications.

### Accelerating Innovation with AI Integration

The session highlighted the integration of AI with the remote MCP server and user-level applications, ensuring data safety and security while enabling personalized user experiences. New features like AppObjects, app events, and app settings allow partners to create more integrated and efficient applications within HubSpot.

Summary powered by

**VOXO**

voxoevent.ai